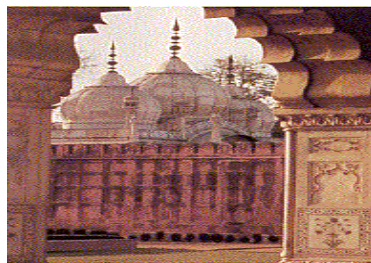
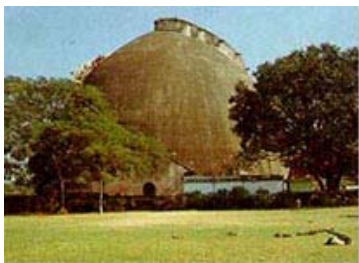
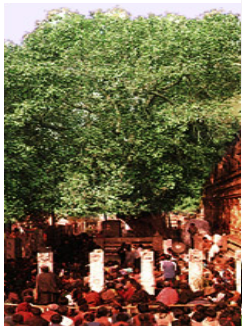




GOVERNMENT OF INDIA
MINISTRY OF TOURISM AND CULTURE
DEPARTMENT OF TOURISM
MARKET RESEARCH DIVISION

FINAL REPORT
ON
20 YEARS PERSPECTIVE TOURISM PLAN
FOR THE STATE OF BIHAR



MARCH 2003



CONSULTING ENGINEERING SERVICES (I) PRIVATE LIMITED
NEW DELHI KOLKATA MUMBAI CHENNAI



Preface

The history of Bihar indicates a rich culture inherited from various dynasty and birthplace of and great personalities and several religions. It has immense potential for tourism activities like religious tourism, heritage tourism, and nature tourism. Apart from that, the wildlife, birds and sanctuaries hold vast potential for eco-tourism. But the tourism potential of the state for generating much needed income and employment remain under utilized.

With this scenario, *Marketing Division, Dept. of Tourism, Govt. of India* has taken proactive steps to carry out 20 Year Perspective (Tourism) Plan for the State of Bihar. M/s Consulting Engineering Services (India) Private Ltd. has been assigned to evolve a meaningful plan considering all facets of tourism development in the State.

The Tourism Master Plan for Bihar has been prepared as per the guidelines suggested by the Department of Tourism, Government of India by developing sustainable tourism giving year-wise phasing of investment indicating short term and long term plans for implementation of identified potential development schemes/ project/ products.



ACKNOWLEDGEMENT

Consulting Engineering Services (India) Pvt. Ltd. acknowledges the valuable guidance, assistance and help extended to our team members from time to time and is indeed grateful to the following individuals, departments and organization without which we would not have been able to complete the assignment successfully.

1. Mr. Amitabh Kanth, Jt. Secretary, Ministry of Tourism, Govt. of India
2. Mr. J. Dash, Jt. Director General (MR), M.R. Division, Govt. of India
3. Mr. D. D. Mathur, Dy Director, (MR), M.R. Division, Govt. of India
4. Commissioner & Secretary, Dept. of Tourism, Govt. of Bihar
5. Mr. Umesh Chandra Sharma, Dy. Secretary, Tourism, Govt. of Bihar
6. Mr. Atul Prasad, Managing Director, Bihar State Tourism Development Corporation Ltd.
7. Mr. Prem Kishore Prasad, Asst. Supt. Arch. Engineer, Archeological Survey of India, Patna Circle
8. Mr. S. K. Mohanta, Data Processing Officer (M.R.) Marketing Division, Dept. of Tourism, Govt. of India
9. Mr. A.K. Srivastava, Planner, Dept. of Tourism, Govt. of Bihar
10. Marketing Division, Department of Tourism, Govt. of India
11. Department of Tourism, Govt. of Bihar
12. Bihar State Tourism Development Corporation Ltd.
13. Archaeological Survey of India, Patna Circle
14. Department of Forest & Environment, Govt. of Bihar
15. ITDC, Patna
16. Conservator Forest Range office, Katihar
17. Bihar Tourism Information Centre, Patna



CONTENTS

EXECUTIVE SUMMARY

CHAPTER 1 PROJECT BACKGROUND

- 1.1 INTRODUCTION
- 1.2 BIHAR - AN OVERVIEW
 - 1.2.1 Regional Setting
 - 1.2.2 Climate
 - 1.2.3 Physiography, Flora & Fauna
 - 1.2.4 History & Administration
 - 1.2.5 People
 - 1.2.6 Economy
 - 1.2.7 Industries
 - 1.2.8 Connectivity
- 1.3 TOURISM POTENTIAL
- 1.4 NATIONAL LEVEL TOURISM POLICY
 - 1.4.1 Defined Objectives in the National Tourism Policy for Tourism Development in the State of Bihar
- 1.5 GENERAL PERSPECTIVE OF GLOBAL SCENARIO
- 1.6 TERMS OF REFERENCE
 - 1.6.1 Scope of Work
 - 1.6.2 Deliverable
- 1.7 OBJECTIVES
- 1.8 APPROACH
 - 1.8.1 Planning Tourism as an Integrated System
 - 1.8.2 Planning for Sustainable Tourism Development

CHAPTER 2 EXISTING AREAS OF TOURISTS INTEREST

- 2.1 TOURIST CIRCUITS IN BIHAR
- 2.2 IMPORTANCE OF TOURIST PLACES
- 2.3 ARTS & CRAFTS
 - 2.3.1 Mithila Paintings
 - 2.3.2 Fairs & Festivals
 - 2.3.3 Dances
- 2.4 TRAVEL CIRCUITS (BIHAR STATE TOURISM DEVELOPMENT CORPORATION - BSTDC)
 - 2.4.1 Pilgrim Circuits
 - 2.4.2 Nature Circuit
 - 2.4.3 Wildlife Circuit
- 2.5 PACKAGE TOURS (BSTDC)

CHAPTER 3 TREND AND FORECASTS OF TOURIST TRAFFIC

- 3.1 BACKGROUND
- 3.2 WORLD TOURIST SCENARIO
- 3.3 SHARE OF INDIAN TOURIST TO GLOBAL
- 3.4 INDIAN TOURIST SCENARIO
- 3.5 TOURISM IN BIHAR
 - 3.5.1 Domestic Tourism
 - 3.5.2 Foreign Tourists
- 3.6 PROJECTION OF TOURISTS IN BIHAR
 - 3.6.1 Existing Trend
 - 3.6.2 After Implementation of Plan



CHAPTER 4 ASSESSMENT OF TOURISM SUPPORTED INFRASTRUCTURE

- 4.1 CONNECTIVITY AND TRANSPORTATION
 - 4.1.1 Road Network
 - 4.1.2 Rail Networks
 - 4.1.3 Air Transport Facilities
 - 4.1.4 Water Transport
- 4.2 ACCOMODATION
- 4.3 TOURIST INFORMATION CENTRES IN BIHAR
- 4.4 PHYSICAL INFRASTRUCTURE
 - 4.4.1 Water Supply
 - 4.4.2 Power
 - 4.4.3 Flooding

CHAPTER 5 REVIEW OF EXISTING TOURISM DEVELOPMENT /INVESTMENT PLAN

- 5.1 IX-TH FIVE YEAR PLAN
- 5.2 EXISTING INVESTMENT BY THE STATE
 - 5.2.1 Tourism Development Plan, 2000
 - 5.2.2 Projects/Schemes initiated by Government of Bihar
 - 5.2.3 Proposed Tourist Development and Promotion Show During 2001-2002 by the Government of Bihar
 - 5.2.4 Projects of the Bihar State Tourism Development Corporation
- 5.3 GOVERNMENT OF INDIA'S FINANCIAL ASSISTANCE TO BIHAR FOR THE DEVELOPMENT OF TOURIST FACILITIES

CHAPTER 6 OPINION SURVEY OF TOURISTS

- 6.1 BACKGROUND
- 6.2 RESEARCH OBJECTIVE
- 6.3 METHODOLOGY
- 6.4 SCOPE OF THE STUDY
- 6.5 LIMITATIONS AND RATIONALISATION OF THE PRIMARY SURVEY OUTPUT
- 6.6 PRIMARY SURVEY FINDINGS
- 6.7 CONCLUSION
 - 6.7.1 Potential
 - 6.7.2 Constraints
 - 6.7.3 Tourists

CHAPTER 7 SWOT ANALYSIS

- 7.1 STRENGTHS
- 7.2 WEAKNESSES
- 7.3 OPPORTUNITIES
- 7.4 THREATS

CHAPTER 8 REQUIREMENT OF SUPPORT INFRASTRUCTURE

- 8.1 HOTEL ACCOMMODATION
- 8.2 PHYSICAL INFRASTRUCTURE
- 8.3 OTHER TOURISM FACILITIES



CHAPTER 9 REQUIREMENT OF SUPPORT INFRASTRUCTURE

- 9.1 EXISTING CONDITION
- 9.2 OPTIONS FOR DEVELOPMENT OF TOURISM PRODUCTS
- 9.3 STRATEGIES TO IDENTIFY AND DEVELOP THE TOURIST ATTRACTION
- 9.4 OPTIONS FOR TOURISM ATTRACTION
- 9.5 APPROACH FOR IDENTIFICATION OF NEW AREAS
- 9.6 CANDIDATE SITES
 - 9.6.1 Potential Sites
 - 9.6.2 Potential Tourism Activity

CHAPTER 10 PROPOSED TOURISM PROJECTS AND COSTING

- 10.1 MAJOR IDENTIFIED PROJECTS
 - 10.1.1 Identified Projects for Archaeological and Historical Sites
 - 10.1.2 Identified Development Projects
- 10.2 IDENTIFIED PROJECTS FOR SECONDARY TOURIST SITES
- 10.3 MISCELLANEOUS PROJECTS
- 10.4 IMPROVEMENT OF TRANSPORTATION LINKAGES

CHAPTER 11 INVESTMENT PLAN & SOURCE OF FUNDING

- 11.1 BACKGROUND
- 11.2 SECTORAL CLASSIFICATION
 - 11.2.1 Basic Physical Infrastructure
 - 11.2.2 Support Infrastructure
 - 11.2.3 Tourism Product Services
 - 11.2.4 Human Resource Development
 - 11.2.5 Marketing & Promotion of Tourism Product
- 11.3 SOURCES OF FUND
- 11.4 INVESTMENT PLAN & FUNDS REQUIREMENT
 - 11.4.1 Sector wise Fund Requirement
 - 11.4.2 Phasing of Capital Expenditure
 - 11.4.3 Sectoral Annual Requirement of Fund
- 11.5 FINANCIAL/ INVESTMENT ANALYSIS
- 11.6 FUNDING MECHANISM
 - 11.6.1 CENTRAL FINANCIAL ASSISTANCE TO STATE GOVERNMENT
 - 11.6.1.1 Investment in the Xth Five- Year Plan and Annual plan
 - 11.6.1.2 Criteria for Central Assistance
 - 11.6.1.3 Pattern of Financial Assistance
 - 11.6.1.4 General guidelines applicable to all infrastructure projects
 - 11.6.1.5 Equity Scheme
 - 11.6.1.6 Assistance for Promotion & Publicity
 - 11.6.1.7 Development of pilgrim/ tourist centres & major tourism projects
 - 11.6.1.8 Up gradation and Development of Golf Courses
 - 11.6.1.9 INSTITUTIONAL ASSISTANCE
- 11.7 PACKAGE OF INCENTIVES FOR PROMOTING PRIVATE INVESTMENT IN THE TOURISM SECTOR
- 11.8 PRIVATE SECTOR PARTICIPATION (PSP)

CHAPTER 12 CONSERVATION OF HERITAGE AND BIODIVERSITY

- 12.1 CONSERVATION OF HERITAGE AREA
 - 12.1.1 Archaeological Sites/Monuments
 - 12.1.2 Strategy for conservation
 - 12.1.3 Establishment of Bihar Heritage Foundation
- 12.2 BIO – DIVERSITY CONSERVATION
 - 12.2.1 Wild life Sanctuaries and National Parks
 - 12.2.2 Existing scenario and threat to bio-resources
 - 12.2.3 Government effort to protect bio – resources



12.2.4 Strategies for the restoration of bio – diversity

CHAPTER 13 SOCIAL AND ENVIRONMENTAL IMPACT ASSESSMENT

- 13.1 INTRODUCTION
- 13.2 SOCIO-CULTURAL IMPACT
 - 13.2.1 Socio-cultural benefits
 - 13.2.2 Socio-cultural problems
 - 13.2.3 Preventing socio-cultural problems
- 13.3 ENVIRONMENTAL IMPACTS
 - 13.3.1 Positive Environmental Impacts
 - 13.3.2 Negative Environmental Impacts
- 13.4 VARYING PERSPECTIVES ON CARRYING CAPACITY
- 13.5 COMMUNITY INVOLVEMENT
- 13.6 VISITOR MANAGEMENT
- 13.7 DEVELOPMENT CONTROL AND PLANNING
- 13.8 ENVIRONMENTAL IMPACT DUE TO NEW PROJECTS IN BIHAR
 - 13.8.1 Tourist Resorts
 - 13.8.2 Historical and Cultural Tourism
 - 13.8.3 Health Tourism
 - 13.8.4 Wildlife and Eco-Tourism Sites
 - 13.8.5 Other Tourist Spots
 - 13.8.6 Potential Negative Impacts And Their Mitigation

CHAPTER 14 MARKETING STRATEGY AND PROMOTION PROGRAMME

- 14.1 THRUST AREAS FOR TOURISM DEVELOPMENT
- 14.2 STRATEGY FOR TOURISM PROMOTION
 - 14.2.1 Marketing Strategy
 - 14.2.2 Promotion Programme
 - 14.2.3 Tourist Information Services
- 14.2.4 Coordination of Government and Private Sector:

CHAPTER 15 ECONOMIC BENEFITS

- 15.1 EMPLOYMENT GENERATION THROUGH TOURISM
- 15.2 DIRECT BENEFIT
 - 15.2.1 Net Value Added/Receipt Ratio
 - 15.2.2 Average Period of Stay and Expenditure Pattern
- 15.3 INDIRECT BENEFIT
- 15.4 BENEFIT COST RATIO

CHAPTER 16 DEVELOPMENT CONTROL AND PLANNING

- 16.1 VARYING PERSPECTIVES
- 16.2 COMMUNITY PARTICIPATION
- 16.3 TOURIST MANAGEMENT
- 16.4 DEVELOPMENT CONTROL AND PLANNING

CHAPTER 17 TOURISM POLICY

- 17.1 BACKGROUND
- 17.2 NEED OF TOURISM POLICY
- 17.3 A REVIEW OF NATIONAL TOURISM POLICY



17.4 SUGGESTED POLICY FRAMEWORK FOR BIHAR

CHAPTER 18 IMPLEMENTATION PLAN AND INSTITUTIONAL MECHANISM

- 18.1 MAJOR ELEMENTS OF IMPLEMENTATION
 - 18.1.1 Plan Adoption and Allocation of Responsibilities
 - 18.1.2 Staging and Programming Development
 - 18.1.3 Implementing Programmes
- 18.2 MONITORING AND MANAGEMENT
- 18.3 INSTITUTIONAL MECHANISM
 - 18.3.1 Reasons for proposing Bihar Tourism Commission/Board
 - 18.3.2 Structure of the Tourism Commission/Board for Bihar
 - 18.3.3 Functions of the proposed Bihar Tourism Board
 - 18.3.4 Framework of Activities of the Board
 - 18.3.5 Consultancy Services
 - 18.3.6 Department of Tourism

Annexure



LIST OF TABLES

Table No.	Title
1.1	District wise Population Characteristics
3.1	International Tourist Arrival & percentage share
3.2	Share of Indian Tourist to Global
3.3	Tourist Arrivals in India
3.4	Tourist Traffic at major Tourist Destinations in Bihar
3.5	Tourist Traffic as per Tourist Statistics, India
3.6	Growth Rate of Tourists in Bihar, 1997-2001
3.7	Growth of Tourists in Bihar
4.1	Existing Linkages between Secondary Tourist Centres and Primary Tourist Centres
4.2	Hotel Accommodation Facilities in Bihar
5.1	Tourism Development Plan initiated by the Tourism Department of the Government of Bihar during 2000.
5.2	Road Projects implemented during 2000-2001
5.3	Projects/Schemes initiated by Government of Bihar
5.4	Tourist Information Centres, 2001-2002
5.5	Way-Side Amenities and Cafeteria, 2001-2002
5.6	Projects Of The Bihar State Tourism Development Corporation
5.7	Financial Assistance to Bihar through Govt. of India for Development of Tourist Facilities
8.1	Proposed Construction of Hotels
9.1	Potential Sites of Tourist Attraction
9.2	Identified Buddhist Tourist Sites
9.3	Identified Jain Tourist Sites
9.4	Identified Muslim Tourist Sites
9.5	Identified Hindu Tourism Sites
9.6	Identified Tourist Sites
9.7	New Memorial Sites
9.8	Art & Craft Sites
9.9	Fair & Festival Sites
9.10	Cultural Centres
9.11	Hot Spring Sites
9.12	Waterfront Sites
9.13	Shopping Sites
10.1	Projects for Secondary Tourist Site with Costing
10.2	Proposed Accessibility
15.1	Generation of Employment on the Implementation of Tourism Development Plan
15.2	Direct Benefits from Additional Tourist Arrivals after Implementation of the Tourism Development Plan
15.3	Indirect Benefits from Additional Tourists Arrivals on the implementation of Tourism Development Plan
15.4	Cost Benefit Analysis of Bihar Perspective Tourism Plan, 2002-21, in Rs. Crore



LIST OF MAPS

Map No.	Title
1.1	District Map of Bihar
1.2	Population Density
1.3	Physical Map of Bihar
2.1	Existing Tourists Places
2.2	Buddhist Circuit
2.3	Jain Circuit
2.4	Ramayan Circuit
2.5	Muslim/Sufi Circuit
2.6	Wild Life Sanctuaries
4.1	Existing Road Network of Bihar
9.1	Identified Tourists Centres
9.2	Buddhist Circuit Showing Identified Sites
9.3	Jain Circuit Showing Identified Sites
9.4	Ramayan Circuit Showing Identified Sites
9.5	Muslim/Sufi Circuit Showing Identified Sites
9.6	Temple Circuit
9.7	Historical Places Showing Identified Sites



LIST OF FIGURES

FIG. NO.	TITLE
2.1	Layout of Bodhgaya
2.2	Layout of Nalanda
2.3	Layout of Vaishali
2.4	Layout of Patna
2.5	Layout of Valmika Tiger Sanctuary
2.6	Layout of Bhimbandh Sanctuary
2.7	Layout of Rajgir Wild Life Sanctuary
2.8	Layout of Kaimur Wild Life Sanctuary
2.9	Layout of Gautam Budha Sanctuary
2.10	Layout of Udyapur Wild Life Sanctuary
2.11	Layout of Kanwar Lake Sanctuary
2.12	Layout of Sanjay Gandhi Botanical Garden



LIST OF ANNEXURES

Annex No.	Title
1	Investment Plan and Phasing Of Fund Requirement
2	Details Of Investment With Phasing
3	Tourism Policy



EXECUTIVE SUMMARY

1.0 INTRODUCTION

The history of Bihar indicates a rich heritage inherited from various dynasties & great personalities. It has immense potential for tourism activities like religious tourism, heritage tourism, natural tourism. Apart from that, the wildlife, birds & sanctuaries hold vast potential for ecotourism. But, the tourism potential of the state for generating much needed income & employment remains under utilized.

The National Tourism Policy-2002 is being reviewed for formation of tourism plan. The Tourism Master Plan shall be prepared for the perspective year 2021 AD, keeping in view a perspective of next 20 years, The Tourism Master Plan shall be prepared as per the Guidelines suggested by the Department of Tourism Govt. of India.

The consultant formulated following objectives after going further study the tourism plan;

- To trigger higher growth of economy, also balancing for sustained socio-cultural and physical environment.
- To introduce new tourism products i.e. adventure tourism, heritage tourism, sports tourism, education tourism ,health tourism etc
- To Identify infrastructure and other developmental needs for tourism
- Projection i.e. identification of projects, their financing & management strategies
- To formulate integration of various department to promote tourism

The vision that consultant see the tourism as an inter-related system of demand and supply factors. The basic approach to planning and managing tourism development, as;

- o The effective development, operation and management of tourism require certain institutional elements, such as: legislation and regulations, standards and licensing requirements.
- o Organizational structures; government tourism offices and private sector tourism associations such as hotel associations.
- o Education and training programmes and training institutions to prepare persons to work effectively in tourism
- o Availability of financial capital to develop tourist attractions
- o Marketing strategies and promotion programme
- o Travel facilitation of immigration
- o Enhancing and distributing the economic benefits of tourism
- o Environmental protection measures

2.0. EXISTING AREAS OF TOURISTS INTEREST

Bihar is famous for religious tourism & cultural heritage sites. Historical importance of Bihar has been established again with the discovery of 'biggest ever Buddhist stupa' at Kesariya by the Archeological Survey of India (ASI). The most important religious & heritage sites are Bodhgaya, Rajgir, Nalanda, Vaishali, Valmikinagar, Maner sharif, Motihari etc.

Places of tourist attraction in the state can be broadly classified as;

- o Places of Religious Importance and Archeological/Historical Sites,
- o Wildlife Sanctuaries and National Parks,
- o Adventure tourism,
- o Arts and Craft, Fairs & Festivals & Dances.



Based on the above classification different circuits have identified for tourist destination.

- o Buddhist Circuit
- o Tirthankar Circuit
- o Ramayan Circuit
- o Islamic/Safi Circuit
- o Gandhi Circuit
- o Nature & Wildlife Circuit

There is no systematic account of wildlife available for Bihar by itself, but from different references, it is confirm that the State was rich in its wildlife as the neighboring States of Orissa nad Madhya Pradesh. But the changes relating to destruction of Habitat and poaching are the most serious factors leading to the depletion of wildlife.

The wild life sanctuaries are;

- o Valmiki Sanctuary (544.4sq km) West Champaran
 - o Bhimbandh Sanctuary (681.99 sq km) Monghyr district
 - o Rajgir Sanctuary (35.84 sq km) Rajgir district
 - o Kaimur Sanctuary (1342 sq km) Sasaram district
 - o Gautam Buddha Sanctuary (259 sq km) Falls in Ganga & Hazaribagh & Jharkhand State.
 - o Udayapur Sanctuary (8.87 sq km) West Champaran
 - o Vikramshila Gangetic Dolphin Sanctuary (50km, approx) Bhagalpur district
 - o Kabar Jheel Bird Sanctuary (63.11 sq km) Begusari
 - o Gogabil Bird Sanctuary (217.99 acres) Katihar district
 - o Sanjay Gandhi Biological Park, Patna (153 acres) Patna
 - o Nakti Dam Bird Sanctuary (3.32sq km) Jamai district
 - o Nagi Dam Bird Sanctuary (1.91sq km) Jamui district
- National Park**
- o Valmiki National Park (335.6sq km) West Champaran

Tourism Department of government of Bihar has developed the cemetery ghat along the Matsgandha Pond as tourism complex. A large number of tourist come for boating in the pond. It is known as Matsgandha Tourism complex (Saharsa).

3.0. TREND AND FORECAST OF TOURIST FLOW

The growth of world tourist arrival was registered as 4.5 percent. Europe and America continue to be the most important tourist receiving regions, accounting for 77.8% of world tourist arrivals in 1999. Europe's share was almost 60%, followed by America with 20%. The share of the South Asian region was an abysmally low 0.8%. Organization (W.T.O.) in its forecast on World tourism titled "Tourism -2020 Vision" has estimated 692 million tourists in the Year 2000; more than



one billion in 2010 and around 1.6 billion in 2020. According to WTO estimates, Europe will continue to remain the most popular tourist destination. East Asia and the Pacific region will surpass America by 2010 to become the second most visited destination. India is expected to fuel 4.5 times growth in international tourist arrivals, more than half of the total arrivals in South Asia. India received nearly 2.4 million international tourist arrivals in 1999, a 1.1% increase over year 1998. Tourism is already somewhat developed in India; this sector has much potential for expansion.

.As per Tourist Statistics, India, 2000, the Domestic Tourists in Bihar represents 4.7 per cent of total Domestic Tourists in the country and 1.3 per cent of the total foreign tourists in the Country. Between 1997 and 2001, the overall growth of domestic Tourist shows an increasing trend but destination wise domestic Tourist growth shows a negative trend expecting some places like Sonapur fair, Rajgir, Bhagalpur & Muzaffarpur in 2001 in comparison to 2000. Between 1997 and 2001, there is a consistent growth in foreign tourist arrival in Bihar.

In the existing trend, both Domestic and Foreign tourists is expected to grow at 6.0 per cent annually. By the year 2021, the domestic Tourist is expected to reach at 1.94 crore and Foreign Tourist at 2.60 lakh respectively. After implementation of the Tourism Development Plan, the Domestic Tourist is expected to grow annually at 7.0 percent with effect from 2003 reaching 2.31 core by 2021 & for Foreign Tourists, it is expected that growth at 7.0 will take place from 2005 and 9.0 percent annually from 2010 reaching 3.83 Lakh by 2021.

4.0 ASSESSMENT OF TOURISM SUPPORTED INFRASTRUCTURE

Tourism Development of any state cannot be accomplished without proper development of support infrastructure facilities including accessibility, accommodation, water supply, sanitation, power and drainage.

The State is well linked by state highways, national highways, rural & district roads. National highway like 2, 23, 28, 30, 31 & 33 connected the state to places all over India. There is a good network of roads (total road length 95410.0 km. excluding Jharkhand) connecting all the major parts of the state with Patna, the state capital but condition of roads are very poor & there are no approach roads to connect with different tourist places. The total road length of Bihar is 95410.0 km. (excluding Jharkhand). The state has well developed railway network with almost all the major & minor places connected through good trains. Railway is an important means of transportation in Bihar. All major district headquarters of the state has also airport. There are total four domestic air ports & it is linked with Calcutta, Delhi, Lucknow, Kathmandu & Varanasi. But the potential of water transport is not explored in Bihar as yet except as ferries.

The hotel accommodation in Bihar is grossly inadequate for a tourist inflow of 61,48,841 (2001). As on 2000-2001, the total number of beds available in Bihar were 2,165 which accounts 0.35 average beds per 1,000 tourists.

The recognized Travel Agent/Tour Operator/Tourist Transport Operator/Adventure Tour Operator in Bihar are grossly inadequate. The Private Sector participation is absolutely necessary to increase their number which will not only promote tourism in Bihar but increase flow of tourists. More specialized vehicles are needed to attract the foreign tourists. Tourist Information Centre need to be opened up in overseas especially at China, Japan, Myanmar, Thailand, Bhutan, Nepal, Sri Lanka, Vietnam and Laos etc to attract the tourists for Buddhist Circuits.

5.0 REVIEW OF EXISTING TOURISM DEVELOPMENT / INVESTMENT PLAN

The IXth Five Year Plan focuses the following activities for the development of tourism in the state:

- Preparation of tourism master plan and identification of tourist circuits and tourist spots.
- Construction of tourist lodge, Luxury hotels, tourist huts etc.
- Construction/building up of other tourist infrastructure like luxury buses, cars, wayside STD facilities etc.
- Information, propagation and publicity campaign through national advertisement, documentary film, video clips, print posters, pamphlets, leaflets etc.
- Creation of tourist facilities in historical and other places of tourist interest.
- Organization of local festivals and fairs during tourist season.
- Develop adventure tourism.



It also states that efforts should be made to induce private Capital inflow in tourism sector to build up location/villages of tourism interest. The approved outlays for tourism development plan initiated by Tourism Department of the Government of Bihar is during 2000 was 1208.53 lakhs.

6.0 OPINION SURVEY OF TOURIST

In order to conduct this survey, both secondary & primary survey was conducted. Primary data was conducted by means of an open-ended questionnaire as well as through focus group interviews. The survey questionnaires as well as the focus group interviews were conducted at different locations within the State of Bihar, including Patna, Bodh Gaya & Bhagalpur among others. Questionnaires were distributed among tourists (Foreign & domestic), hoteliers & tour operators.

The findings from the survey indicate;

- Traveling in a group or with their families were mostly domestic tourist
In most cases, the foreign tourists had got their information through word-of-mouth sources such as friends, while their Indian counterparts had come on business purposes or to visit their relatives in the state.
- The spending habits of the foreign and domestic tourists did not differ substantially with both the Indian and foreign tourists spending less than Rs 500/- per day on average on food and lodging.
- For the expenditure, for the foreign tourists, the major areas where maximum expenditure took place were entertainment and shopping, followed by travel and food, with lodging bringing up the rear. For domestic tourists, there was a marked and major difference, with lodging capturing a chunk of the expenses, followed by entertainment, travel and food, with shopping having the least priority.
- All types of respondents agreed that some of the constraints to tourism were the lack of basic infrastructure such as roads, water supply and sanitation facilities for travelers at tourist spots, accessibility problems and lack of tourism related information and bad publicity. Security was also a big issue with all the tourists.

7.0 SWOT ANALYSIS

Strengths

- Bihar has a rich inventory of world class tourism resources, both natural as well as manmade which include picturesque landscape, wildlife sanctuaries & national park, hot springs, cultural heritage sites unique Mithila paintings etc.

Weaknesses

- Lack of security & safety measures for tourists which affects the perception & tourism potential of the state
- Lack of Tourism infrastructure such as Tourist Information Centres, transportation facilities, public conveniences such as toilets, refreshment centers etc.

Threat

- Being location in isolation in terms of development, the State is facing challenges, which directly and indirectly curb the growth of tourism. The existing infrastructure, safety & Security, local awareness and others are the major hindrance for the development of the tourism in the State.

Opportunities

Bihar has enormous potential for development of new product ideas, some of which are the latest craze in the western world today.

- Heritage Tourism: The state has an abundance of historical places, Religious Places, Archeological Sites and forts, which can be suitably renovated and opened up for tourism.
- Health Tourism: Spring sites have tremendous potential for health tourism due to their medical values.
- Entertainment Tourism: Bihar have a great potential for features like; entertainment complexes such as amusement parks, water parks, cable car rides, aquariums, casinos, sound and light shows, etc
- Waterfront Tourism: Bihar has significant potential for water-based tourism.
- Cultural Tourism: Bihar has rich cultural heritage which is exhibited through the various fairs and festivals and dances.



8.0 REQUIREMENT OF SUPPORT INFRASTRUCTURE

- The hotel accommodation in Bihar is grossly inadequate for a tourist flow of 6148841(2001). As on 2000-2001, the total number of beds available in Bihar was 943, which accounts to 0.35 average beds per 1,000 tourists. In order to attract the tourists, the government of Bihar needs to take immediate steps to create adequate beds for the tourists. Budget Hotels for Domestic Tourists and 3 Star and 2 Star Hotels of international standards for foreign tourists are required. Keeping in view this factor, new accommodation facilities has been proposed at Star categories of hotels at Bodhgaya, Rajgir, Vaisali etc.
- The water requirement for domestic case is taken as 150 lpcd, for tourist purposes the same is assumed to be around 250 lpcd. Thus for the year 2021, the water requirement calculated on the basis of the available beds works out to be 0.24 MLd.
- For the project tourists of 2021, the extra sewerage generation will be around 0.2 Mld. Provisions have to be made for the proper disposal of the same.
- Help Line and Improved Health Facilities
- Centres imparting Hospitality education, Research & Training.
- Tourist life line facilities.

9.0 OPTIONS AND IDENTIFICATION OF TOURISM PROJECTS

Bihar has a wide range of tourism potential, which has not been utilized to its fullest because of the critical geographical location of the state, insecure environment and inaccessibility. While exploring the options for development of tourism products, Tourist Composition, future target segment and potential tourist activities etc have been considered. For this The Consultants have carried out an in-depth study of literature and views of local people, collected through opinion surveys and on-the-spot reconnaissance to assess the ranges of tourists destinations in the state which are still unaccessed and unexplored. The Consultants have identified a few candidate sites, which are proposed to be included in the existing tourist circuits, like:

Circuit

Buddhist Circuit :
Jain Circuit :Luchuar ,
Ramayan Circuit :
Islamic/ Sufi Circuit :
Temple Circuit:
Historical Circuit:

New tourist sites

Gusei Ashok Dham etc
Nawada
Gidheshwar ,Balirajpur, Sangrampur etc
Phulwari Sharif ,Amarpur etc
Vishnupad, Singheshwar, Brahampur, Kusheshwar Asthan etc
Kumrahar ,Palasi , Daudnagar ,Bhagwanpur , Chainpur , Dalaur etc

Apart from that, the consultants have also identified some other tourism places for promotion of more tourism activities like, arts & crafts, urban haat,fair &festivals, waterfront development, health tourism etc.

▪ Arts & Crafts & Rural Tourism

Mithila paintings are famous the world over for their intricate designs and motifs. The folk paintings of the women of Mithila are the exclusive monopoly of the women artists. Darbhanga (Darbhanga distt.) & Madhubani (Madhubani distt) have identified for rural tourism.

▪ Urban Haat at Madhubani and Bhagalpur:

Like Dilli Hatt,same kind of Haat can be proposed at Madhubani and Bhagalpur.Silk is very famous at Bhagalpur & Mithila paintings at Madhubani are famous the world over for their intricate designs & motifs.There will be provision of Stalls showing various arts, crafts and textile, Products of the state lined traditional art & Culture.

▪ Fairs & Festivals

The cattle fair at Sonepur is very popular. Chhau is the most vibrant and popular dance form of Bihar performed by the men only. This traditional dance form can be promoted as a cultural element of rural tourism.

▪ Cultural Centres

Amba Chowk (Muzaffarpur distt),Deo(Aurangabad) etc centers have a great deal of potential for spreading cultural awareness among people and promoting tourism through culture.



▪ **Health Tourism**

The hot springs containing sulphur cures physical ailments and promotes good health. These places have potentiality for development of therapeutic tourism, by using mineral water & other elements of curative quality. Two hot spring sites i.e., Sitakund & Makhdumkund have identified for establishment of health resort.

▪ **Waterfront Tourism**

The river 'Ganges' offers potential for development of water based sports & activities along its stretch. Riverfront development has to be undertaken at the identified places like Patna, Bhagalpur to promote tourism.

▪ **Shopping Tourism**

Bhagalpur is known for world famous silk. Silk shopping can be promoted at markets in major tourist centers in Bihar. Bhagalpur has potential to be developed exclusively as a silk market.

10.0 PROPOSED TOURISM PROJECTS AND COSTING

The consultants have identified few major projects along with estimated Cost (2637.45Lakh) total to bring notice for the development of tourism in the State like:

- **Development of Garden & theme park** around Buddhist Stupa at Rajgir, District Nalanda (Bihar), Ancient Vikramshila University at Antichak, Bhagalpur ,around Tomb of Sher Shah Suri at Sasaram, Distt. Rohtas , around excavated remains of ancient Vaishali at Kolhua, District Muzaffarpur , around remains of fort of Nand Dynasty rulers, Nandangarh, at Rajgir and Bodh Gaya ,excavated remains of ancient Vaishali at Kolhua, District Muzaffarpur. The estimated cost for it Rs 449.20 Lakh.
- **Development of Herbal Garden and tanks** in ancient Site of Patliputra at Kumrahar :124.1 Lakh
- **Consolidation and Development** of Lauriya Nandangarh.:108.5 Lakh
- **Development of Goga Bill** Pakshi-Vihara (Bird Sanctuary), Katihar:590.65Lakh
- **Development of Kabar Lake Bird Sanctuary**, Begusarai:322.0Lakh
- **Holistic Healing cum Rejuvenation Centre** at Sita kund, Munger:550 Lakh
- **River Front Development and Floating Restaurant**, Patna and Bhagalpur :172 Lakh
- **Urban Haat** at Madhubani and Bhagalpur:150.0Lakh
- **Tourist Resort** at Manihari, Katihar:171.0 Lakh

11.0 INVESTMENT PLAN AND FUNDS REQUIREMENT

The required sizable capital investment for development of basic infrastructure, tourism infrastructure, tourism product development, human resource development and marketing and promotion development, as per broad estimates an aggregate sum of Rs 374.90 crores would be required for the 20 year Tourism Plan for the Perspective Year - 2021, bifurcated into short term phase (2002-2005), medium term (2006-2010) and long term phase (2010-2021) are 66.78, 103.62 & 204.5 crore respectively.

The plan schemes for the development of tourism infrastructure and improvement of tourism products mainly consist of Central Financial Assistance to State Govt. for developing tourist facilities and product development Institutional Assistance and Package of incentives for promoting private investment in the tourism sector.

The Ministry of Tourism Govt of India extends financial assistance to States/UTs for augmentation of tourist infrastructure facilities, production of publicity material and for celebration of certain identified fairs & festivals that are important from tourists interest point of view. Assistance is provided every year on the basis of specific proposals received from the State/UT Govts., and in respect of the projects that are short-listed for consideration during that particular year. The domestic financial assistance is mainly funded by the Tourism Finance Corporation of India (TFCI) besides EFCI, SIDBI, SFCs, HUDCO and multilateral financial institutes like the Japan Bank of International Cooperation. The UNESCO provide assistance only for approved Heritage Centres.

Pattern of Financial Assistance

Specified projects taken up for financial assistance under various schemes of the Ministry are assisted either under normal funding pattern or under 'equity' pattern. All commercially viable projects and projects of State/UT tourism



Development Corporations are assisted under equity scheme under which 28% of the project cost is provided by the Ministry of Tourism, 12% by the State/UT Governments or Tourism Development Corpn. And the balance 60% funded by loan assistance from financial institutions. Assistance to State/UT. Govts. and tourism Development Corporations for taking up projects which are commercially viable. State/UT Govts. or Tourism Development Corporations as the case maybe would prepare the project proposals and approach the concerned Financial Institutions viz. SFCs or SIDCs, in cases of projects with capital cost upto Rs 3.00 crores and TFCI in cases of projects costing more than Rs 3.00 crores for appraisal of the projects and approval of loan assistance of at least 60% of the project cost.

The equity capital would be up to 40% of the project cost and assistance from the Ministry of Tourism would be limited to 28% of the project cost and it would be released to the concerned State/UT Govt. as a grant. The concerned State/UT Govt. or Tourism Development Corporation would provide the balance of the equity capital i.e. 12% of the project cost. As per the present norms adopted by the Financial Institutions, only up to 10% of the Project cost would be reckoned towards the value of land.

Keeping in view the funding mechanism described above, the Perspective Tourism Plan of Bihar is proposed to be financed from different sources are;

Sl. No.	Sector	Central	State	Private	Total
1.	Basic Infrastructure	---	120.00	185.20	305.20
2.	Tourism Infrastructure	---	---	1.30	1.30
3.	Tourism Product Development	15.00	35.00	---	50.00
4.	Human Resource Development	0.15	0.35	---	0.50
5.	Promotion & Marketing	5.40	8.85	3.75	18.00
	Total	20.55	164.20	190.25	375.00

It would seen from the above that the Private Sector Share is maximum at 50.7 per cent followed by the State Government at 43.8 per cent and balance 5.5 per cent for the Central Government.

12.0 ENVIRONMENTAL CONSERVATION

Bihar is enriched with heritage sites of various religions including temples, stupas, masjids, tombs and ruins of various dynasties and cities. These heritage sites needs to be conserved against any development activities to retain its originality and heritage value. Archeological monuments in Bihar have been declared protected by Government of India in the "Ancient Monuments and Archeological Sites and Remains Preservation Act. 1957". Some of them have declared as world Heritage Sites. Some of the monuments is declared as protected monuments by the State Government.

Strategy for conservation of the monuments is under;

Identification of periods or style in which the historic, architectural, periods could be documented for their continuity, protection or maintenance and could be retained for public or tourist interest.

Building Envelope of Historic Structures & Settlement

Areas within 100m radius of the historic temples, churches & other such buildings should be declared as conservation zone.

The building regulations such as FAR or ground coverage may not be the answer for any development in the historic areas if they are designated as such.

Zoning with incentive could be framed to promote the necessary development for the promotion of tourism etc The tourists' areas/natural area, zones or historic settlements can be earmarked for their specific values.

Establishment of 'Bihar heritage tourism Heritage Foundation' to frame and implement policies for conservation of Built and Natural heritage to be protected nourished and nurtured by all citizens and pass it on to the coming generations.



Bio – Diversity conservation

The state covers an area of 173,877 sq. km with a population of 86.37 million. After bifurcation of State, Bihar has very limited forest resources. In another word it remains only with the form of Sanctuaries and parks. The State has one national park, 10 Sanctuaries and one Biological Park. Proper management of these protected areas is crucial for the success of conservation programs. With the realization of importance of forests and wildlife, legislative exercises were carried out. These legislative were also implemented in the State of Bihar.

Strategies for the restoration of bio – diversity

To make a detail programme and a realistic approach to implement for conservation of bio-diversity. Single species management should be replaced by conservation of bio-diversity as a whole. It means, we need to conserve various habitat types, in various geographical locations to ensure that maximum number of bio-diversity are covered and protected in the process. Important wetland in a region, can be conserved in order to maintain sustainability of bio-diversity of the region. Awareness camp can also be organized with village-people to make them understand the importance of conservation of flora and fauna. Destruction of forests, other unique/ sensitive habitats or cultural, historical and archeologically important sites. Areas considered for development should have zoning plans to account for natural geographic and socio-economic condition. Initiate Environmental Orientation and small-scale community support Programme.

13.0 SOCIAL AND ENVIRONMENTAL IMPACT ASSESMENT

Tourism must be directly correlated to the resources that are available & this aspect needs to be closely looked into very carefully. Development of tourism itself has some positive & negative effects. So, before suggesting any project the social & environmental impact assessment is very essential. These impacts can be especially critical in countries like India & region like Bihar that still have strong historical & cultural traditional society. All the identified tourist spots & its impact has assessed & proper mitigation measure also suggested.

14.0 MARKETING STRATEGY AND PROMOTION PROGRAMME

The marketing strategy should also include the need to portray a favorable but realistic image of the State. Image building is especially important because of the publicities that have taken place about the natural calamities as well as ethnic development. Develop the perception of Bihar in the major source market areas of India and abroad as a destination offering quality attraction, facilities and experiences. Design and execute marketing activities which build on Bihar- distinctive features and advantages. Expand penetration in the Asian markets, particularly Japan, South Korea, Bangladesh and Sri Lanka and European markets, viz. U.K., Germany, U.S.A., Australia etc. Publicize tourism through newspaper holiday supplements and editorial coverage, audiovisual material - slide, film and video shows for use in travel seminars, world TVs, etc.

Tourist Information Services

The respective roles of the government and private sector should be clearly defined, with their promotional activities closely coordinated.

15.0 ECONOMIC BENEFITS

Tourism is highly labor intensive as compared to any other industry. The Economic & Social Commission for Asia and Pacific (ESCAP) study report on 'Economic Impact of Tourism in India' revealed that 1.2 international tourist visits provide employment to one person. Similarly, 17 domestic tourists generate employment for one person.

The Department of Tourism (Planning and Measurement Methods) has adopted 1.358 as Employment Multiplier. By using the adopted Employment Multiplier (1.358) indirect employment after implementation of Tourism Development Plan would be 22.82 Lakhs and direct employment to 16.81 Lakhs persons in 2021.

16.0 DEVELOPMENT CONTROL AND PLANNING

Areas of archaeological value and historic buildings or sites are to be adequately protected from Damages because of lack of adequate maintenance. Construction work should commence having secured the consent of the appropriate authority for the provision of infrastructure services, i.e electricity, telephone, road access, water, etc. Control of advertisements is also essential to protect environment from visual pollution in all areas, urban and rural. Hotels and other establishment should have adequate sewage system, garbage storage facilities. Rivers should also be protected from similar dangers of pollution. Dumping of waste into the river & Water bodies should be prohibited. Industrial activities should be under constant control so that smoke, chemical effluents or other pollutants are eliminated. The tendency to diversify industry



and substitute existing heavy and polluting industries with industries of high technology is environmentally sound and should be encouraged.

17.0 TOURISM POLICY

To strengthen the tourism, Product Diversification/Improvement is needed. Religious tourisms & Wild Life Sanctuary are the mainstream activities in Bihar. The natural resources in the state of like springs, rivers scenic beauty and wild life reserves has not received enough attention and did not grow to its fullest potential. To strengthen the tourism in the State, the Consultants have suggested a policy for the State to develop a sustainable tourism.

- Diversification of tourism product/improvement.
- The inter-State tourism circuit is required to prevent the diversion of tourist flow.
- Establish Tourist Information Center at all District Headquarters of the state.
- An urgent need felt for requirement of overall improvement of infrastructure facilities and also providing better quality facilities in places of tourist attractions.

16.0 IMPLEMENTATION PLAN AND INSTITUTIONAL MECHANISM

It is essential that for effective implementation of the 20 year Perspective Tourism Plan for the state of Bihar needs political commitment to develop tourism on a planned basis, and strong leadership exercised in both the public and private sectors of tourism. Through adoption of the Plan with commitments, the legal basis for its implementation is established. In the implementation approach, the respective roles of the State Govt., the private sectors and special bodies (such as Department of Tourism, Town & Country Planning Department, Pollution Control Board, Bihar; Bihar Tourism Development Corporation (BTDC), Travel and Tourism Association of Bihar, have to be decided at the first instance. With the respective roles decided, a close cooperation and coordination between the State Govt. bodies and private sector on implementation must be maintained.

The consultant suggests on the lines of California Tourism Commission, a *Bihar Tourism Commission/ Board* chaired by an executive in the Government at a very high level say the Chief Minister or the Minister of Tourism. The Board shall, with the office of tourism adopt, annually update a tourism marketing plan for the State of Bihar for international and domestic tourists. Further, the Consultant also defines the role of Department of Tourism, which shall establish different cell for the implementation of the Tourism Master Plan such as; Monitoring and Evaluation Cell, Investment Facilitation Cell, Task Forces, Rural Tourism Cell, Disaster management Cell etc.



CHAPTER-1 PROJECT BACKGROUND

1.1 INTRODUCTION

The Tourism Department, Ministry of Tourism, Government of India, invited offers from reputed Consultancy firms for preparation of a 20 years perspective plan. Based on the technical & financial offers submitted by various firms, M/s Consulting Engineering Services (India) Pvt. Limited - CES, New Delhi has been assigned the job of preparation of 20 Years Perspective (Tourism) Plan for The State of Bihar.



The present task of preparation of a tourism plan for the State of Bihar, Tourism Dept. Government of India, is to produce a meaningful plan report to comprehensively undertake all facets of tourism development in the State

The Ministry of Tourism and Planning Commission suggested to all the states to prepare their tourism policy and tourism master plan. Under these circumstances, the Department of Tourism, Govt. of India has taken an initiative for the preparation of 20 years Perspective plan (Tourism Master Plan) for Bihar. The Tourism Master Plan for Bihar is being prepared as per the guidelines suggested by the Department of Tourism, Government of India.



Copyright (c) Compare Infobase Pvt. Ltd. 2001-02

1.2 BIHAR - AN OVERVIEW

1.2.1 Regional Setting

Bihar is bound on the north by Nepal, on the east by West Bengal, on the west by Uttar Pradesh and on the south by newly formed Jharkhand State.

The river Ganga, cutting straight across Bihar from west to east has rendered the region fertile and plentiful. The state has a gross density of 373.20 persons per sq. km spread in 37 districts. The state covers an area of 173,877 sq km with a population of 64.89 million. Bihar is well connected by road, rail, air & inland waterways for cargo transport between Haldia & Patna.

The following table shows the population details of the State

Year	Population (in Million)
1991 (inclusive of Jharkhand)	64.89 (86.40)
2001	82.90

Source: Census of India, 1991 & 2001(Provisional)

1.2.2 Climate

Bihar falls under sub-tropical humid climate. Temperature varies from a maximum of 43°C in summer to a minimum of around 5°C in the winters. Relative humidity can go up to 100% during summer. It receives medium to heavy rainfall in the monsoon.



1.2.3 Physiography, Flora & Fauna

Physiographically the entire state is the part of Ganga-Plain. The formation of plains is the sediments deposited by the River Ganga, Gandak and Ghagra. The River Ganga Divide whole Bihar into two physical division- the north Bihar Plain and South Bihar Plain. The river system is the lifeline of the state. Every Year lakhs of hectares of land comes under the flood of the river.

1.2.4 History & Administration

The name 'Bihar' is derived from 'Vihara', meaning monastery. Bihar has been a great religious centre for Hindus, Jains and most importantly, the Buddhists. It was at Bodhgaya in Bihar, that the Buddha sat under the Bodhi tree, and attained enlightenment. A descendant of the same tree still flourishes in Bodhgaya today. Nalanda, which was a world - renowned Buddhist University in the 5th century AD, is also located in Bihar. Rajgir, a pilgrimage place for Buddhists and Pawapuri where Lord Mahavira breathed his last are near Nalanda.

Patna its capital city today, Patliputra in those times was home to one of the greatest monarchs in the history of the world who ruled over much of the Indian - Subcontinent and extended as far as Iran and Afghanistan to the West. Bihar is the fascinating land of great religious leaders like Gautama Buddha, Lord Mahavir and Guru Gobind Singh.

Bihar is the home of Emperor Ashoka who preached "ahimsa" or non-violence and spread the message of Buddhism throughout the world. The tradition of "ahimsa" has been carried into the modern times and the land was witness to the "Satyagraha (or non-violence) Movement" of the Father of the Nation, Mahatama Gandhi.

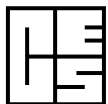
1.2.5 People

There are tribal as well as non-tribal people in the state. They can be better classified as non-tribals of the north and aboriginees of the south. The latter are tribal in character. The non-tribal group belong to various castes, prominent among which are: kayasthas, bhumiars, rajputs, and the so-called backward castes - yadavs, koeris, musahars, chamars, and others. The aboriginees belong to various tribes, among which are: santhals, mundas, oraons, and others.

Table 1.1

District wise Population Characteristics (Note: The data available is for 29 districts, the area and population of the newly formed 8 districts from the previous 29 districts is not available)

Sl.No.	Name of the District	Area(Sq. km)	Population	Density Persons/sq.km
1	West Champaran	5385.3	2,330,610	433
2	East Champaran	4076.7	3,042,303	746
3	Gopalganj	1802.4	1,701,365	944
4	Sitamarhi	2660.8	2,388,822	898
5	Madhubani	3585.2	2,828,640	789
6	Siwan	2168.7	2,159,346	996
7	Saran	3256.2	2,562,930	787
8	Muzaffarpur	3225.2	2,946,601	914
9	Darbhanga	2723.1	2,509,083	921
10	Vaishali	2069.8	2,144,252	1036
11	Samastipur	2526.4	2,715,297	1075
12	Begusarai	2054.6	1,813,214	882
13	Saharsa	4073	2,514,751	617
14	Khagaria	1719.2	986,731	574
15	Madhepura	1914.5	1,178,060	615
16	Araria	2786.6	1,611,145	578



Sl.No.	Name of the District	Area(Sq. km)	Population	Density Persons/sq.km
17	Kishanganj	1940.5	986,672	508
18	Purnia	3282	1,876,287	572
19	Katihar	3165.2	1,821,590	575
20	Bhagalpur	5691.6	3,198,471	562
21	Nawada	2507.6	1,358,433	542
22	Gaya	4816.6	2,665,217	553
23	Aurangabad	3131.3	1,537,946	491
24	Rohtas	7418.7	2,890,165	390
25	Bhojpur	4181.8	2,867,318	686
26	Patna	3408.7	3,623,225	1063
27	Nalanda	2296.6	2,003,313	872
28	Jahanabad	2095.6	1,173,071	560
29	Munger	6385.3	3,055,135	478
Total		96399.2	64,89,993	669

1.2.6 Economy

Agriculture is the main stay of economy of Bihar. The principal foodgrains of Bihar are paddy, wheat, maize and pulses. Main cash crops include sugarcane, potato, tobacco, oilseeds, onion, chillies, jute and mesta.

1.2.7 Industries

Industrial Development in Bihar is very low. Agro-based industries are located in some places.

1.2.8 Connectivity

Road: Bihar is well connected by roads. NH 30 & 31 connects, Gangtok, Varanasi, Lucknow, New Delhi & Calcutta. National Waterway No.1 used for cargo transport between Haldia & Patna

Air: Air services connect Patna with Calcutta Ranchi, Lucknow, Kanpur, Delhi, Guwahati, Ahmedabad, Allahabad and Kathmandu. Vayudoot connects Patna with Jamshedpur, Gaya, Dhanbad and Calcutta.

Rail: State is well connected by railway network – with major city of Calcutta, Delhi, Ranchi, Rajgir, Bombay, Varanasi, Jammu, Guwahati, amongst other places.

1.3 TOURISM POTENTIAL

Bihar has immense potential for various tourism activities, first and foremost being religious tourism. The history of Bihar indicates a rich heritage inherited from various dynasties & great personalities.

The archeological & historical value of this heritage still remains to be explored & recognized in the international scenario although there is an influx of foreign tourists in the present situation. The wildlife, birds & sanctuaries hold vast potential for nature-based eco-tourism. The river Ganga, all along its stretch offers potential for water based sports & riverfront activities.

But, the tourism potential of the state for generating much needed income & employment remains under utilized. Though the state has high tourism potential, owing to lack of infrastructure facilities such as, transport, communication facilities, accommodation and other tourism supported facilities, most part of it remains unexplored by the tourist.



1.4 NATIONAL LEVEL TOURISM POLICY

The National Tourism Policy – 2002 is being reviewed for the formation of Tourism Plan.

Broadly the policy paper attempts to: -

- position tourism as a major engine of economic growth;
- harness the direct and multiplier effects of tourism for employment generation economic development and providing impetus to rural tourism;
- focus on domestic tourism as a major driver of tourism growth
- position India as a global brand to take advantage of the burgeoning global travel and trade and the vast untapped potential of India as a destination;
- acknowledges the critical role of private sector with government working as a pro-active facilitator and catalyst;
- create and develop integrated tourism circuits based on India's unique civilization, heritage, and culture in partnership with states, private sector and other agencies;
- ensure that the tourist to India gets physically invigorated, mentally rejuvenated, culturally enriched, spiritually elevated and " feel India from within".

The policy document takes into consideration seven key areas that will provide the thrust to tourism development. These are: Swagat (Welcome), Soochana (Information), Suvidha (Facilitation), Suraksha (Safety), Sahyog (Cooperation), Samrachana (Infrastructure Development), and Safai (Cleanliness).

1.4.1 Defined Objectives in the National Tourism Policy for Tourism Development in the State of Bihar

The overall objective and strategy for the development of the tourism industry should be to ensure that its development is closely tied to the national development priorities of the country. In this context the Government of India's vision for the development of the tourism sectors is:

"Achieve a superior quality of life for India's people through Tourism which would provide a unique opportunity for physical invigoration, mental rejuvenation, cultural enrichment and spiritual elevation".

Key Objectives

To achieve the overall vision for the development of tourism five key strategic objectives need to be achieved they are:

- Positioning and maintaining tourism development as a national priority activity
- Enhancing and maintaining the competitiveness of India as a tourism destination.
- Improving India's existing tourism products and expanding these to meet new market requirements
- Creation of world class infrastructure
- Developing sustained and effective marketing plans and programs

The National Tourism Policy recommends that the following tourism products should be explored for Tourism development in India:

- Expansion of cultural tourism
- Traditional cuisines
- Village tourism
- Greatest variety of fauna
- The wildlife sanctuaries and national parks
- Adventure tourism
- World class international convention center in State Capital



- Holistic healing and rejuvenation
- Shopper's paradise
- India has unique events, fairs and festivals
- Business travel

1.5 GENERAL PERSPECTIVE OF GLOBAL SCENARIO

Since the end of the Second World War, tourism has grown into one of the world's largest industries with a growth rate in excess of 5 percent per annum over the past twenty years. International tourism flows across frontiers in the year 2000 reached 698 million while receipts from these flows reached US\$ 595 billion (including receipts from international transport fares). Estimates prepared by the World Tourism Organisation indicate that global domestic tourism flows are at least ten times greater than international tourism flows indicating that there were at least 6,980 million domestic arrivals in 2000. (The global, national and state level tourist arrivals are assessed in Chapter3 of the report).

A forecasting study undertaken by the World Tourism and Travel Council estimated that in 2001, tourism would account for 10.7 percent of global Gross Domestic Product, 207.1 million jobs: US\$ 1,063.8 billion in export value and US\$657.7 billion in capital investment. A study on the economic impact of tourism conducted by the World Tourism and Travel Council estimated that in 2001, the consumption activity arising from domestic and international tourism will contribute 5.3 percent of India's Gross Domestic Product. Tourism will also sustain 25 million equivalent full time jobs or 6 percent of India's workforce, and contribute more than US\$ 3 billion in gross foreign exchange receipts. Separate estimates prepared by the Department of Tourism using a multiplier based on 1980 research suggests that the actual employment generation effect of (direct & indirect) tourism in India is around 42 million (includes full time/part time/casuals).

The forecasting study undertaken by the World Tourism and Travel Council further indicates that between 2001 and 2011:

Global Gross Domestic Product will increase from 10.7 percent to 11 percent;

Global employment contribution will increase from 207.1 million to 260.4 million jobs or 9 percent of total global employment;

The global value of tourism related exports will increase from US\$ 1,063.8 billion to US\$ 2,538.3 billion or 12.8 percent of global export value; And

Global capital investment in tourism will increase from US\$ 657.7 billion to US\$ 1,434 billion or 9.3 percent of global investment.

Forecast data from the World Tourism Organisation shows that the share of tourism volumes and related receipts, Gross Domestic Product, employment and export earnings is expected to move away from the developed countries towards the less developed countries as a result of favorable economic, motivational, technological and policy factors.

WTTC's status paper, "The India Imperative" has analyzed India tourism in the light of the latest Tourism Satellite Accounting Research TSA (2001) and projections for the year 2011. Subject to addressing key policy issues highlighted in the paper, WTTC has identified India as one of the foremost growth centres in the world in the coming decade.



1.6 TERMS OF REFERENCE

1.6.1 Scope of Work

The Tourism Master Plan shall be prepared for the perspective year 2021 AD, keeping in view a perspective of next 20 years, The Tourism Master Plan shall be prepared as per the Guidelines suggested by the Department of Tourism Govt. of India.

The Suggested Guidelines is as follows:

- i) A perspective plan with a time frame of 20 years needs to be developed for developing sustainable tourism giving year wise phasing of investment having regard to the resource available. Department of Tourism shall provide Central financial assistance for this purpose subject to the maximum of Rs. 20 lakhs.
- ii) The plan should indicate short term and long term plans, targets and ground realities.
- iii) The plan should indicate all activities to be undertaken by different agencies clearly indicating the time frame for each activity.
- iv) The Plan should be able to assess the existing tourism scenario in the State/ Union Territory with respect to existing traffic levels and inventory.
 - Natural resources
 - Heritage and other socio-cultural assets
 - Quantitative/demographic factors like population, employment, occupation, income levels etc.
 - Service and infrastructure already available.
- v) The plan should review the status of existing development/ investment plans of schemes for the development of tourism in the region.
- vi) The plan should list and evaluate existing potential tourist destinations and centers and categorise them on the basis of inventory of attractions, infrastructure availability, degree of popularity, volume of traffic flow etc.
- vii) The plan should analyse and categorise existing / potential destinations and centers, as stand alone destination, part of a circuit and / or as major attractions for special interests groups etc.
- viii) The plan should assess the existing infrastructure levels at identified destinations/centers in terms of quality of roads / transportation facilities, civic amenities, en route transit facilities, boarding and lodging facilities etc.
- ix) The plan should be able to broadly assess traffic flow to identified destinations & centers of assessment of infrastructure requirements taking into account past growth trends suggested linkages and integration, future expected developments including likely investments by the State and investment climate/ incentive for the private sector etc.
- x) The plan should attempt and arrive at an indicative cost configuration of likely investment on infrastructure development under different heads and to prioritize investment needs by drawing up a phased investment plan covering the next 20 years.
- xi) The plan should identify the existing as well as new tourism projects including projects for expansion/augmentation, Upgradation of facilities and services destinations & centers, which have potential for development.
- xii) The plan should undertake product conceptualization cum feasibility exercise inter-alia for identified projects covering aspects like locational evaluation, schematic product planning & conceptualization including quantification of individual project parameters, assessment of overall investment levels and of project viability cum feasibility study exercise etc.
- xiii) The plan should prepare an action plan for implementation of identified potential development schemes/ project/ products and for development of infrastructure in conformity with policy objectives and guidelines provided by the



concerned State / Central agencies/departments and the requirements of national development and funding agencies. The overall development plan to also take into account WTO's Bali Declaration on tourism development.

- xiv) The plan should include project-wise potential employment generation; a reasonable percentage of potential employment is to be reserved for women.
- xv) The plan should indicate actual and the projected number of domestic and foreign tourist arrivals for each proposed tourist place.
- xvi) Prioritise the scheme on the basis of employment potential of the project and the tourist arrivals at the proposed place.
- xvii) An inventory of existing infrastructural facilities (including paying guest facility) is to be made; after which the proposed infrastructure needs to be split up into various segments concerning different State Government Departments, such as PWD, Forest, Culture, Handicraft etc. and dovetailed with the Tourism Plans.
- xviii) Since the perspective plan would be used for external assistance, it would be desirable to suggest State Tourism projects to foreign funding agencies for scrutinized and finalized accordingly.
- xix) Other sources of funding such as loans from the Financial Institutions, the Tourism Financial Corporation of India (TFCI) etc. need to be explored. Besides proper incentives need to be suggested for private sector participation.
- xx) Further the available institutional machinery in the State to oversee / coordinate the development of tourism infrastructure has to be specifically suggested.
- xxi) Facilities for performance by local artists; cultural troupes should be built into the perspective plan.
- xxii) Cultural complexes can be suggested with the financial help from the State Department of Culture and later made economically viable on pattern of Dilli Haat.
- xxiii) Handicraft shop should be suggested at various tourist places; these should be run by women.
- xxiv) Perspective plan should include potential developing health resorts at /near the tourist places. Yoga classes nature cure facilities, ayurvedic system of medicines should be available at these places to attract tourists.
- xxv) Consultant preparing the perspective plans should be asked to give an executive summary of the plan along with the report.
- xxvi) The Perspective Plans should incorporate attractive packages /schemes to attract private sector investment.
- xxvii) It is necessary that the environmental issues are dealt with in sufficient details and environmental impact assessment studies made in respect of all new projects.
- xxviii) The perspective plans should include carrying capacity studies, instruments of spatial and land use planning, instruments of architectural controls for restoration of old properties and construction of new ones in old towns and cities, strategy for local community participation and protection of cultural identity, awareness programmes for local commitment to the project.
- xxix) Measures necessary for mitigating the adverse environmental impacts and rehabilitating the tourist places already environmentally damaged should be incorporated in the perspective plan.
- xxx) The perspective plan should include strategy for privatization of the tourism related properties owned by the State and the State Tourism Corporations.



1.6.2 Deliverable

The Consultant will submit the following reports to the Client:

1. Inception Report
2. Draft Report
3. Final Report

1.7 OBJECTIVES

The consultant formulated following objectives after going further study the tourism plan;

- To trigger higher growth of economy, also balancing for sustained socio-cultural and physical environment?
- To introduce new tourism products i.e. Adventure tourism, heritage tourism, sports tourism, education tourism etc
- To Identify infrastructure and other developmental needs for tourism
- Projection i.e. identification of projects, their financing & management strategies
- To formulate integration of various department to promote tourism

1.8 APPROACH

Tourism is a major social phenomenon of the modern society with definite economic, social and environmental consequences. Tourism in Bihar has assumed the role of major economic activity having direct and/or indirect correlation with all other sectors. To prepare a master plan for tourism having diverse implications, it is pertinent to appreciate the physical, social and environmental issues in the region in order to achieve an overall understanding of dynamics of tourism in the state.

The method of approach has been framed by the Consultants, which consist of sequential tasks, wherein each one of them becomes co-related and inter-dependent, and the output of each task leads for input for other tasks.

The basic approach to planning and managing tourism development are as under:

1.8.1 Planning Tourism as an Integrated System

1) Tourism should be viewed as an inter related system of demand and supply factors-

Demand Factors	Supply Factors (also called Tourism Products)
<ul style="list-style-type: none">• International Tourist Markets• Domestic Tourist Markets• Residents use of tourist attractions, facilities and services	<ul style="list-style-type: none">• Attractions viz. natural, cultural and special types of features and activities related to these attractions.• Accommodation – hotels, motels, guesthouses etc.• Other tourist facilities and services - tour and travel operations, restaurants, shopping, banking and money exchange and medical and postal facilities and services.• Tourism infrastructure - transportation (air, road, rail and water), water supply, electric power, sewerage and solid waste disposal and telecommunications.



- 2) The effective development, operation and management of tourism requires certain institutional elements, such as:
- Tourism related legislation and regulations, such as standards and licensing requirements for hotels and tour and travel agencies
 - Organisational structures, especially government tourism offices and private sector tourism associations such as hotel associations.
 - Education and training programmes and training institutions to prepare persons to work effectively in tourism
 - Availability of financial capital to develop tourist attractions, facilities, services and infrastructure, and mechanism to attract capital investment
 - Marketing strategies and promotion programme to inform tourists about the country or region, and induce them to visit it, and tourist information facilities and services in the destination areas
 - Travel facilitation of immigration (including visa arrangements), customs and other facilities and services at the entry and exit points of tourists
 - Enhancing and distributing the economic benefits of tourism
 - Environmental protection measures
 - Reducing adverse social impacts and conservation of the cultural heritage of people living in the tourism areas.
- 3) Planning for integration of tourism into overall development policies, plans and patterns of a region.

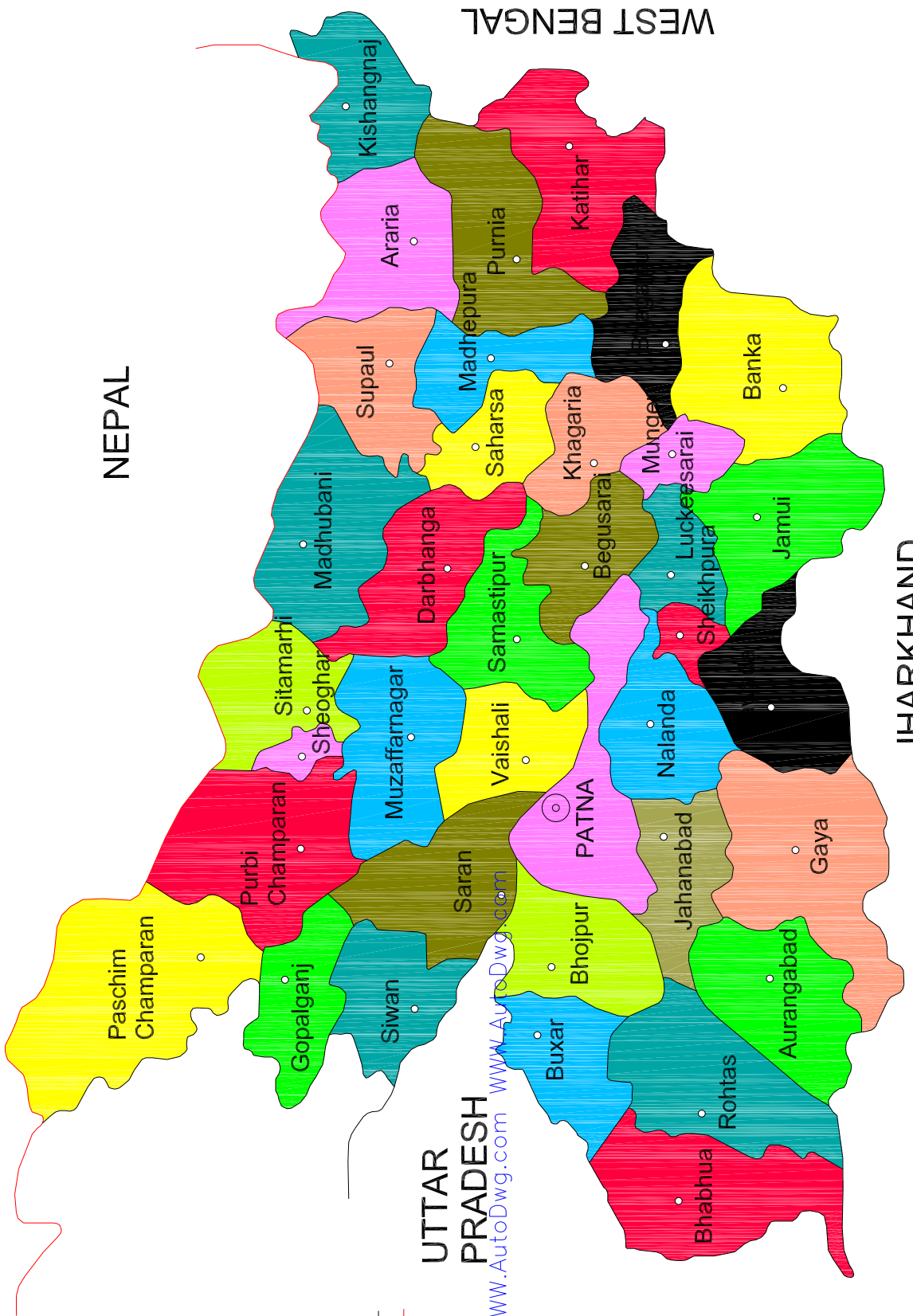
1.8.2 Planning for Sustainable Tourism Development

The sustainable development approach implies that the natural, cultural and other resources of tourism are conserved for continuous use in the future, while still bringing benefits to the present society. This approach is actually important because most tourism development depends on attractions and activities related to the natural environment, historic heritage and cultural patterns of areas. If these resources are degraded or destroyed, then the tourism areas cannot attract tourists and tourism will not be successful. More generally, most tourists seek destinations that have a high level of environmental quality. They like to visit places that are attractive, clean and neither polluted nor congested. It is also essential that residents of the tourism area should not have to suffer from a deteriorated environment and social problems.

Other important aspects of sustainable development relate to emphasis on community -based tourism and quality tourism. This approach to tourism focuses on community involvement in the planning and development process, and developing the type of tourism which generate benefits to local committees, besides providing tourist attractions, facilities and services that offer 'good value for money' protecting tourism resources and attract the kinds of tourists who will respect the local environment and society

Long Range and Strategic Planning

Tourism development policies and plan will be prepared for relatively long-term periods - for 20 years depending on the predictability of future events in the region. Strategic planning typically is to be oriented to rapidly changing future situations and how to cope with changes organizationally. It will be more action oriented and concerned with handling unexpected events.



- LEGEND :-**
- 1. STATE CAPITAL
 - 2. DISTRICT HEADQUARTERS
 - 3. STATE BOUNDARY
 - 4. INTERNATIONAL BOUNDARY

UTTAR PRADESH
www.AutoDwg.com www.AutoDwg.com

MAP NO. 1.1

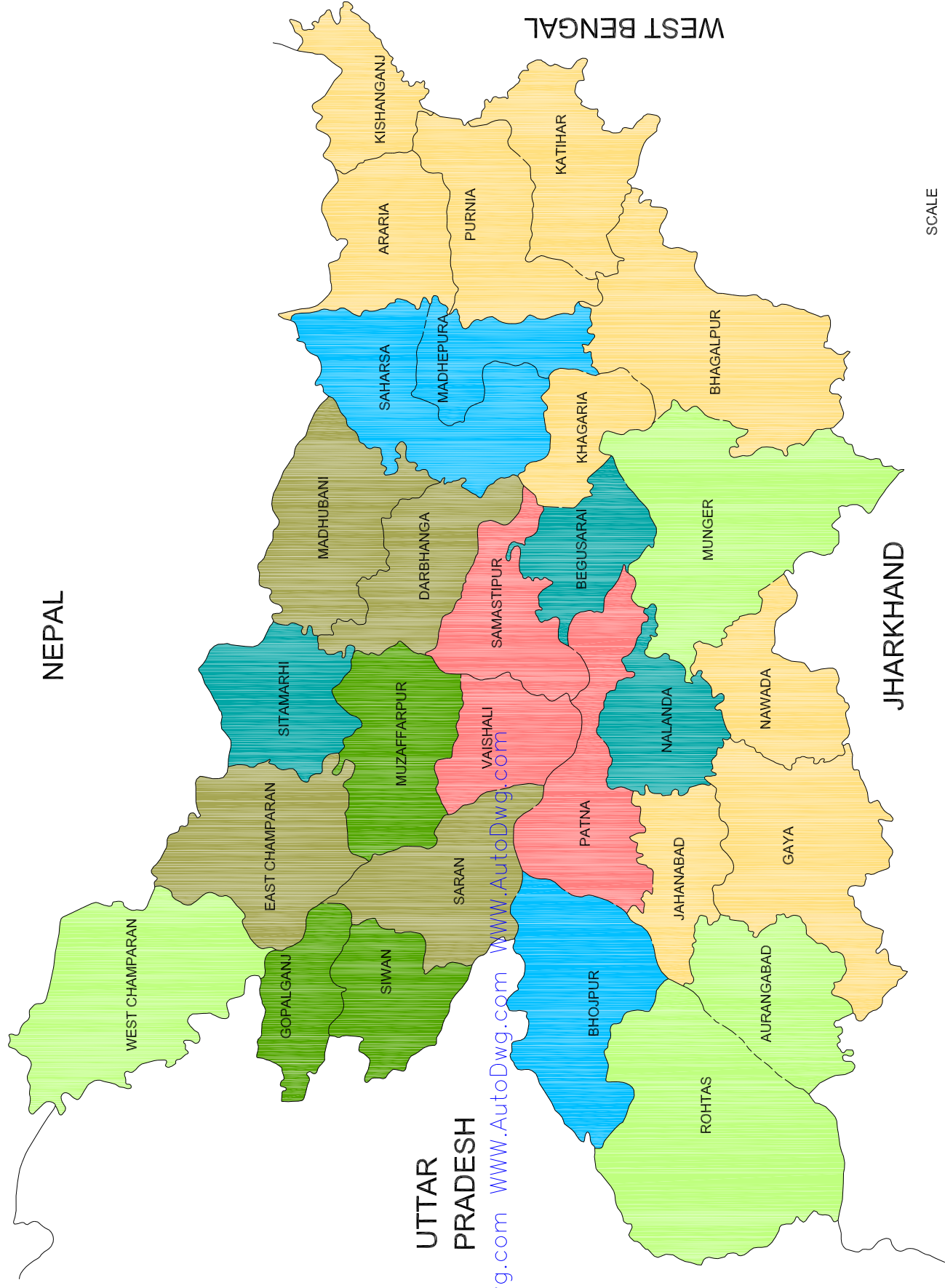


DISTRICT MAP OF BIHAR

JHARKHAND

NEPAL

WEST BENGAL



LEGEND :-

- 500 - <
- 500 - 600
- 600 - 700
- 700 - 800
- 800 - 900
- 900 - 1000
- 1000 - 1100

UTTAR
PRADESH

www.AutoDwg.com

NEPAL

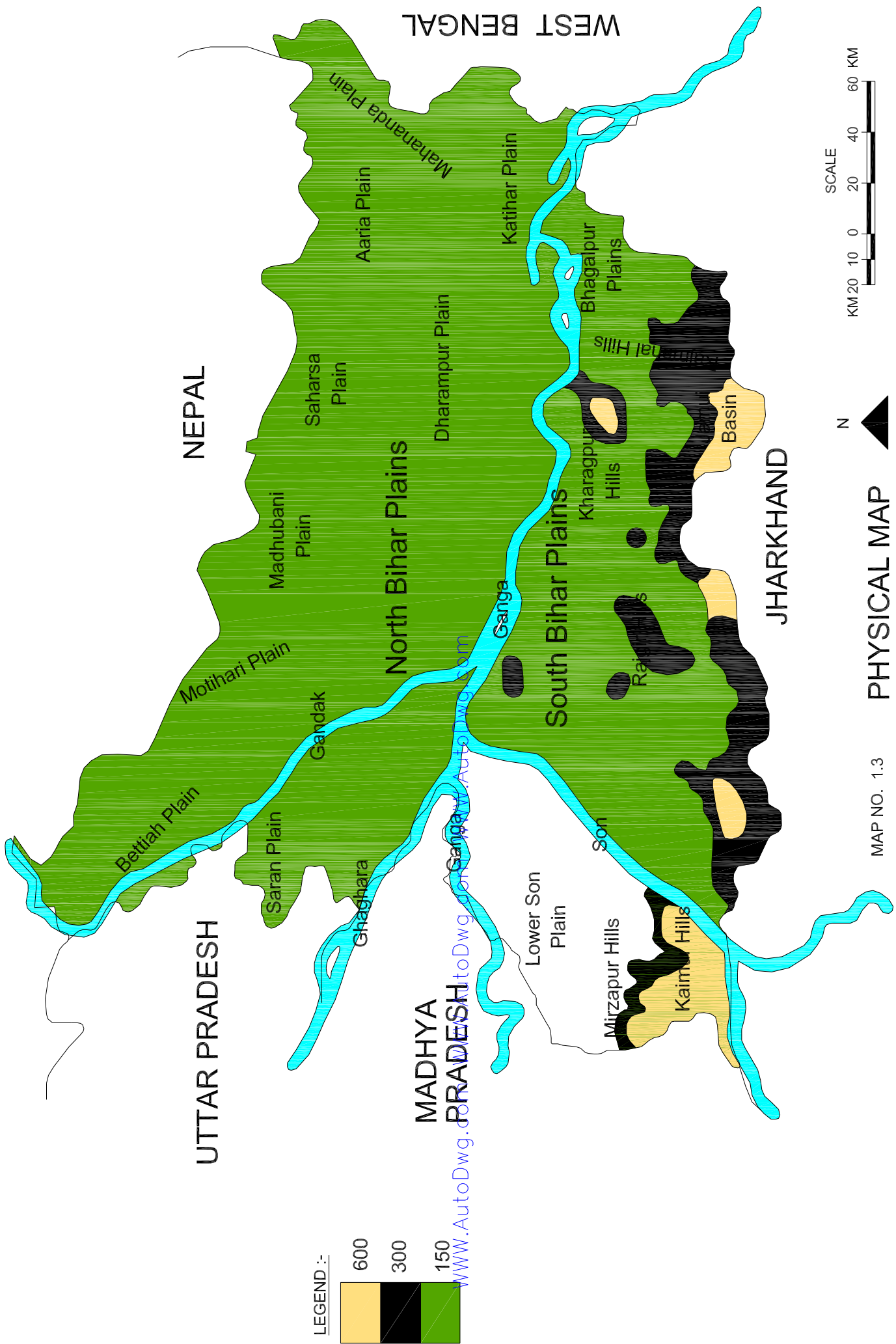
WEST BENGAL

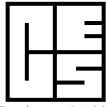
JHARKHAND



POPULATION DENSITY

MAP NO. 1.2





CHAPTER-2

EXISTING AREAS OF TOURISTS INTEREST

Bihar as of today is studded with monuments of its past glory. This is the land on which Bhagwan Buddha and Mahavira started their religious orders. A magnificent destination attracting throngs of tourist every year with tremendous potential of growth in number and quality. Places of tourist attraction in the state are given in Map 2.1

2.1 TOURIST CIRCUITS IN BIHAR

Bihar is the land of origin of many religions and the land, which was the seat of great empire.

- a) **Buddhist Circuit**
Bodhgaya – Rajgir – Nalanda – Patna – Vaishali – Lauriya Nandangarh –Lauriya Areraj - Kesariya – Vikramsila (Refer Map 2.2)
- b) **Tirthankar Circuit**
Vaishali – Patna – Rajgir – Pawapuri – Nathnagar – Mandar Hill – Bisram – Masadh – Champanagar – Nalanda (Refer Map 2.3)
- c) **Ramayan Circuit**
Valmikinagar – Pretshila Hill – Ahilya Asthan- Sitamarhi - Kako – Sitakund – Tar – Singheshwar – Chankigarh – Buxar (Refer Map 2.4)
- d) **Islamic/ Sufi Circuit**
Maner Sharif – Fulwari Sharif – Khankah Emadia – Dargah Sharif – Bihar sharif – Hazrat Jandaha – Hajipur – Serukahi – Kanti – Saran Khas – Hasanpura – Lakri Dargah – Goraul Sharif – Masurhi — Tomb of Pir Shah Nufa – Pir Pahar – Siris – Tomb of Chandan Shahid – Tomb of Hasan Khan Sur (Refer Map 2.5)
- e) **Nature & Wildlife Circuit**
Rajgir Sanctuary – Bhimbandh Sanctuary – Vikramsila Sanctuary – Udaipur Sanctuary – Kaimur Sanctuary – Gautam Buddha Sanctuary – Nakti Dam Sanctuary – Gogabill Sanctuary – Valmiki National Park & Sanctuary – Kanwar Jheel Sanctuary (Refer Map 2.6)
- f) **Gandhi Circuit**
Motihari – Betia - Bhitharwa – Brindaban – Sadaquat Ashram

2.2 IMPORTANCE OF TOURIST PLACES

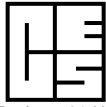
A)BUDDHIST CENTRES

The State of Bihar is intimately associated with Buddhism. Bihar is the home of Emperor Ashoka who preached "ahimsa" or non-violence and spread the message of Buddhism throughout the world. Historical importance of Bihar has been established again with the discovery of "biggest ever Buddhist Stupa" at Kesariya by the Archaeological Survey of India (ASI). A number of foreign temples and monasteries have sprung up at many pilgrimage centres in the state by the Archaeological Survey of India (ASI).

Mahabodhi Temple, Bodhgaya (Gaya District)

The main Shrine of the Supreme Enlightenment is unique amongst other north Indian temples. It is having a spire instead of the usual curvy-linear contours. The four smaller towers at the four corners give balance to the structure. Inside the shrine is a gilded image of the Buddha. The carved railings round the temple are the oldest remains at Bodhgaya. As regards the origin of this temple no direct evidence is available, however, various traditions ascribe the erection of the third century B.C. During the last centuries after its construction, the temple had undergone additions, renovations, restorations and repairs. The temple was thoroughly repaired and restored in 1880 by Cunningham and Beglar under the orders of Sir Ashley Eden, the then Lt. Governor of Bengal.



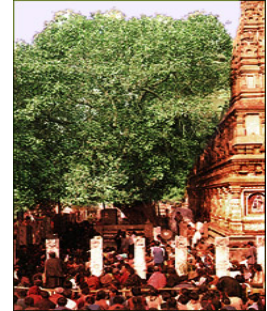


Stone Railing, Bodhgaya (Gaya District)

Remains of a massive stone railing are at present found enclosing the great Temple on three sides along its plinth. The western side of railing provides with a small entrance facing the Bodhi tree. The total height of the railing from ground level is about 10 ft. Part of the railing is of sandstone while part is of granite. The railing bears carvings such as sculptured panels, medallions, and other ornamental patterns, those on the sandstone portion differing materially from those on the granite portion. The former contain relieves representing scenes from the Buddha's life, the sacred tree, the wheel, the stupa, the Gaja-Lakshmi, the sun-god with his horse-drawn chariot and human figures like kings, merchants, devotees etc. The latter contain mostly ornamental motifs such as the eagles, chaityas-etc. carved in the characteristic of the Gupta period.

Bodhi Tree, Bodhgaya (Gaya District)

It is the most sacred Pipal Tree (*ficus religiosa*) under which Prince Siddhartha became Buddha "the Enlightened One". It is believed to have continued to exist since the days of the Buddha. According to Buddhist tradition, the queen of Emperor Ashoka, Tishyarakshita, destroyed the tree out of rage but the Emperor immediately revived it. King Sashanka of Bengal again uprooted it but the King Purnavarman of Magadha revived it soon thereafter. The present tree is believed to be the fourth or fifth generation offspring of the original.



Vajrasana,, Bodhgaya (Gaya District)

Vajrasana or the Diamond Throne is a polished platform made of gray sandstone. It was perhaps placed by the emperor Ashoka underneath the Bodhi tree against the Western Wall of the great temple. It represents that place where Lord Buddha sat in deep meditation and attained the Supreme Enlightenment.

The Jewel Walk Shrine, Bodhgaya (Gaya District)

According to Buddhist tradition, Buddha walked to and fro near the sacred tree for seven days, immediately after attaining the Supreme enlightenment. The spot where he so walked appear to have become sacred quite early and a shrine was built over it in about 1st century B.C.

Muchalinda Tank (Gaya District)

Close to the south of the Great Mahabodhi Temple is a sacred tank named after Nagaraja Muchalinda (the serpent king) who, according to tradition, protected Lord Buddha from storm and rains while he was engrossed in a deep meditation after attaining the Supreme enlightenment.

Bakraur (Gaya District)

The village lies in Bodhgaya block on the bank of the river Niranjana about 14 kms. south of Gaya. According to Buddhist tradition, Lord Buddha on his penance and eventual enlightenment was offered here Kheer (rice pudding) by a village maid, Sujata. There is a mound on the village known as Sujata Kutir, said to cover the site of her original home. This is a Buddhist site and religious place for Buddhists.

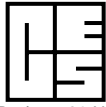
Guneri (Gaya District)

The village is situated about 5 kms. to the southeast of Manda hills. Site of a large town and of a Vihara, as well as a tank was observed here to the north of the town site. The ruins of the Vihara and of the Buddhist temples are nowhere found fully described. However, the numerous sculptures collected from these ruins were kept arranged under a modern shed erected by the Central Archaeology Department. They represent mainly Buddhist and Shaiva divinities. Some of the images, however, bear inscriptions from the style of execution of their carvings they maybe assigned to the medieval period (i.e. 9th to 12th Centuries A.D.). Two of the inscriptions, it may be added, refer to the name Sri Gunacharita that was obviously the ancient name of the place.

Ruins of the Nalanda University, Nalanda (Nalanda District)

The total area of excavation is about 14 hectares. The ruin contains a number of Buddhist stupas and chaityas, monasteries, hotels, cells or rooms on four sides with central courtyard lecture halls and amphitheatres.





Archaeological Museum, Nalanda (Nalanda District)

This on-site Museum houses a good number of archaeological findings of various eras.

Nav Nalanda Mahavihara, Nalanda (Nalanda District)

The State Government has established a Pali Postgraduate research Institute at Nalanda for preserving traditions of the ancient Nalanda University, which is known as the Nav Nalanda Mahavihara.

Hieun Tsang Memorial Hall, Nalanda (Nalanda District)

A beautiful structure in the memory of Hieun Tsang, the 5th century Chinese traveller, has been constructed at in modern times at Nalanda near the main excavation site.



Griddhakoot Hill (Nalanda District)

On the side of the peak of this hill, facing northwest, are two small natural caves. They are approached over a flight of stone steps. Inside one of the caves were found a number of terracotta plaques with the seven Past Buddha and Maitreya, the future Buddha seated in two rows and the Buddhist creed inscribed below each figure in minute characters. Outside the caves are large stonewalls of structures that once existed at this place. It is said to be the hallowed site of Buddha's habitation and meditation and has been, therefore, held especially sacred by the Buddhists.

Peace Pagoda, Rajgir (Nalanda District)

The Buddha Sangha of Japan have constructed a massive modern stupa, the Shanti Stupa (Peace Pagoda), at the top of the hill in commemoration of Lord Buddha's preachings of his second wheel of law.



Bimbisara Jail (Nalanda District)

It is situated about half a kilometer southeast of Maniyar Math, inside the limits of the ancient inner city. These ruins are of great antiquity. It is believed that when his son Ajatshatru imprisoned king Bimbisara, he was able to see Buddha on the Griddhakoot hill.



Maniyar Math (Nalanda District)

This monument occupies a prominent position inside the valley, situated almost in the center of the enclosure of the ancient inner city, on the way to the Son Bhandar Caves. Legend is that Srenika or Bimbisara had 32 wives to each of which he daily gave new ornaments, and threw the old ones into a well, which is still shown. A small temple of the Jain, quite modern, covers this well.

Jarasandh Ki Baithak / Pippala Cave (Nalanda District)

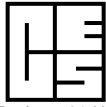
On the ascent to the top of the hill from the hot springs is seen a large stone structure. It is associated with the primeval King of Rajgir, Jarasandha. It is said that the king had his baithak or open sit-out here. The tradition, as quoted by Fa Hian, says that there was the Pippala Cave here where Buddha used to sit in deep meditation after his mid-day meal.

Sataparni Cave (Nalanda District)

On the northern cave of the Vaibhara hill, a little below the old Jain temple of Adinatha, is a series of six caves contained in a natural bend of rock. These caves, with the large terrace in front, are now generally believed to be the site where the First Buddhist Council was held a few months after Buddha's death during the reign of King Ajatshatru.

Ajastshatru Stupa, Rajgir (Nalanda District)

To the east of the Venuvan area, close by the side of the road on its east are the ruins of a stone structure, built in the fashion of Pippala cave. The site occupies a very prominent situation on the road from the modern Rajgir town to the hot- springs.



The Fortification Walls (Nalanda District)

Walls, called as inner-fortification walls, protected the ancient town of Rajagriha. Traces of fortification wall are noticed on the tops of the hills at Rajgir.

The Venuvana Vihara, Rajgir (Nalanda District)

Between the larger fortification of the old town and the hills along the east of the river Saraswati is an extensive area called Venuvana or Bamboo garden of king Bimbisara, who made it as a gift to Lord Buddha. According to Buddhist tradition, it was the favorite resorts of Buddha when he stayed at Rajgir.

Hot Water Springs, Rajgir (Nalanda District)

Of all the hills of Rajgir the Vaibhara hill is the most important from the viewpoint of ancient ruins. On its top there is a large level area, which was more suitable for erection of sacred edifices; while at its eastern foot are the famous hot springs, known as Saptadhara, which now make the main attraction of Rajgir especially to the Hindus. These springs are also mentioned in the Mahabharata.



Banganga (Nalanda District)

A narrow neck of the valley projects towards the south in between the two hills-Sonagiri and Udayagiri, and forms a sort of pass which gives access to the plains of the Gaya district on the southern side of the hills. Through this pass the rivulet named Banganga wades its way out of the valley and joins the river Phalgu towards the southeast. The most interesting of the ancient relics in this part of the valley are inscriptions in the peculiar "shell characters" found engraved on a rocky ground which are now protected by a modern stone enclosure wall. These inscriptions are believed to be 5th to 8th centuries A.D.

Aerial Ropeway, Rajgir (Nalanda District)

Ratnagiri – one of the five hills of Rajgir, houses on its top a dome shaped beautiful white marble built World Peace Pagoda. It is an emblem of world peace built by Rev. (Late) Fuji-I-Guruji, the Chief Buddhist Monk of Japan. An 1100ft long aerial ropeway chairlift carries people from the foothill to the top close to the pagoda. This ropeway ride is an exciting experience.



Lauriya Nandangarh (West Champaran District)

Situated about 25-km northwest of Bettiah, this place contains some of the most interesting remains in the district, viz. the Lion Pillar of Ashoka and some ancient sepulchral mounds.

Ashokan Pillar (Vaishali District)

The Lion Pillar at Kolhua is one of Ashokan pillars, which mark the different stages of the Journey to Nepal, which Ashoka undertook (249 B.C.). It bears no inscription.

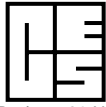


Buddha Stupa I & II (Vaishali District)

Excavations at these sites led to discovery of casket containing the ashes of Lord Buddha.

Raja Vishal Ka Garh (Vaishali District)

There is huge mound, which is situated close to the north of the modern village. The mound is about 6' to 10' high above the surrounding country. There are traces of round towers at corners and of a surrounding ditch. The ramparts rise very slightly above the general level of the area inside the mound but from outside, from the bottom of the ditch, the height is about 15 ft. This mound is called Raja Vishal Ka Garh with a belief that this was originally the King's fort.



Abhishek Pushkarni (Vaishali District)

It is an ancient tank undergoing renovation. It is believed that the Kings of this ancient kingdom had to be first anointed before their coronation with the sacred water of this holy tank. So, it is still a venerated tank.

Vishwa Shanti Stupa (Vaishali District)

Japan has recently constructed another World Peace Pagoda in Bihar here at Vaishali, which is similar to that one built at Rajgir on the Ratnagiri Hill.



Kesariya (East Champaran District)

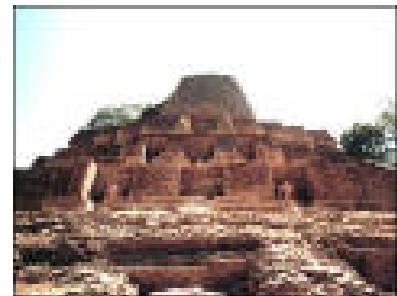
72 kms west from Muzaffarpur, 48 kms north-west from Basarh or modern Vaishali and 22 kms south-west from Chakia, Kesariya in the east Champaran District has the proud privilege of housing the tallest ever excavated. Rising to a height of 104ft., ruined and much reduced than its original height, it even in its crumbled stage is one foot more than that of the famous Borobodur stupa in Java, a World Heritage Monument. Before the earthquake of 1934 its height was 123 ft. in its halcyon days when both Kesaria and Borobodur were majestically standing, the total height of Kesariya was 150 ft and Borobodur 138 ft. But the present height of Kesariya is 104 ft and Borobodur 103.

It is worth mentioning that the height of Sanchi stupa a World Heritage Monument is only 77.5 ft, almost half of Kesariya Stupa's original height. Interestingly both Kesariya and Borobodur have six terraces and the diameter of Kesariya is equivalent to the width of Borobodur. But excavators feel that the diameter of Kesariya could be larger as several parts are still under earth and yet to be excavated. But even this incomplete state it is awe inspiring in grandeur and vibrant with life.

The stupa commemorates the place where Lord Buddha had stayed and handed over his begging bowl to the people of Vaishali during his last journey to Kushinagara where he breathed his last. Buddha who could see through the future image of history had predicted about his impending death within three months at Chapal Chaitya and then Kutagarshala both in Vaishali. The people of Vaishali who were emotionally attached with Buddha could not bear the news of the impending death of Buddha. Throwing dust on their head and wailing as if some calamity had overtaken them the people of Vaishali followed

Buddha when he left Vaishali. Looking back at the city that was the scene of many monuments events of his life Buddha said, "This is for the last time I am beholding the city of Vaishali".

In the surcharged atmosphere without caring for the instructions of the master whose every word they meticulously followed till then Vaishalians followed Buddha. But Kesariya Buddha firmly but politely requested them to turn back and as an expression of his determination handed over his begging bowl to them. In order to mark this emotional moment in the life of Buddha a small mud stupa was built here. In course of time during the Maurya, Sunga and Kushana period it became a brick stupa with several additions and enlargements.



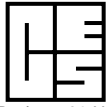
Lauriya Areraj (East Champaran District)

The village is situated about 30 kms southwest of Motihari. It has got religious importance for having an old temple of Lord Shiva. Two Kilometers west of Areraj is the Lauriya village where one of the ancient Ashokan stone pillars still stands.



Aurangabad (East Champaran District)

Headquarters town of the district of the same name is situated nearly 14 kms. from Aurangabad Road railway station. There is a group of hills near Madanpur between Aurangabad and Sherghati, on the grand Trunk Road, on which traces of Buddhist shrines are found among the rocks. Burha, nearly 3 kms. to the east, contains several sites in which 'Chaityas' and large 'Viharas' or Buddhist monasteries once stood. There are some hot mineral springs, to which the place probably owed its former importance.



Vikramshila (Bhagalpur District)



Excavations at Vikramshila (Antichak) in Bhagalpur district, 10 kms. north of Kahalgaon revealed the remains of a large monastic site with a brick built stupa decorated with terracotta plaques in the walls of the two –tier circumambulatory paths. The site has been identified with the Vikramshila University was known from the Tibetan sources and also from notices in many manuscripts copied in the Mahavihara. Carved pillars, Votive Stupas, Buddhist images, Images of Hindu deities etc. have been recovered from this ancient site.

B) JAIN CENTRES

Mahavir, the exponent of Jainism was born in Bihar. His teachings were greatly appreciated in North India for 30 years, He died at Pawapuri in Bihar, and left behind a legacy of thought and some beautiful temples. These temples are popular as famous pilgrim spots and as works of great architecture.

Bisram (Bhojpur District)

It is said that Lord Mahavira, the 24th Jain Tirthankara, took rest for some time at this place during his wanderings, hence this place is called Bisram (rest). The Jains from every part of the country visit this place throughout the year. The Jain temple here contains an idol of Lord Mahavira. This place is in the Arrah town where there are another 45 Jain temples.

Masadh (Bhojpur District)

This village is situated about 9 kms. west or rather southwest of Arrah town. There is an ancient Jain temple dedicated to Parshwanth and contains eight images, some of which belong to earlier dates as seen from the inscriptions on each of them. The temple was completed in the year 1819 A.D. while some of the eight images belong to 1386 A.D. as per archaeological records.

Mandar Hill (Banka District)

It is about 5-kms north of Baunsi and about 48 –kms south of the Bhagalpur town. The hill is about 700-ft high that consists of a huge mass of granite overgrown near the summit with low jungle. This hill is extremely sacred in the Hindu mythology. The skand Purana associates Mandar or Sumeru with the famous epic or Puranic story of the Amrita-Manthana or the churning of the ocean. The story goes that the Gods and the Demons (Devas and Asuras) with a view to secure amrita (the divine liquor), which is believed to confer immortality, used this Mandara or Sumeru Mountain as the churning stick or rod. The great mythical serpent, Vasuki, was used as the rope. Due to this mythical association, the hill had assumed considerable religious significance and had been a place of pilgrimage up till now. On the summit of the hill two jain temples are situated. Large number of Jain pilgrims comes here to worship Lord Vasupujanatha.

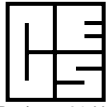


Champanagar (Bhagalpur District)

The City of Champa, as capital of the ancient kingdom of Anga, is found frequently mentioned in ancient Indian literature. King Karna of the Mahabharata is said to have ruled from here. A western suburb of the Bhagalpur town is at present known as Champanagar, near which there is a large hillock or flat-topped mound, called as Karnagadh, which should have otherwise been attributed to King Karna of the great epic. Champanagar is considered by the Jains as one of their sacred places of pilgrimage. In the Kalpa-Sutra Champa is mentioned as one of the places where the last Tirthankara Mahavira stayed for three rainy seasons in the course of his religious wanderings. According to the



prevalent Jain tradition it is believed that the adjacent hills. The nearest are about 5-kms of Lachhaur and are marked Muth Boodhroop and Muth Purusnath. They are two small shrines picturesquely situated in the valley between two parallel ranges of hills. In each of these shrines is a small statue of Mahavira, one of which dates back



to Sambat 1505, while the other appears to be older. The temples themselves, however, are of recent date. Some Jains hold Lachhaur to be the birthplace of Mahavir Swamin, the 24th Tirthankara of the Jains.

Kundghat (Jamui)

It is about 6 kms from Lachhaur. There is a temple of Kundeshwari Devi, which is held sacred by the Jains.

Gonavajee (Nawada District)

Gonava village is situated about one kilometer north of Nawada on Patna-Ranchi road. It is a place of pilgrimage for the Jains of both sects. The Digambar Jain temple is situated by the side of main road while the Svetambar Jain temple is behind it. The Digambar Jain temple built in 1925 is quite beautiful. It has a large marble idol of Lord Mahavira. The Svetambar Jain temple was built some 800 years ago and has an impressive approach road. The temple has got a marble idol of Lord Mahavira flanked by a granite idol of Sudharmaji and idol of Panch Parmesthi made of Asthdhatu. The temple is famous and known as place of Nirvana of Lord Mahavira's disciple, Gautam Gandharva.

Kundalpur (Nalanda District)

Close to the ruins of ancient Nalanda University a new beautiful Jaisalmer stone temple stands at Kundalpur, which houses statues of Lord Mahavira, Adinath Swami and Gautam Gandharva. This place is believed to be the birth place of Gautam Gandharva, the first disciple of Lord Mahavira. There is also an ancient Jain temple here, which is centuries old.

Jalmandir, Pawapuri (Nalanda District)

Pawapuri, which is also known as Apapapuri, the sinless town, is a very sacred Jain pilgrimage. According to belief, it was here that Lord Mahavira, the greatest propounder of Jainism, attained Nirvana. Hundred of thousands of his disciples and devotees took away the ashes after his cremation here. The rush was so great that even the soils of the area were taken away and it became a tank. Later on, a beautiful temple of white marble was constructed in the center of the tank to commemorate the Lord's Nirvana. This temple is known as the Jalmandir.



Samosaran, Pawapuri (Nalanda District)

A beautiful temple commemorates the place where Lord Mahavira sat to teach his disciples. The temple is a circular work of white marble, rising by low steps into several concentric terraces with a beehive shaped shrine on the top containing the footprints of Lord Mahavira.

Maniyar math, Rajgir (Nalanda District)

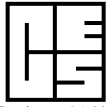
This monument occupies a prominent position inside the valley, situated almost in the center of the enclosure of the ancient inner city, on the way to the Son Bhandar Caves. Legend is that Srenika or Bimbisara had 32 wives to each of which he daily gave new ornaments, and threw the old ones into a well, which is till shown. A small temple of the Jain, quite modern, covers this well.

Sone Bhandar, Rajgir (Nalanda District)

There are two rock-cut caves, adjacent to each other, excavated on the southern face of the Vaibhara hill, facing the western portion of the valley. Of them the western one is locally called as Son-Bhandar- i.e. – Treasury of gold. Local belief is that the piece of rock within this space is an ancient wedge blocking up the passage to the treasury of gold in the body of the hill. This cave consists of a large chamber, 34' x 17' and is provided with a doorway and a window. The roof is of arched shape with a rise of 4'10". These are exactly the architectural features, quite characteristically and rarely to be found only at the barabar caves.



The most interesting fact is that the cave is highly polished inside. A number of short epigraphs can also be traced on the inner walls, the doorjambes and on the front wall. The adjacent cave is in a ruinous state. It consists of a rock-cut chamber, part of its front having fallen. It has once a built-up verandah in its front as seen in the existing traces of a platform and courtyard built of bricks. Inside, on the southern wall of the cave, are six small figures of



Jaina Tirthankaras carved in relief and representing Padmaprabha, Parsvanatha and Mahavira. Both the caves were excavated at one and the same time, i.e., in 3rd or 4th century A.D. as indicated by the inscriptions of Vairadeva.

Veerayatan , Rajgir (Nalanda District)

Situated at the foot of the Vaibhargiri hill, Veerayatan is a unique center for Education, Social services and Jain Religion. Rashtra Sant Parajyan Murtee Upadhyaya Shriamarmuni Jee Maharaj, on the occasion of 2500th Nirvaan Mahotsava of Lord Mahavira, established it. A museum is here that contains many beautiful artifacts depicting the life and preachings of Lord Mahavira, the 24th Jain Tirthankara.

Kamaldah (Patna District)

In the area called Kamaldah, near the Gulzarbagh railway station is a high mound of brick ruins on which stand two Jain temples. There is mausoleum of Jain saint Sthoolhdbhadra and the temple of Sudarshan Swami. On one of them is an inscription dated V.S. 1848 (A.D. 1792).

Vasokund (Muzaffarpur District)

According to a Jain tradition Lord Mahavira, the last of the Tirthankaras, was born at Kundagama and at Vaniyagrama was his residence, both the places being part of or near Vaishali while the modern village of Bania can be taken as representing the site of ancient Vaniyagrama.

The location of Kundagramma is identified with the modern village of Vasokund, about 2 kms northeast of the gadh mound.

C) RAMAYAN CIRCUIT

Bihar is as old as civilisation itself. It is an ancient land where the mythological King Janaka of Videha, and Ramayan famed Maharshi Valmiki, Sita resided. Places in Bihar associated with legends of Shri Ram and Sita are listed below:

Tar (Bhojpur District)

Situated about 10-kms. Northwest of Piro the village derives its name from Tarka, a giantess killed by Lord Rama. There is an old tank in the village that is said to be the wrestling ground of Tarka.

Abirauli (Buxar District)

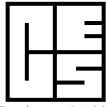
Situated about 5-kms. North-west of Buxar, this village has a temple of Devi Ahilya. According to local tradition it dates back to the pre-historic ages. Legend is that, Ahilya was transformed into stone as a result of curse of her husband, Rishi Gateman, and she could be redeemed only when Lord Ram Chandra visited her.

Ram Rekha Ghat (Buxar District)

According to the legends, Lord Ramchandra and his younger brother Laxman with their teacher Rishi Vishwamitra had crossed the Ganges here on their way to Janakpur where he later took part in the Sita Swayamvara. So, this place has become an important pilgrimage to the Hindus. On the 18th day of solemn month of Paush, corresponding approximately to the 14th January of each year, an undoubtedly biggest fair is held here on the Makar Sankranti day. On this day the sun enters the sidereal of zodiac. This mela is also popularly known as Kbichari mela. Roughly 40 to 50 thousand men, women and children, assemble in the town, camp there at several places and bathe in the Ganges at this famous Ramrekha Ghat. The bathing in the Ganges usually continues for three days.

Ahiari of Ahalya Asthan (Darbhanga District)

The village is situated about 24 kms. Northwest of Darbhanga and about 4-kms. from Kamtaul railway station. It is known for the temple locally called as Ahalya Asthan which is associated with the well-known legend of the sage Gautama and his wife Ahalya as told in the epics and the Puranas. Inside the shrine is a flat stone said to contain the footprints of Sita, wife of Rama, as the main object of worship. A fair is held here every year in the month of Chaitra on Ramnavami day that lasts for several days.



Pretshila Hill (Gaya District)

Pretshila hill, which is 873-ft high, is situated about 8 kms northwest of Gaya. The meaning of the name is the hill of ghosts and it is sacred to Yama, the Hindu god of hell, and forms one of the sacred places of pilgrimage. On the top of the hill is a small temple appropriately dedicated to Yama (The God of death). It is a common faith that by the due observance of the shraddha or last rites by offering balls of flour and rice called pandas, pilgrims will ensure the deliverance of the souls of their ancestors from the realm of Yama and secure their admittance to the paradise of Vishnu.

A long flight of stone steps built by a pious resident of Kolkata in 1774, leads to the shrine, which contains a rude piece of rock marked with a golden line, before which the pilgrims place the pandas for the repose of the spirits of their ancestors. At the foot of the hill are three tanks named Sati, Nigra and Sukha, and there is a fourth tank called Ramkund on the summit near the temple of Yama, in which it is said that Ram himself bathed. Whoever bathes in this tank is said to have rubbed out his sins, and whoever recites the proper mantras or spells with the usual offerings of sraddha and pandas is freed from pain.

Gidheshwar (Jamui district)

According to local legends, the epic fight between the vulture Jatayu and the demon Ravana was taken place here on the hill that is situated about 13 kms south of Jamui, while the latter was abducting Sita. There is a temple of Lord Shiva, which draws big crowds on the occasion of Shivaratri and Maghi Purnima

Kako (Jehanabad District)

The village is the headquarters of the block of the same name and is situated on the Jehanabad-Biharsharif road, about 10-kms. East of Jehanabad railway station. According to a local legend, Ram Chandra's stepmother, Rani Kaikeyi of Ayodhya lived here for sometime and the village took its name after her. The village has also a tomb of Hazrat Bibi Kamaal Sahiba, a great Muslim lady saint. It is said that this lady was the aunt of Hazrat Makhdum Saheb of Biharsharif and possessed divine powers. There is also a temple in the northeast corner of the village within which a very old image of the Sun God is installed.

Singheshwar Asthan (Madhepura District)

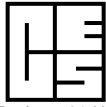
The village, situated about 7-kms. North of Madhepura, is the headquarters of the block of the same name. The village is famous for an ancient Shiva temple. According to the legend, Sringa Rishi established the Shiva lingam at the Singheshwar Asthan temple. It was Sringa Rishi who had performed the Putrayeshti Yagna for King Dasharath and later was blessed with four sons. The impact of this legend is seen in a regular visit of a large number of barren women for offering puja here. Hari Charan Choudhury, a merchant, constructed the present temple over the ancient lingam about 200 years ago. A month-long fair is held on the occasion of "Shivaratri" which is one of the largest in the state.

Phullahar (Madhubani District)

The village is situated about 6 kms. West of the block headquarters at Umgaon under Harlakhi P.S. The village contains the temple of goddess Girija. It is said that Sita, the daughter of King Janaka, used to come here every day to worship the goddess. Lord Rama saw her for the first time at this place.

Sita-Kund (Munger District)

A village about 6-kms. east of the Munger town contains a hot spring known as the Sita-Kund spring, which is so called after the well-known episode of the Ramayana. Rama, after rescuing his wife Sita from the demon king Ravana, suspected that she could not have maintained her honor intact, and Sita, to prove her chastity, agreed to enter a blazing fire. She came out of the fiery ordeal unscathed, and imparted to the pool in which she bathed, the heat she had absorbed from the fire. The hot spring is now enclosed in a masonry reservoir and is visited by large numbers of pilgrims, especially at the full moon of Magh. The water is beautifully clear and limpid, and sends up numerous bubbles from its rocky bed. The temperature of his spring varies in a remarkable manner and goes to the highest of 138⁰ F and even above.



Sitamarhi (Nawada District)

This is a small village about 32 – kms from Nawada and is a place of great religious and mythological importance. There is an elliptical cave carved inside a huge hemispherical block of granite rock. The legend has it that it was in this cave that Sita had to take refuge after having been exiled by Rama. Built by Vishwakarma, the divine builder at the behest of saint poet Valmiki, as the legend goes it was the heaven for Sita and provided her protection in the dense forest, which was infested with wild beasts. One and a half kilometers northeast of Sitamarhi there is a village called Barat, where the saint poet Valmiki is said to have lived when Sita was exiled. It was on the wide high level ground near this cave that Sita's sons Lava and Kusha are said to have fought against Rama's army.

Rivilganj/Godna (Saran District)

The town runs from east to west and is closely built among the bank of the Gogra river which in the rains is as much as a mile in breadth. The older name of the place is Godna. It is regarded locally as the traditional residence or ashram of Gautama, the founder of the school of *Myaya* philosophy. Here it is said, he lived with his wife Ahalya in the days of Rama Chandra who visited him on his way to Janpur. The legend is that Indra became enamored of Ahalya and visited her in the guise of her husband. Gautama saw him as he left her room and cursed him with perpetual loss of virility. Ahalya was changed into a stone till Rama should come and deliver her. Rama did it on his way to Janakpur with Lakshman and Vishwamitra. A shrine has been built on the spot where Gautamas hut is believed to have stood.

Janaki Temple (Sitamarhi District)

About 1.5 kms off the Sitamarhi railway station and the bus stand, this temple is traditionally being considered to be the birthplace of Sita or Janaki, the daughter of King Janak. This temple, however, seems to be built about 100 years ago.

Janaki Temple, Punaura (Sitamarhi District)

This temple is about 5 kms. southwest of Sitamarhi. It also stakes the same claim to be the birthplace of Sita and is considered to be a sacred place where people go for a pilgrimage.

Haleshwar Asthan (Sitamarhi District)

This is an ancient temple of Lord Shiva about 3-kms northwest of Sitamarhi. According to myths the King of Videha on the occasion of Putrayeshi Yajna, founded this temple.

Panth Pakar (Sitamarhi District)

An age-old banyan tree still stands here about 8 kms northeast of Sitamarhi. It is said that when Sita left Janakpur in a palanquin for Ayodhya after her marriage to Shri Ram, when was given rest for a while under this very banyan tree.

Ramchaura, Vaishali (Vaishali district)

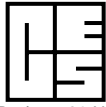
The place is situated in Vaishali block where a fair is held every year on Ramnavami day. The local tradition has it that Lord Ramchandra had a stopover here for a bath on his way to Janakpur. There are some marks on stone, which are said to be his footprints.

Balmikinagar (West Champaran District)

This is a village on the Indo-Nepal border 42 kms northwest of Bagaha to which it is connected by a metalled road. A barrage has been constructed here on the Gandak River for the purpose of irrigation, which is known as Tirhut Canal. Besides an old Shiva temple constructed by the Bettiah Raj, there are also ancient temples of Nara Devi and Gauri Shankar at Balmikinagar.

Chankigarh (West Champaran District)

Also known as Janakigarh, this village is situated about 9 – kms east of Ramnagar railway station. There is a large mound in the eastern part of the village. It is a mass of solid brickwork and is 90' high. It was probably originally a fort and the remains of the fortification can still be seen, besides some insignificant shrines. The local tradition asserts that it was a fort of King Janaka.



Sitakund (East Champaran District)

This is a village in the headquarters subdivision situated near the Pipra railway station, 16 kms. at the southeast of Motihari and about half kilometers to the north of Madhuban on the Sikrahna river. The village contains the remains of an ancient fort the shape of which is an irregular square, 450 ft. long on each side, with large round bastions at the corners and in the middle of each face. Inside the fort is a holy tank, to which the name Sitakund peculiarly applies as Sita, the wife of Rama, bathed there. It is a deep circular pond surrounded by brick walls with four ghats leading down to it.

A great mela is held there on the Ramnavami when several thousands of pious Hindus assemble to do honour to Rama and Sita. There are several temples and shrines round it; the principal temple, which stands near the western side of the tank, enshrines images of Sun, Hanuman and Vishnu, an image of Ravana, with 20 arms and 10 heads, five of which only are shown on the carving; another of Mahishamardini or Durga in the act of killing a buffalo demon and two images of Ganesh, one seated with four arms and one dancing with eight arms, etc.

D) SUFI CIRCUIT

The state has been ruled by many muslim governors and has been an active cultural center and an important seat of Muslim thought and learning. Bihar has many sacred shrines and tombs.

Maner Sharif (Patna District)

It is a large village of historical antiquities, situated in the extreme northwest of Danapur subdivision, about 32-kms. west of Patna on Patna-Arrah Highway. In the early ages Maner was a center of learning and it is said that grammarian panini, and also Bararuchi, lived and studied here. Maner contains two well-known Mohammedan tombs, which of Shah Daulat or Makhdum Daulat, known as the Chhoti Dargah, and the other that of Sheikh Yahia Maneri or Madkdum Yahia,

called the Bari Dargah. Makhdum Daulat died at Maner in 1608, and Ibrahim Khan, Governor of Bihar and one of the saint's disciples completed the erection of his mausoleum in 1616.

The building is exceptionally fine one, with walls containing carvings of great delicacy and high finish. It stands on a raised platform, and at each corner rises a slender tower of graceful proportions. A great dome crowns it, and the ceiling is covered with carbed inscriptions from the Quran. Every detail of it is characteristic of the architecture of Jahingir's reign and it is by far the finest monument of the Mughals in Eastern India. Inside the compound there is a mosque also built by Ibrahim Khan in 1619, while a fine gateway bearing an older inscription corresponding to 1603-01, affords access to the north.

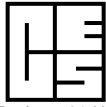
The tomb of Yahia Maneri lies in a mosque to the east of a large tank, with masonry walls and ghats, and pillared porticos jutting out into it, which is connected with the old bed of the River Sone by a tunnel 400-ft. long.

Khankah Muzibia, Fulwari Sharif (Patna District)

Nearly 7 kms. from Patna junction Railway Station, Fulwari Sharif is an important Islamic pilgrimage. It has been always a favorite abode of Sufi saints in various times. Hazrat Pir Muzibullah Quadri was one of those in the 18th Century. The Khankah Muzibia founded by him at Fulwari Sharif is called the Bari Khankah. An old Madarsa here has been the most important centre for teaching of Islamic philosophy since its establishment. Sacred hairs of the beard of Paigamber Hazrat Muhammed Saheb is preserved here in the Bari Khankah that attracts throngs of his followers and a big Mela is held every year. There is also an archaeologically important and worth seeing ancient Sangi Masjid (mosque) built of red stones at Fulwari Sharif. The Mughal Emperor Humayun built it.

Khankah Emadia, Mangal Talab, Patna (Patna District)

One of the offspring in the family of prominent Sufi Saint Hazrat Pir Muzibullah Quadri had founded another Khankah during 19th Century near a tank called Mangal Talab that is situated in the Patna City Chowk area. It is called Khakan Emadia that houses a Madrasa. An Urs is held here annually when throngs of devotees assemble and pay their respect to their beloved Sufi Saint.



Darga Sharif of Mittan Ghat, Patna (Patna District)

A beautiful double storied mosque was built by Mughal Prince Azim on the banks of the Ganges at Mittan Ghat in Patna City area that was previously called Azimabad during the reign of Mughal Emperor Aurangzeb. This mosque was built for Mulla Mittan who was teacher of the Prince. It was the place from where the great Sufi Saint Hazarat Makhdum Muneem used to preach his disciples during the 18th Century. The ancient mosque still exists and is popularly known as dargah Sharif. Every year, after five days of "the Eid" festival, an annual Urs Chiraga is held here when devotees assemble at this Dargah Sharif in great numbers.

Biharsharif (Nalanda District)

This is headquarters of Nalanda district that lays 30 kms south of Bakhtiarpur on NH-31. This is also a railhead on the Bakhtiarpur – Rajgir branch line of the eastern Indian railway. This town is known as Biharsharif, owing to its many Muslim tombs that still retain traces of its former importance as a Muslim pilgrimage. There is a bill called Pir Pahari, about 1 km to the north west of the town. At its summit is the dargah or mausoleum of the Saint Mallik Ibrahim Bayu, round which are ten smaller tombs. It is a brick structure surmounted by a dome and bears inscriptions showing that the saint died in 1353. Another great dargah is that of



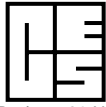
Makhdum Shah Sharif-ud-din, also called Makhdum-ul-Mulk, who died here in 1379; the inscription over the entrance shows that his tomb was built in 1569. This tomb, which stands on the south bank of the river, is held in great veneration by the local Mohammedans, who assemble here on the 5th day of Sawan to celebrate the anniversary of his death. The Chhoti Dargah is the shrine of Badruddin Badr-I-Alam, famous saint who died here in 1440.

Hajrat Jandaha (Vaishali District)

32 kms east of Hajipur and about 14 kms. north of Mahnar, it is a village in the Hajipur sub-division of the Vaishali district. The revered Muslim saint, whose tomb is still pointed out at Hazrat Jandaha, and who gave the name to the place and the river that flows past it, was known as Diwan Sah Ali. It is said that one hot summer day he felt very thirsty, and asked a by-stander to fetch him some water. The man was rude enough to reply that there was no water to be had close by. At this the Shah got very angry, and in his anger called on the water to flow that way, saying 'Biah' (Persian - 'come'). Immediately a river began to approach the place, cutting away intervening land and causing devastation and ruin to the villages as it advanced.

This so terrified the neighbouring people that they came in a body and implored the Shah to have pity on them and cause the river to spare their lands. He then called out Jandah (do not drown) and the river stopped encroaching and began to flow quietly in its present channel. Thus the river was called Baya and the town Jandaha. This Diwan Sah Ali was himself the subject of miracle, performed on him in his infancy by his uncle, who was equally remarkable and he lived in Hajipur where his tomb is still pointed out. His name was Makhdum Shah Abdul Fatah. It is said that, on one occasion.

During one of his fits of ecstasy, which lasted for long periods, he threw his nephew Shah Ali who was only six days old into the river Gandak calling on the river saint Khwaja Khizr to educate him and take care of him. After six years, when he had recovered his mother told him what he had done and what a grievous injury he had caused to his brother and sister-in-law who had never ceased bewailing the loss of their only child. Thereupon Makhdum Shah told her not to grieve, and going to the river said – "khawaja Khizr, give me back my nephew, whom I committed to your care six years ago. "On this, the river began to roll and out came the boy, roved and jeweled like prince. Though young, he was thoroughly conversant with all the religious laws, and afterwards became the famous Hazrat Shah Ali from whom Hazrat Jandaha got its name. There is a mosque situated a few steps away from the river appertaining to the 15th Century.



Hajipur (Vaishali District)

Karbala: Shah Alam constructed it 175 years ago. It attracts a large crowd of Muslims throughout the year.

Tombs: Shaistha Khan, the maternal uncle of Aurangzeb, erected a tomb known as Mamu Bhagana ki Kabar. It is situated near the pond of Shival Singh in the mouza Tangaul. The tomb of Bar Khurdar Aulia Shaheb is near Hatsarganj police outpost. In mahall Khatte Ruknuddin there are two tombs, one of Hafiz Barkhurdar and to the east of it is the tomb of his disciple Ruknuddin Shaheb.

The tomb of Hazrat Maohiuddin alias Pir Damaria Shaheb is in Minapur, which is built of marble. Other tombs of Kamaluddin Shaheb and Khaja Mahiuddin Chisti, disciple of Baba Fariduddin Gunj Shakar Multani are also here. Emperor Jahangir built the tomb of Syed Haji, son of Syed Dost Muhammad. The tomb of Hazrat Jalaluddin Abdul is to the east of Nepali temple. The tomb of Khaja Bhil is on mouza Chakbhil near Bagmati. He was also a disciple of Baba Gunj Shakar.

Serukahi (Vaishali District)

There is a tomb of a Muslim saint in the village that draws large crowds through the year.

Kanti (Muzaffarpur District)

Kanti is an important and progressive village about 15 kms. from Muzaffarpur to the west on the road between Motipur and Muzaffarpur. It has a railway station. The Kanti Indigo concern has now been converted into an agricultural farm. Kanti village is situated on a Man (water channel). The Indigo Kothi at Kanti was one of the oldest Indigo concerns in North Bihar. It is also a tomb of a Muslim saint that draws large crowds throughout the year.

Saran Khas (Saran District)

A village in the Sadar subdivision 40 kms. northeast of Chapra and 25 kms. north of Manjhi. It contains extensive ancient remains now covered for the most part by cultivated fields. There is an abrupt rise at Makdum Shah's dargah, a little south of Harpur, which continues for a couple of miles south till it terminates somewhat more abruptly beyond Khwaja Pir's Mazar. On the east of this elevated site runs a stream known locally by two names, Gandaki and Saryu. This is well defined and may have been a channel made in ancient days for water supply. West of this and parallel to it, the high ground extends for an average width of not less than about half a kilometer. On approaching the southern end a pile near a mound is observed, on which are the remains of a brick building. It is learnt that this pile is the Ganj-I-Shahi-dan or martyr's heap near the traditional Rajas's kot. This indicates a desperate assault at some time on a Hindu stronghold. Further on, there are Khwaja Pir's Mazar, and two tombs on an open enclosure.

Hasanpura (Siwan District)

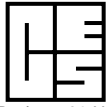
The village is situated about 21 kms. south of Siwan on the Bank of Dhanai River. According to tradition, Makdum Saiyed Hasan Chisti, a saint who came from Arabia to India and settled here, founded this village. He also founded a Khankah (religious institution) here. The village contains remains of a large mosque and tomb of the Saint, which is visited by both Hindus and Muslims. The grave is a large open court to the west of the village.

Lakri Dargah (Gopalganj District)

The village is situated about 24 kms north of Siwan and has apparently derived its name from a Muslim tomb that it contains. The tomb is that of a Mohammedan saint named Shah Arzan who hailed from Patna. It is said he was attracted by the solitude of the place and had performed a chilla or a religious contemplation of 40 days. He also set up a religious establishment, which was endowed by the Emperor Aurangzeb. The anniversary of the saint's death is celebrated on the 11th of Rabi-us-sani every year, which attracts a large crowd.

Goraul Sharif (Sitamarhi District)

This is a Muslim pilgrimage, some 26-km from the Sitamarhi town. The place is treated to be very sacred after Bihar Sharif and Phulwari Sharif.



Masurhi (Bhojpur District)

The village, which is situated 5-kms east of Jagdishpur, has a 300 years old grave of a Muslim saint masar Dewan. It is held as sacred by the Muslims.

Kako (Jehanabad District)

The village is the headquarters of the block of the same name and is situated on the Jehanabad-Biharsharif road, about 10-kms. east of Jehanabad railway station. According to a local legend, Ram Chandra's stepmother, Rani Kaikeyi of Ayodhya lived here for sometime and the village took its name after her. The village has also a tomb of Hazrat Bibi Kammal Sahiba, a great Muslim lady saint. It is said that this lady was the aunt of Hazrat Makhdum Saheb of Biharsharif and possessed divine powers.

Tomb of Mulla Muhammad Said (Munger District)

The building is raised inside the southern gate of the fort on the top of a small mound, about 25' high, which represents the ruins of some Buddhist structure. The building of the tomb consists of a domed tomb chamber with a prayer room or mosque and a rest room attached to it. A few carved stones, apparently representing ruins of some Hindu shrine, are to be seen embedded in the low platform to the south of the tomb, and disfigured with unsightly holes or depressions made by those who believed in their efficacy to cure certain diseases of children.

Tomb of Mulla Muhammad Said (Munger District)

This is situated on the top of the bastion at the southwest angle of the fort. The Mulla was a Persian poet and had come to India from Mazandran near the Caspian Sea, during the reign of the Emperor Aurangzeb, who employed him as a tutor to his daughter Zibunnisa Begum. The Mulla died in 1704 A.D. and his tomb existed till the early years of this century, when it was demolished and the grave removed.

Pir Pahar (Munger District)

About 5 kms. east of the town is a hill called Pir Pahar, from the top of which a fine view of the surrounding country is obtained. The hill is called after an old Mohammedan saint or Pir. There are two old tombs side by side at the foot of the hill, on one of which there is an inscription to the memory of one Mary Anne Beckett, who died in 1832, while the other has a damaged inscription showing, till a few years ago, that it is in memory of a person named D'Olyly; the portion containing the name has now disappeared.

Siris (Aurangabad District)

Siris was a pargana under Sher Shah and the Mughal Empire. Later on it became the playground of King Narayan Singh and the heroes of 1857. A mosque, built during the reign of Aurangzeb with Persian inscriptions, stands there.

Tomb of Chandan Shahid (Rohtas District)

This is situated on the summit of the hill, hardly 30 ft to the east of cave. There is also an old mosque at the foot of the hill that contains an inscription referring to its construction during the reign of Jehangir in 1613 AD.

Tomb of Hasan Khan Suri (Rohtas District)

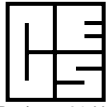
The old tomb of Hasan Khan Suri, father of Sher Shah is also known as Sukha Rauza. It is situated in the heart of Sasaram town. This tomb contains inside its courtyard, a small mosque and a madarsa or school. Outside the compound wall on the western side there is a large stepped well with stone ghats on its southern and eastern sides, covered galleries on the the north and west and a large well in its centre.

E) PLACES ASSOCIATED WITH MAHATMA GANDHI

The tradition of "ahimsa" has been carried into the modern times and the land was witness to the "Satyagraha (or non-violence) Movement" of the Father of the Nation, Mahatma Gandhi.

Motihari (East Champaran)

Motihari was the first laboratory and probably it will not be very incorrect to say that it has been the spring board for India's independence. Gandhiji's visit in April 1917 and work in the villages of Champaran district sent a wave of



enthusiasm and inspiration to the people who were thirsting for a selfless leader. The technique followed by Gandhiji in Champaran was what attained later on the name of *Satyagraha*. It is here also that he gave the training to a few young men including Late. Dr. Rajendra Prasad who were later to throw their lot completely in his Non-cooperation Movement and ultimately won freedom for India. Mahatma Gandhi's stay in Champaran inspired his associates with noble ideals in several ways, and helped them to receive under his guidance an excellent training, which proved to be the most valuable asset for some of them in their role of leaders in the country's battle for liberty.

Betia (West Champaran)

Betia has at along been the most populous town in this district. It is also the largest trade centre of West Champaran district. The Betia Raj Cutcherry and the Marwari *Dharmashala* where Mahatma Gandhi stayed are well worth visit.

Bhitharwa (West Champaran)

It is a village in the Betia sub-division under Gaunaha block. This was one of the centres for social work selected by Gandhiji when he was in Champaran in 1917. Amolwa concern under the management of Mr. Ammon was located here. He was considered to be a terror to the locality. Gandhiji put his centre under the charge of some of his co-workers from outside Bihar such as Srimati Awantika Bal Gokhale, Somanji, Mahadeo Desal and others. Besides teaching alphabets, etc., the teachers did a lot of social work and did their own scavenging. They look upon themselves the problem of illiteracy. At present there is a Khadi centre working under direct control of the Bihar Khadi Samiti. There is a Gandhi Ashram where Mahatma Gandhi had stayed during the Indian freedom struggle.

Brindaban (West Champaran)

It is a small village in the Betia subdivision under Chanpatia block. It has the Gram Seva Kendra which had been planned to work out the deals of the Gandhi Seva Sangh. The All – India Gandhi Seva Sangh held their annual conference at this village in 1937. It was attended by Mahatma Gandhi and Dr. Rajendra Prasad. Gandhijee stayed here in 1939 and started an Ashram, which is still functioning.

Sadaquat Ashram (Patna District)

It is situated in digha area on Patna-Danapur Road and in pre-independence days guided the freedom movement in Bihar. It is associated with the memories of Mahatma Gandhi, Dr. Rajendra Prasad, Maulana Mazhrul Haque and other leaders.

F) OTHER HISTORICAL PLACES

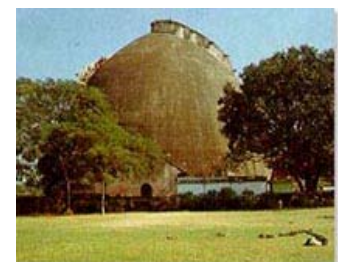
Har Mandir Takht (Patna)

Guru Gobind Singh, the tenth Guru of the Sikhs, was born in 1660, in Patna. The Har Mandir Takht, one of the four sacred shrines of the Sikhs, stands at this holy site. The original temple was built by Maharaja Ranjit Singh, and contains belongings of the Guru and Sikh holy texts.



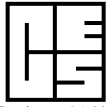
Golghar (Patna)

Alarmed by the famine of 1770, captain John Garstin built this huge granary for the British army, in 1786. The massive structure is 29 m high and the walls are 3.6 m wide at the base. The winding stairway around this monument offers a brilliant panoramic view of the city and the Ganga flowing by.



Kumrahar (Patna)

Archaeological findings in this area establish Patna's claim to over a thousand years of political glory - 600 BC to 600 AD. Very little of this grandeur remains though, except for the remains of a huge Mauryan hall supported by 80 sandstone pillars dating back to 300 BC.



Martyr's Memorial (Patna)

A memorial to seven freedom fighters who sacrificed their lives in the Quit India Movement of August 1942, the Martyr's Memorial is a modern sculpture facing the Secretariat, where they were shot in their attempt to hoist the national flag.



Khuda Baksh Oriental Library (Patna)

A magnificent one man collection of rare Arabic and Persian manuscripts, Rajput and Mughal paintings and an assortment of old and new books from the University of Cordoba, Spain, it is one of the national libraries in India.

Pathar ki Masjid (Patna)

Adjacent to Har Mandir Sahib in Patna, on the bank of the Ganga, is this beautiful mosque built by Parwez Shah, son of Jehangir, when he was the governor of Bihar.

Sher Shah Suri Masjid(Patna)

Sher Shah Suri built this mosque in 1545 to commemorate his reign. Built in the Afghan architectural style, it is one of the many beautiful mosques in Bihar, and one of the impressive landmarks of Patna.

Agam Kuan (Patna)

The antiquarium significance of this well was the slaughter house of Ashoka who killed his brothers and thrown on it. The temple of Shitla mata, the goddess of small pox stands near by.

WILD LIFE SANCTUARIES AND NATIONAL PARKS

There is no systematic account of wildlife available for Bihar by itself, stray of references confirm that the State was rich in its wildlife as the neighboring States of Orissa nad Madhya Pradesh. Emperor Ashok with Patli putra being the Capital of his empire had adopted the lion for his royal emblem, which confirms that lions too were found in Bihar. The changes relating to destruction of Habitat and poaching are the most serious factors leading to the depletion of wildlife.

Valmiki National Park

Valmiki Tiger Reserve is located in the district of West Champaran, 105 km from Bettiah along the Indo-Nepal Border. Covers an area of 880 sq.km and is declared as Valmiki National Park. Out of the total 880 sq.km, 840.26 sq.km area brought under "Project Tiger" in the year 1990 and is the 18th Tiger Reserve in the Country. The forest there sustains Tigers, Deer, Clouded Leopards, Spotted Deer, Hog Deer, Sambhar, moongoose etc.

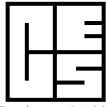
Valmiki National Park - 335.6 sq.km

Valmiki Sanctuary - 544.4 sq.km

Bhimbandh Sanctuary

Bhimbandh Sanctuary located in Monghyr District covers an area of 681.99 sq.km on the hills and undulating tract of Kharagpur Hills.

It is situated at a distance of 56 km from Munghyr and 20 km from Jamui Railway Station and 200 km from Patna Airport.



Lying south of the River Ganga and drained by the River Kiul and Man and other streams form a distinct watershed. Several hot springs dot the whole forest. Wild life was once abundant, the forests being very popular with local hunters.

There are number of places of tourist interest nearby the Sanctuary like, Bhimbandh, Rishikund, Ha Ha Punch Kumari, Rameshwar Kund, Kharagpur Lake, Sringerishi etc. There are Tourist a lodge, forest rest houses that offer to stay, and Swimming pools have been constructed at Bhimbandh to enjoy the hot water bath during winter.

Rajgir Sanctuary

The Rajgir Sanctuary is located at 2 km from Rajgir railway Station and 130 km from Patna Airport. The Sanctuary is stretched in an area of 35.84 sq.km. The Sanctuary area is full of small hills an undulating land. There are number of hot water springs in the area. Sulphur content in hot water is quite high.

Among the wildlife found in the Sanctuary the notable ones are Leopard, Hyena, Barking Deer, Nilgai etc. The birds, which have been identified, are peafowl, jungle fowl, partridge, black and grey quails, hornbill, parrot, dove, myna etc. Wild bear is very common to this area. In addition to the Sanctuary there is a Bamboo Park (Venuvana). This was originally a park of King Bimbisara. The Forest Department constructed beautiful Deer Park which Cheetals, Nilgais and Sambhars. To add to all other beautiful places of historical importance there is an aerial ropeway that provides the link with a hilltop stupa built by Japanese Government.

The Sanctuary offers very good facilities for boarding and lodging. There is one Forest Rest, one inspection bungalow and a PWD forest cottage.

Kaimur Sanctuary

The Kasimur wildlife is located in the District of Sasaram under DFO Shahabad Division. The area of the sanctuary is 1342 sq.km, are mainly confined to hills and undulating ground. Black buck and Nilgai are the two most common specie the other species a s. Other species are Chinkara, Tiger, Leopard, Hyena, Wildboar, Sloth bear etc. are found.

The Sanctuary is well connected by rail and road. Nearest railway station is Sasaram, Dehri-on-Son, and Bhabua. The sanctuary offers limited tourist facilities, with the hotels in Sasaram.

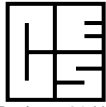
Other important tourist places in ther adjacent are Musoleum of Sher Shah Suri at Sasaram, Dhuankund, Karkatgarh etc.

Gautam Buddha Sanctuary

The Sanctuary is located at a distance of 20 kms from Gaya and 60 km from Bodh Gaya, falls in both Gaya of Bihar and Hazaribagh and Chhatra of Jharkhand State. The area of the Sanctuary is 259 sq.km situated on either side off th NH-2. The forst of the sanctuary are located on the hills and undulating tracts lying north of the hilly terrain which is an extension of Chhotanagpur plateau. Among the wildlife found in in the sanctuary the notable ones are tigers, leopards, hyaenas, sloth bear, wolf, wild dog, wild boar, sambhar., spotted deer, Nilgai etc.

Udayapur Sanctuay

Udaipur Willife Sanctuaery is located in the district of West Champaran covers an area of 8.87 sq.km. in the district of west Champaran. Bettiah, the district headquarter of west Champaran is about 15 km. Spotted deer, barking deer, wild boar, nilgai, civet, wolf, jungle cat. Porupine etc are found. Migratory birds are visible during winter months in the lake. The sanctuary has tremendous potentials of tourism and can be developed as one of the major tourist centre in the State.



Vikramshila Gangetic Dolphin Sanctuary

Sanctuary extends from Sultanganj to Kahalgaon hill (Approax.50 km) in the middle of Ganga. Dolphins inhabit mostly the area of confluence of rivers. Due to the construction of Farakka Dam, the dolphin population has become isolated and fragmented. In India for the first time, Bihar has taken the lead of declaring 50 kms of Ganga as Dolphin Sanctuary.

Kabar Jheel Bird Sanctuary

The Kabar Jheel Bird Sanctuary is located 22 km north west of Begusarai. The area of the sanctuary is 63.11 sq.km. The Kabar Lake is formed through the meander of River Burhi Gandak. The Lake supports 59 types of migratory bird and 106 residential bird species as well as 31 species of fish. Rhesus, jackal, Indian fox, bats, langur and squirrel. The main migratory birds found are Great Crested Crab, Barheaded goose, Bramhiny duck, common pochard, falcon, coots, pintail, snips, green and sand piper, grey heron, Little green heron cattle egret water cock etc. represent the fauna of this region. The sanctuary nowadays become a centre of research.

Gogabil Bird Sanctuary

The Gogabil has a great global, national and regional significance and this is why the government of Bihar has declared it as a closed area. This wet land is so rich in aquatic flora and fauna and so fascinating wintering ground for the migratory birds. Gogabil, lies in the extreme southeast corner of Manihari Block of Katihar District bordering with Malda District of West Bengal. The Sanctuary is situated at a distance of 26 km from Katihar town (the Railway Divisional of NEFR).

The total area under the Gogabil is 217.99 acres. The Gogabil, an oxbow lake is formed through the meander of River Kankar. As per the mid-winter Waterfowl census of Gogabil Pakshi Vihar by Mandar Nature Club, Bhagalpur, more than 112 types of birds are found in the Bill. (See Annexure-) Pintail, Common Teal, grey teal, Gadwall, Shoveller, red crested pochard, whiteeyed pochard, Tufted duck, marsh hamier,, coot, gulls, terns etc.

Sanjay Gandhi Biological Park, Patna

Established in the year 1973 started with a biological garden. The total area of the Park is 153 acres. It stands almost as a forest houses more than fifty varieties of animals and birds whose total number exceeds 550. Important species are; Rhinoceros, clouded leopard, Leopard cats, European Fallow Deer, Slow Loris, Hyena. Tiger, Lion, Deers, Antelope.

To develop awareness among the students Zoo Education Programme is conducted regularly. The park has train ride, boating and elephant ride facilities for the tourist.

Nakti Dam Bird Sanctuary

Located in Jamui District, is only 15 km from Jhaja Railway Station. The total area of the sanctuary is 3.32 sq.km. Migratory birds are visible during winter are red crested, pochard, common pochard, pintail ducks, pond heron, egrets, swamp partridges etc.

Nagi Dam Bird Sanctuary

This is the smallest bird sanctuary covers only 1.91 sq.km. Negi Dam is spectacular wetland habitat. The plant life forms are not varied in the sanctuary where birds are mainly dependent on food supply from nearby vegetation. Migratory birds are visible during winter. Mostly red-Crested Pochard, Pintail Ducks, Cootse are found.



HOT SPRING SITES

Hot Spring at Rajgir

It is located at the foot of the Vaibhava Hill in Rajgir. A staircase leads up to the various temples. Separate bathing places have been organized for men and women and the water comes through spouts from Saptadhara, the seven streams, believed to find their source behind the 'Saptaparni Caves', up in the hills. The hottest of the springs is the Brahmakund with a temperature of 45°C.

Hotspring at Sitakund

The hot spring is a masonry reservoir and is visited by a large number of pilgrims. The water is clear and sends out numerous bubbles from its rocky bed. The temperature varies in a remarkable manner and reaches very high temperatures of 138 deg Fahrenheit.

TOURIST COMPLEX

Matsyagandha Tourism Complex (Saharsa)

The Matsyagandha Tourism Complex is situated near the Saharsa Commissionerate office stretched in an area of 1.5 sq.km length and 800 ft width. Tourism Department Govt. of Bihar has developed the Cemetery Ghat along the Matsyagandha Pond as Tourism Complex. The complex has a grand statue of Matsyagandha a maid Servant of Goddess Sharda, a Temple known as Chausath Jogini Raktkali Mandir with Tibetan Architecture. In the centre of the pond there are some statue with fountain. In the front of Chausath Raktakali Mandir, like pyramid of Gaza a temple has been constructed.



A large number of tourists come for the boating in the ponds. There are speedboats, motor boats and 10 new type of boats to facilitate the tourist. Fishery is also done in the pond.

A wide range of plantation has been done along the pond. The Tourism Department is developing the complex with modern facilities like, Tourism information centre, cafeteria/Restaurant, Rest house etc.



2.3 ARTS & CRAFTS

2.3.1 MITHILA PAINTINGS

Art Form of: Mithila (Bihar).

Speciality: Done By Women of Mithila.

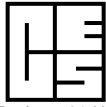
Main Theme: Mythological Characters.

Colors Used: The Juice of Locally Available Flowers.



Unmatched art and unique craftsmanship find expression in each and every aspect of the life of the people of Bihar. The folk paintings of the women of Mithila are the exclusive monopoly of the women artists. The Brahmins' and the Kshatriyas' pictorial style is known as MITHILA. Mithila paintings are famous the world over for their intricate designs and motifs. The origin of the Mithila painting seems very ancient, although it is impossible to exact its date of origin.

The studies about tribal art tend to show formal similarities with the ancient drawings found in some grottos. Thus the origin of some of the motifs still used by the tribal communities have roots from a very ancient times.



The Feminine Realm

The women of Mithila are largely illiterate and these exquisite paintings created for ritual occasions are a means of their cultural expression. They cover their courtyard walls in abstract images in brilliant colours. Considered to be a communal activity, in which women are allowed to assist, these folk paintings are the domain of the women of the region. Young girls are encouraged to learn the art in their childhood. This enables them to learn early and pick up the tricks of the trade.



Mythological Themes

The theme of these paintings mainly revolves around the mythological characters. Rarely does one see them without religious implication. The paintings are largely devoted to female deities Durga, Kali and Gauri. Goddess Durga atop her tiger is a common representation. Lakshmi, the Hindu Goddess of wealth, is a newer and common addition to the repertoire of Mithila symbolism.

Among the male deities Ganesha, Krishna and Shiva are more commonly depicted. Trees, birds and animals are extensively used in combination with other ritual and religious paintings. Probably the most powerful symbolism is the one associated with Duragoman Puren. The snake goddess is also very often depicted in the paintings.

In The Backdrop of A Wedding

The art of Mithila is linked to religious ceremonies, particularly marriage and its consequence, procreation. The bride and groom are pulled away by the women for their own ceremonies devoted to 'Gauri' in which men other than the groom are forbidden. Gauri is the goddess to whom the bride has prayed since childhood to bring her a good husband. These ceremonies are performed in courtyards before painted images of the goddesses. The function of the paintings being ritualistic, the art is very symbolic.

The Art Made Famous

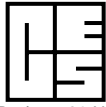
The women of Mithila, who are highly talented in their art, have made the art of this region a subject of artistic acclaim, the world over. Realising the artistic worth of the paintings, in the 1960s, some local officials took the initiative to popularise the art by making the women put some of their paintings on paper, which finally led the creation of a worldwide market for their creations. It is a mild irony in Mithila that the fame of the women has surpassed that of the men, because Mithila Art, otherwise known as Madhubani Paintings also, is now recognised throughout the world.

2.3.2 FAIRS & FESTIVALS

In the true spirit of its multireligious heritage, Bihar celebrates its many religious festivals and fairs of great local appeal. Unique in Bihar is the Chhath Puja Festival, or worship of the Sun God. Most famous one is at the Sun Temple in Baragaon near Nalanda, where new paddy, sweets and fruits are offered in worship. Every year, Department of Tourism, Bihar organises Rajgir Dance Festival, a colourful festival of classical and folk dances held at the city Rajgir. The traditional Indian festivals of Ramnavmi, Dussehra, Diwali and Holi are also celebrated with great extravaganza in Bihar.

Another unique ritual confined to Bihar is the Pind-daan performed by the Gayawals in Gaya. It is considered to be an obligation of all devout Hindus to visit this place after the death of their parents, a mandatory rite believed to bring salvation to the departed souls. Though the pind-daan can be performed almost any time of the year, people prefer to do it during Pitrapaksha, which is the period just before Navratri and generally falls in September.

In the summer month of June, the people of Mithila in the village of Saurath organize a unique marriage mart in a



mango orchard. During this fair, parents whose children are of marriageable age come here and the Mithila Brahmins settle a record number of marriages during this time.

2.3.3 DANCES

2.3.3.1 CHHAU DANCE

Speciality: Masks

Performed by: Men only

Themes: Based on Nature & Mythology

The Martial Dance



Depicting immense vitality and virility, Chhau is the most vibrant and popular dance form of Bihar. The word 'Chhau' comes from the Sanskrit root 'Chhaya' meaning shade. As masks form an important feature of this dance it is called 'Chhau', which means mask. The technique of the dance, in fact, draws on steps and gait, which have stemmed from the 'Pharikhanda System', which is a system of exercise.

Full of spontaneity and vitality, Chhau dance is performed by only the men of the region. Though mask is the most important ingredient of this art, the performers also carry swords and shields with them, during the dance. The dance is performed on a well-lit dais, which is decorated and brilliantly lit with a large number of torches, lanterns and flickering oil lamps.

The Body Language

It is basically a martial dance where the mask holds the dominant Rasa while the body creates, projects, and develops the moods. Chhau dance is a dance full of vitality and robustness, unlike any of the Indian dances. The body language is extremely poetic and powerful. The legs form an effective means of communicating the expression.

It can be performed solo, in a group or in a dance-drama fashion. The themes are taken from nature, mythology. The footwork involves a wide range of extensions and sweeps while the torso makes sudden emphatic turns and thrusts.

Theme

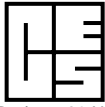
The themes are based on mythology, everyday life, aspects of nature or just a mood or emotion. Purulia Chhau, however, has a single focus - good triumphs over evil. They also depict nature and the animal world. 'Sagara Nritya' (ocean dance), 'Sarpa Nritya' (serpent dance), 'Mayura Nritya' (peacock dance), etc., are examples of the different forms of dances.

Accompaniment

The music is based on Hindustani ragas and the accompaniment is with a Nagara, a huge kettledrum, Dhol, a cylindrical drum, and a Shehnai or a reed pipe. The strenuous nature of the dance restricts performances to brief periods, but in Purulia Chhau a single item could be for forty minutes and a performance night-long.

2.3.3.2 JAT-JATIN DANCE

This dance of the Mithila region is performed by the Harijans where one person performs the role of Jat (the husband) and Jatin (the wife) wearing masks and goes through the story of their life. Bidesia, a form of dance drama is extremely popular in the Bhojpuri-speaking region of Bihar.



2.4 TRAVEL CIRCUITS (BIHAR STATE TOURISM DEVELOPMENT CORPORATION - BSTDC)

2.4.1 Pilgrim Circuits

2.4.1.1 National Circuit

- g) Patna – Ranchi – Bhubaneshwar – Konark – Puri – Visakhapatnam – Tirupati – Chennai – Rameshwaram – Kanyakumari – Thiruvananthapuram – Cochin – Ooty – Mysore – Bangalore – Hyderabad – Nagpur – Jabalpur – Maihar – Banaras – Patna **(28 days)**
- ii) Patna – Banaras – Maihar – Jabalpur – Ahmedabad – Somnath – Dwarka – Udaipur – Jaipur – Agra – Mathura – Lucknow – Ayodhya – Banaras – Patna **(24 days)**
- iii) Patna – Ayodhya – Lucknow – Bareilly – Rishikesh – Haridwar – Badrinath – Kedarnath – Dehradun – Mussoorie – Kanpur – Vindhyachal – Patna **(18 days)**
- iv) Patna – Jamshedpur – Bhubaneshwar – Konark – Puri – Chilka Lake – Patna **(10 days)**
- v) Patna – Nalanda – Rajgir – Bodhgaya – Sarnath – Lumbini – Kushinagar – Vaishali – Patna **(13 days)**
- vi) Patna – Pokhra – Kathmandu – Patna **(7 days)**
- vii) Patna – Sitamarhi – Janakpur – Kathmandu – Patna **(7 days)**

2.4.1.2 Jain Pilgrimage Circuit

- i) Patna – Vaishali – Rajgir – Pawapuri – Nathnagar – Deoghar – Giridih – Patna **(8 days)**

2.4.1.3 Buddhist Pilgrimage Circuit

- i) Patna – Vaishali – Rajgir – Nalanda – Bodhgaya – Patna **(3 days)**

2.4.2 Nature Circuit

- i) Patna – Urwan – Topchanchi – Maithan – Panchet – Jamshedpur – Ranchi – Betla – Patna **(7 days)**

2.4.3 Wildlife Circuit

- i) Patna – Hazaribagh – Dalmia – Jamshedpur – Betla – Patna **(6 days)**

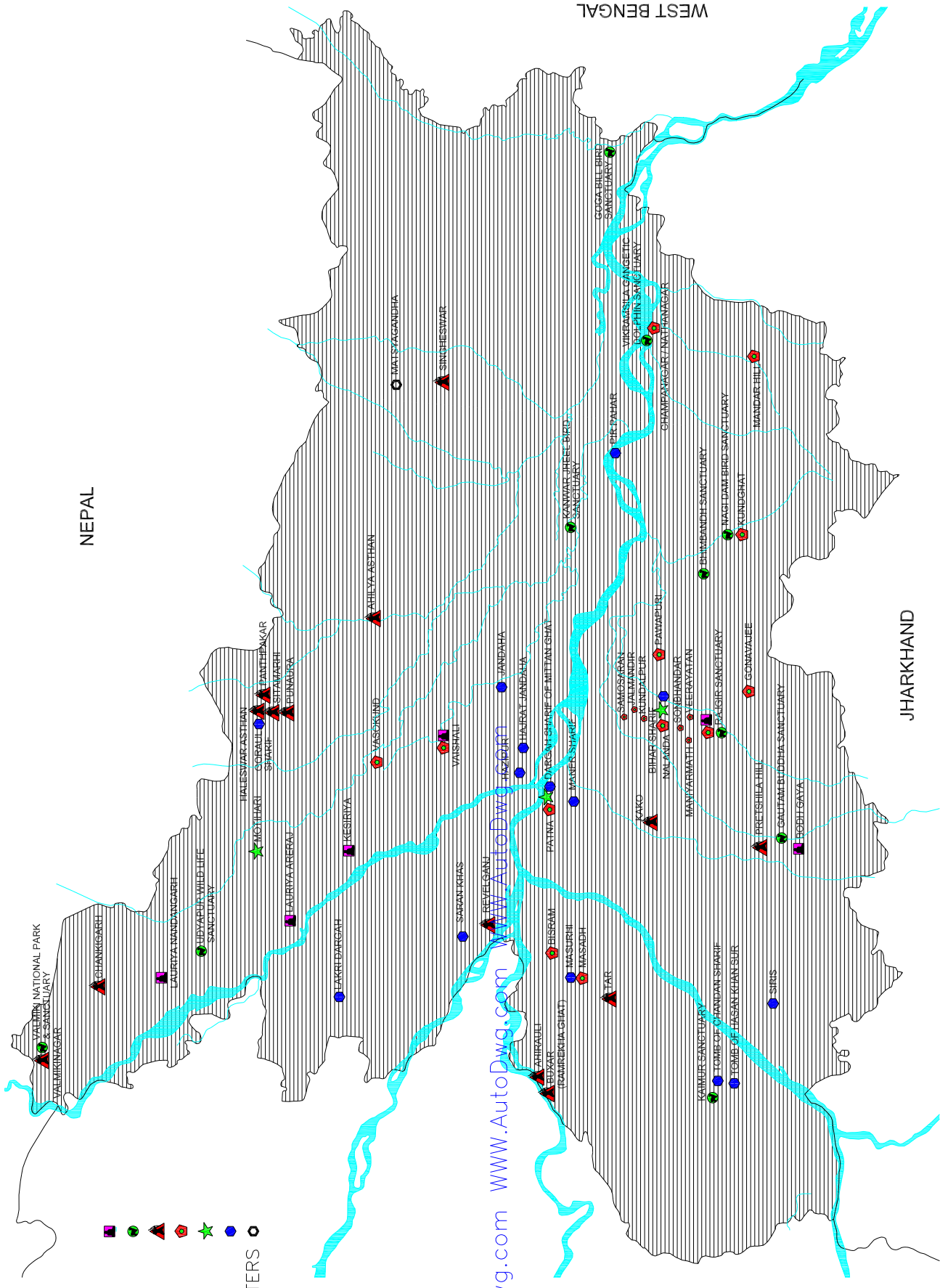
2.5 PACKAGE TOURS (BSTDC)

Regular Package Tour (1 day)

- i) Patna – Nalanda – Rajgir – Pawapuri – Patna
- ii) Patna – Gaya – Bodhgaya – Patna
- iii) Patna – Vaishali – Patna
- iv) Patna – Maner – Patna
- v) Patna – Kakolat – Patna

LEGEND :-

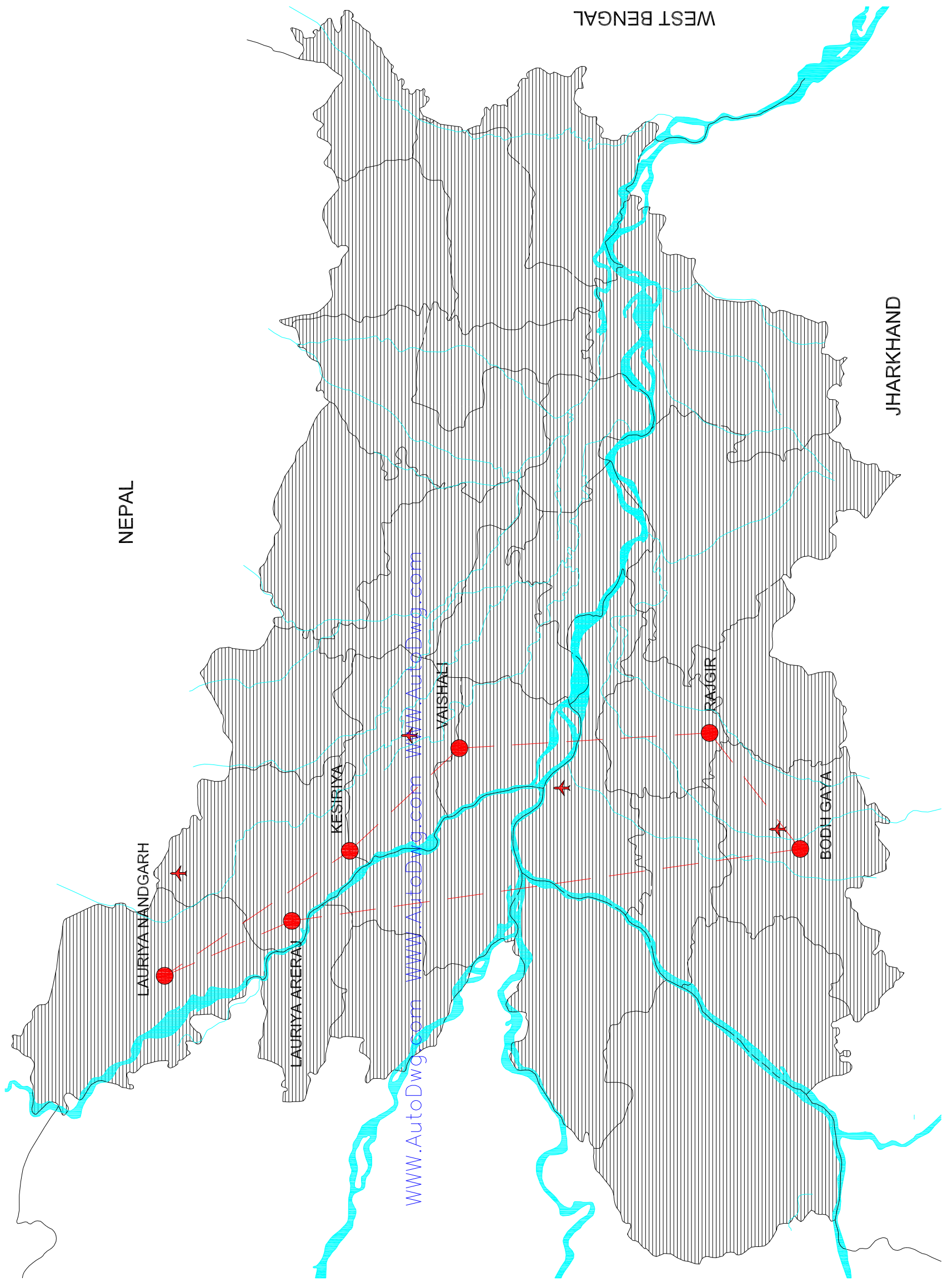
1. BUDDHIST CIRCUIT
2. WILD LIFE CIRCUIT
3. RAMAYAN CIRCUIT
4. JAIN CIRCUIT
5. HISTORICAL PLACES
6. MUSLIM CIRCUIT
7. OTHER TOURIST CENTERS



MAP NO. 2.1

EXISTING TOURIST PLACES

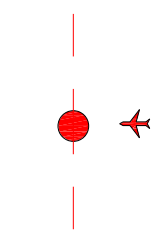




LEGEND:-

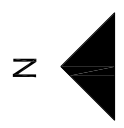
1. Buddhist Circuit

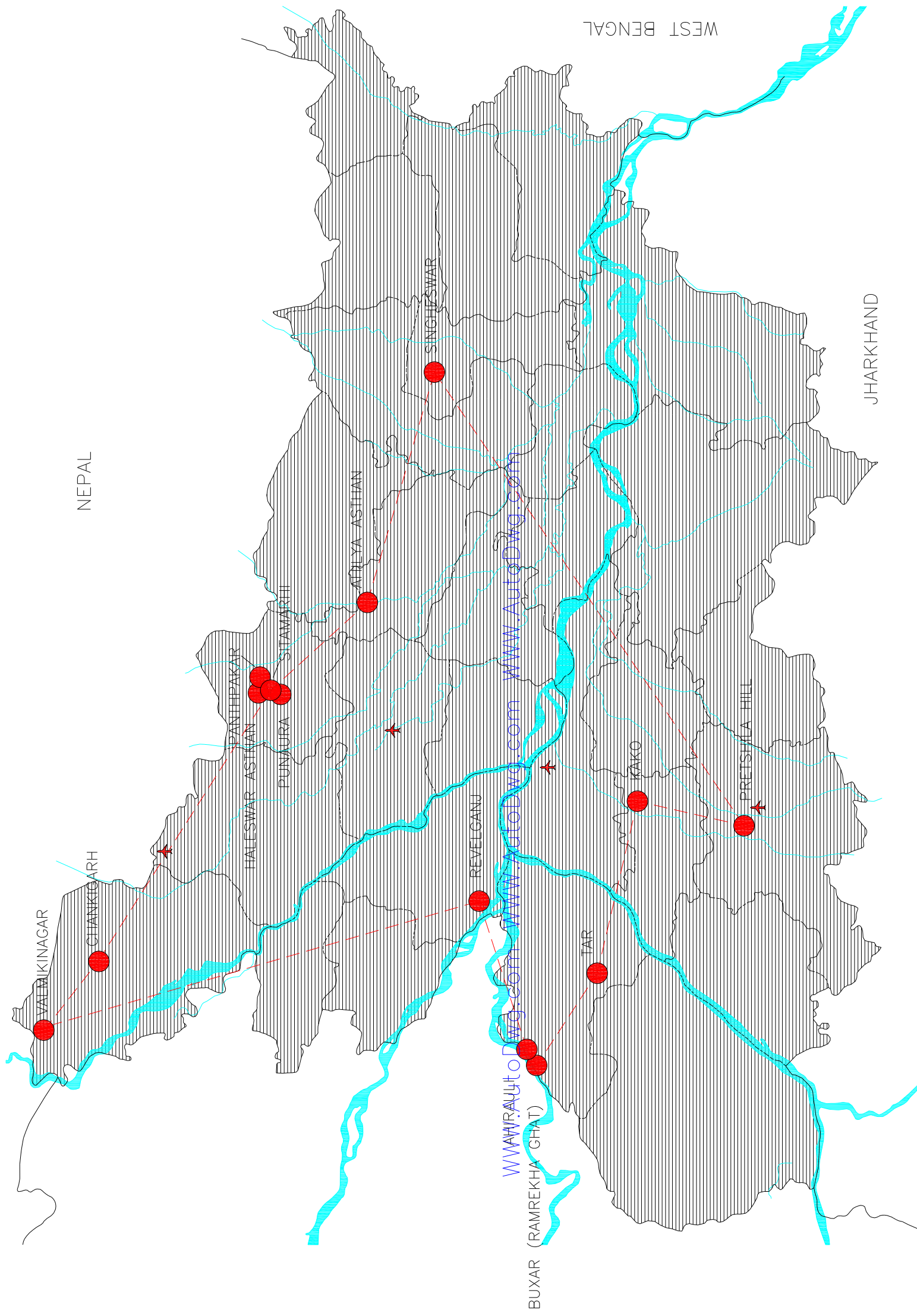
2. Aerodrome



MAP NO. 2.2

BUDDHIST CIRCUIT



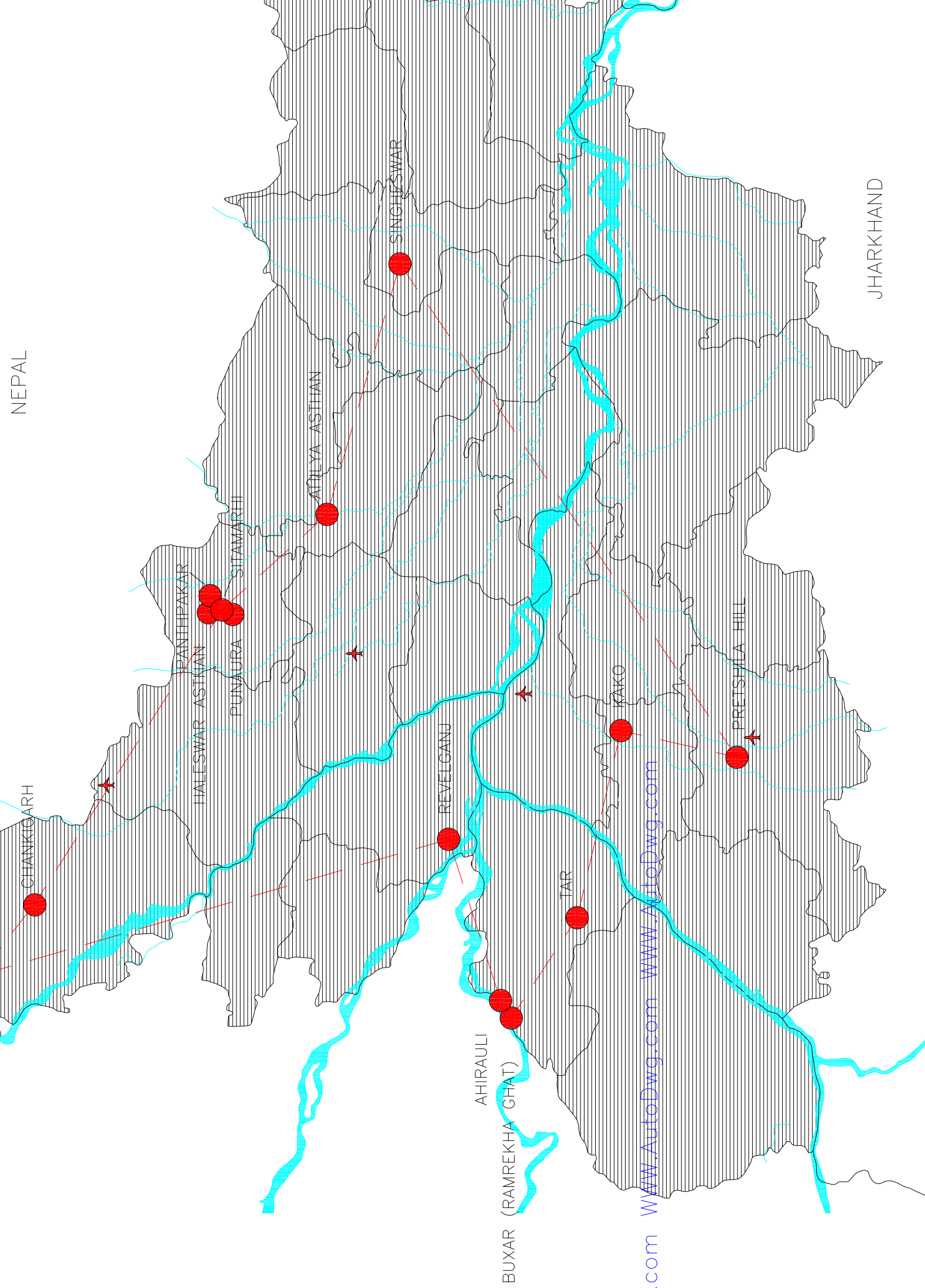


LEGEND :-

- Ramayan Circuit ● - - - - -
- Aerodrome ✈

MAP NO. 2.4



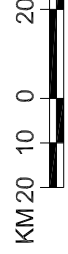


WWW.AutoDwg.com WWW.AutoDwg.com WWW.AutoDwg.com

LEGEND :-

- Ramayan Circuit 
- Aerodrome 

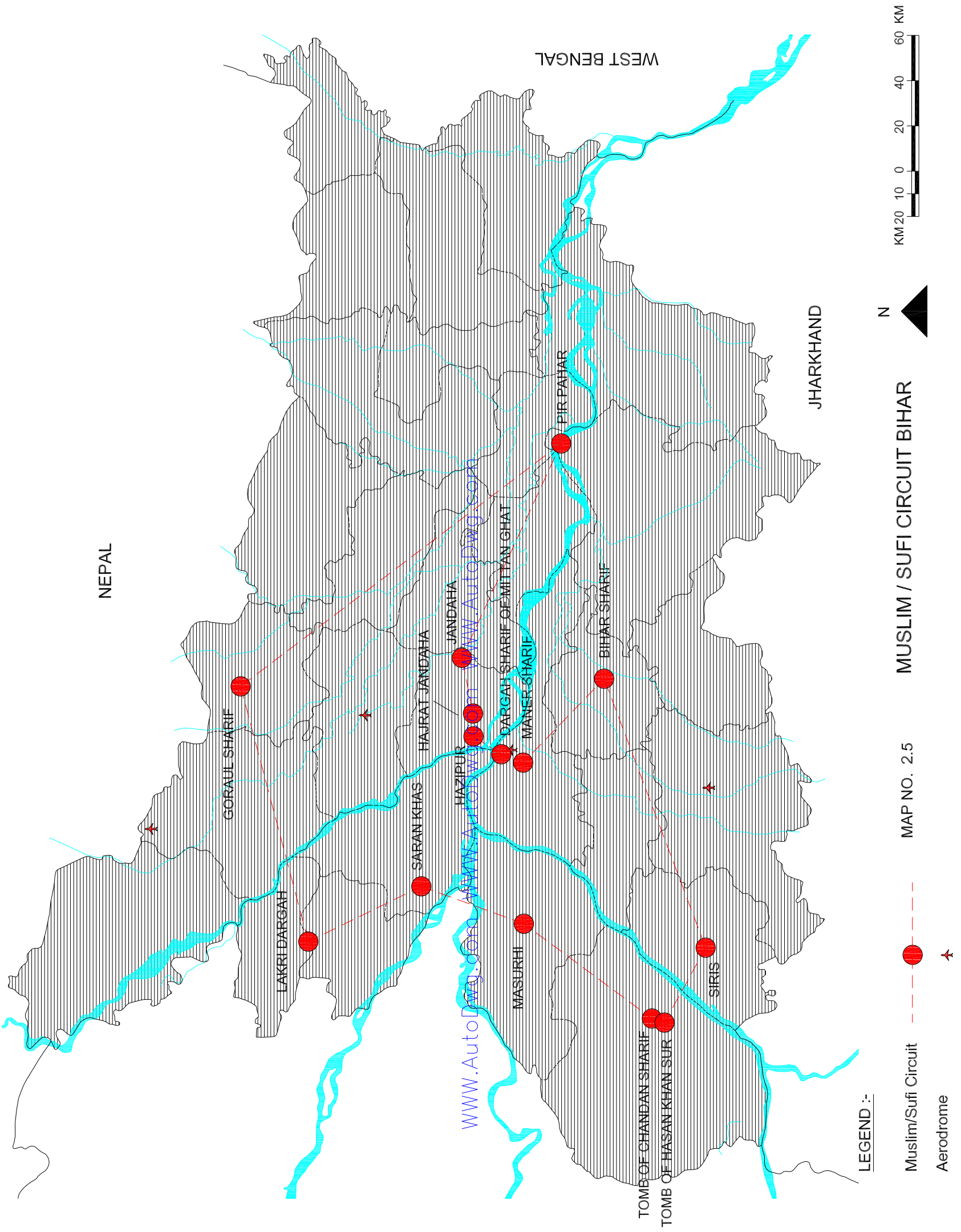
MAP NO. 2.4



RAMAYAN CIRCUIT BIHAR

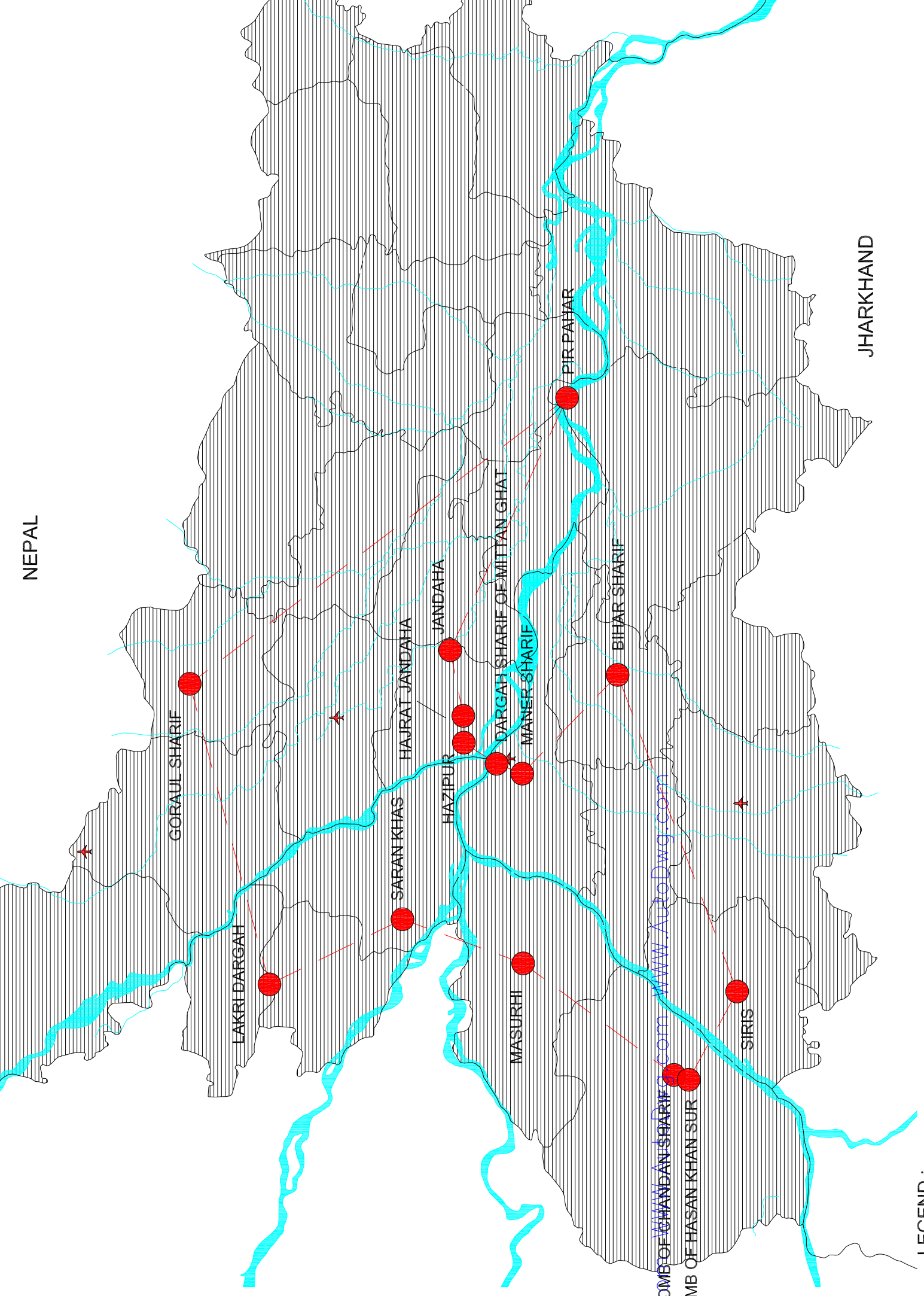
NEPAL

JHARKHAND



NEPAL

JHARKHAND



WWW.AutoDwg.COM

WWW.AutoDwg.COM

WWW.AutoDwg.COM

WWW.AutoDwg.COM

LEGEND :-

Muslim/Sufi Circuit



Aerodrome

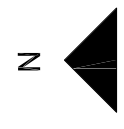
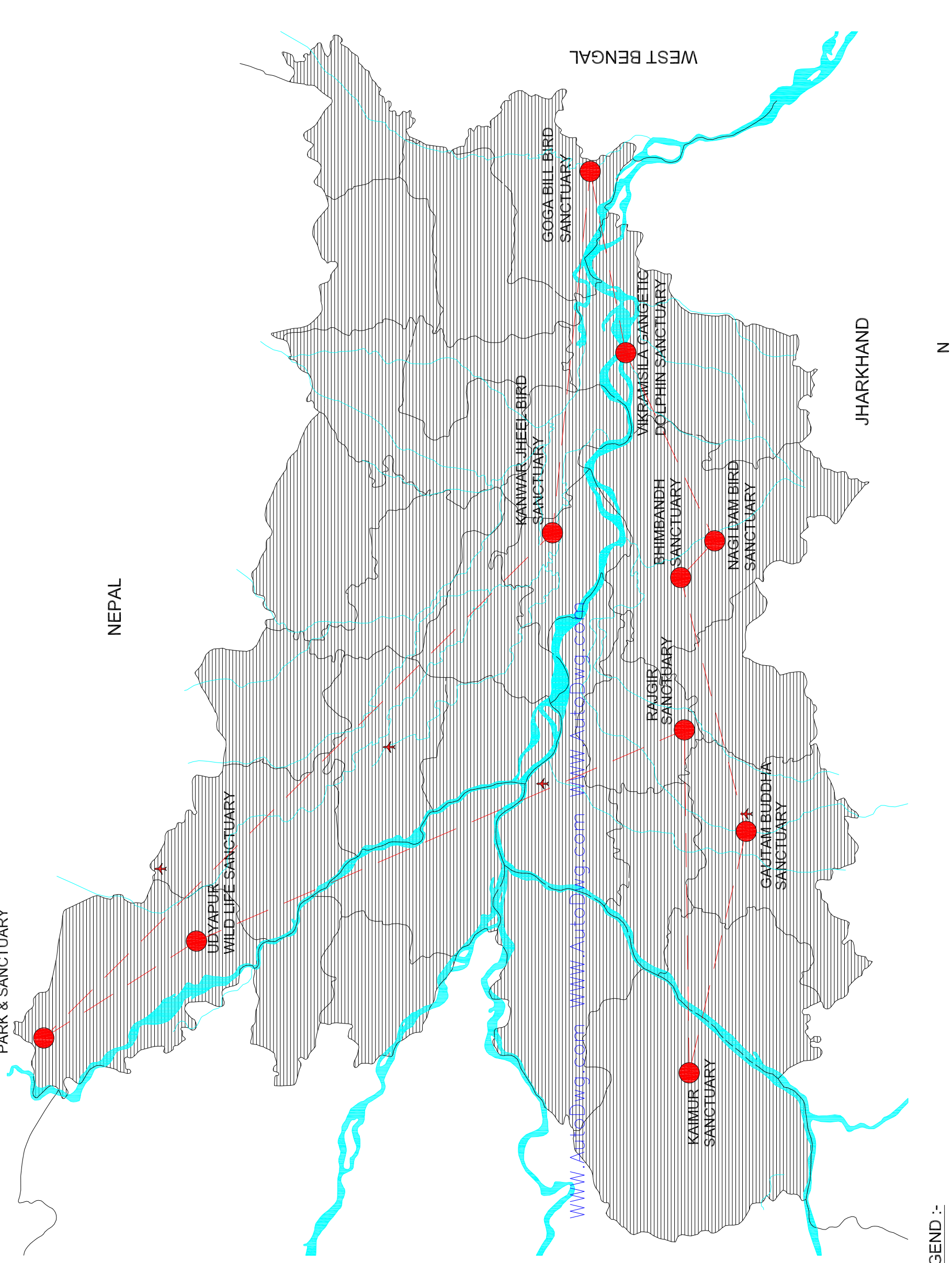


MAP NO. 2.5

MUSLIM / SUFI CIRCUIT BIHAR

N

KM 20 10 0 20



WILD LIFE CIRCUIT BIHAR

MAP NO. 2.6

LEGEND :-

Wild Life Circuit 

Aerodrome 

NEPAL

JHARKHAND

WEST BENGAL

WWW.AutoDwg.com WWW.AutoDwg.com

Fig. No. 2.1

BODHGAYA

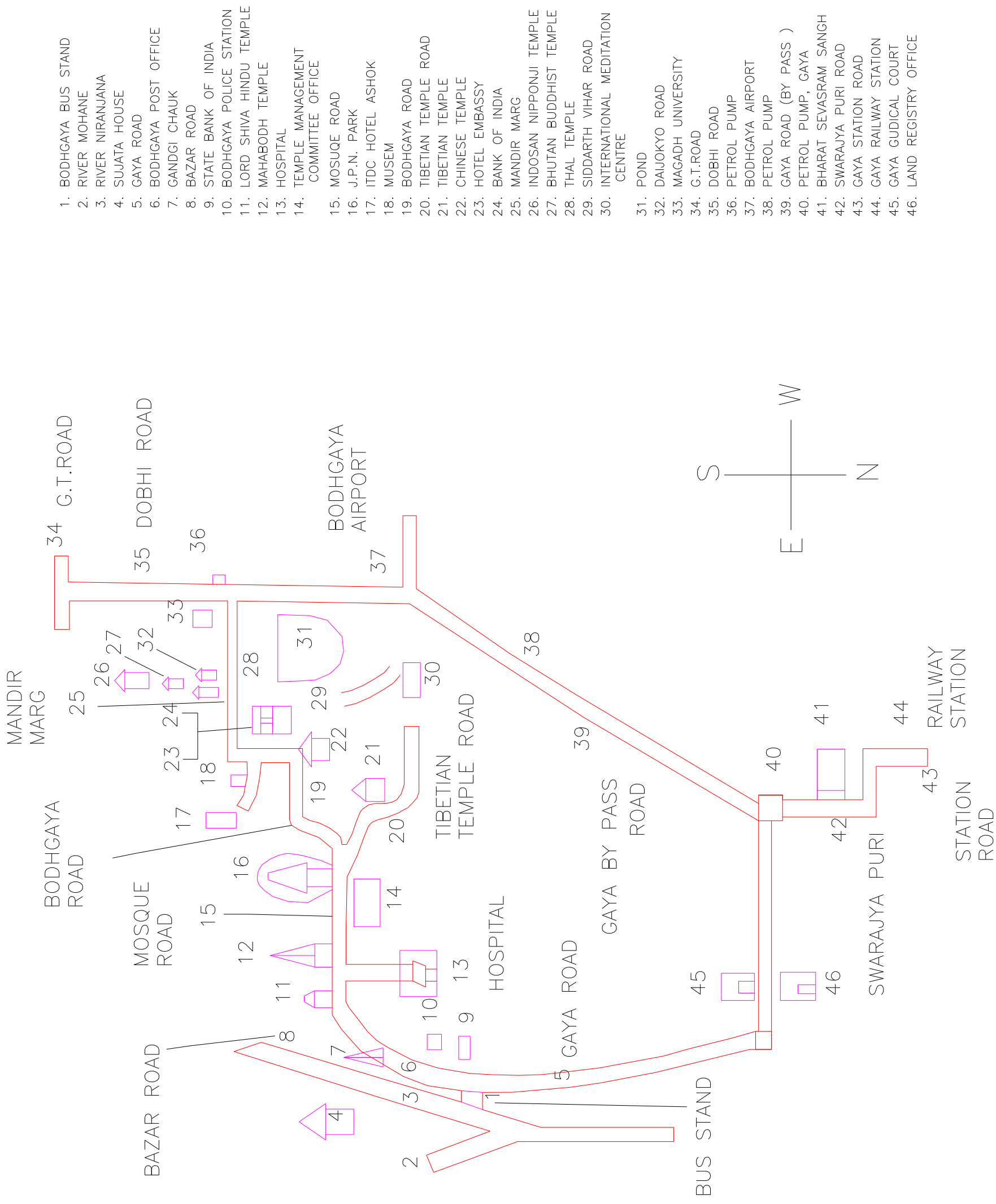
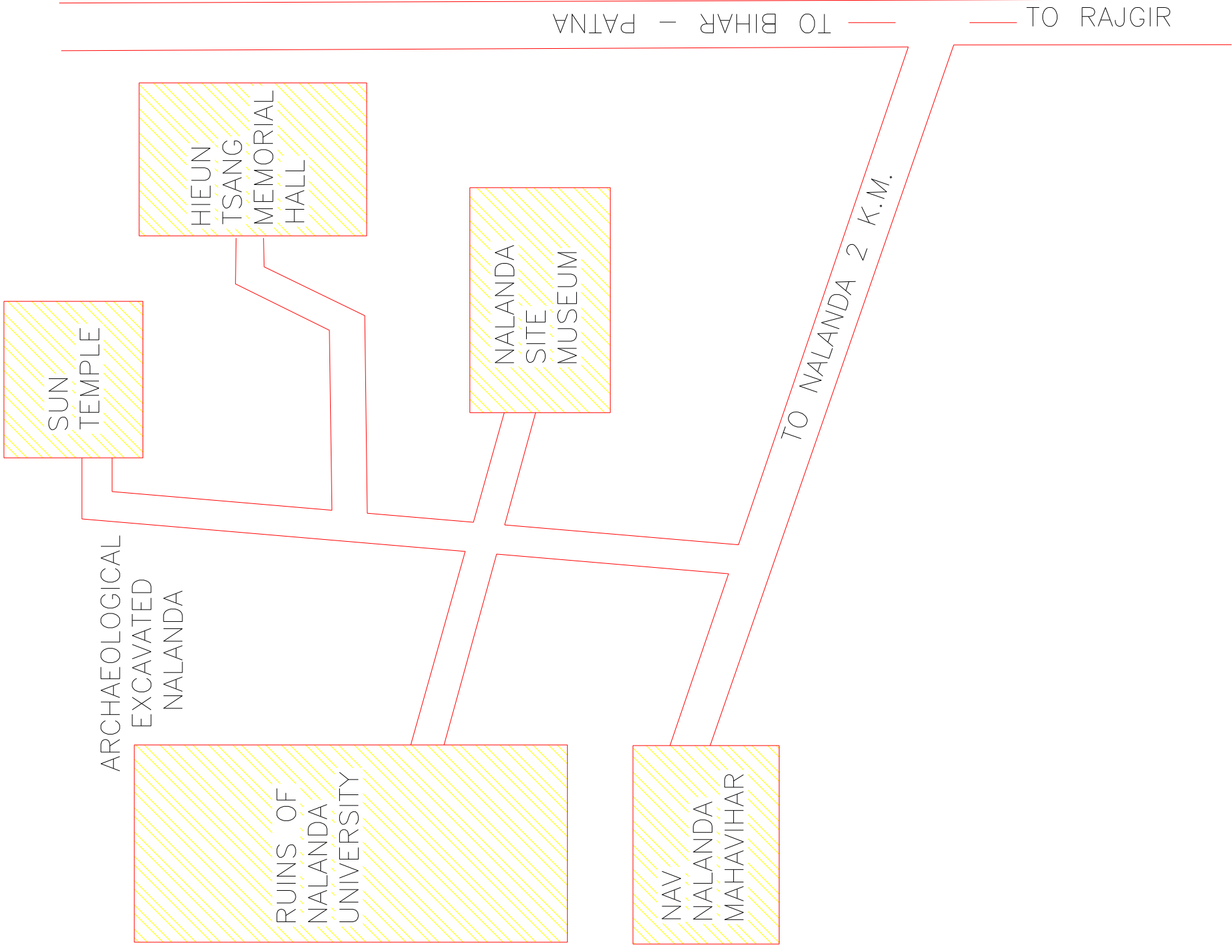


Fig. No. 2.2

NALANDA



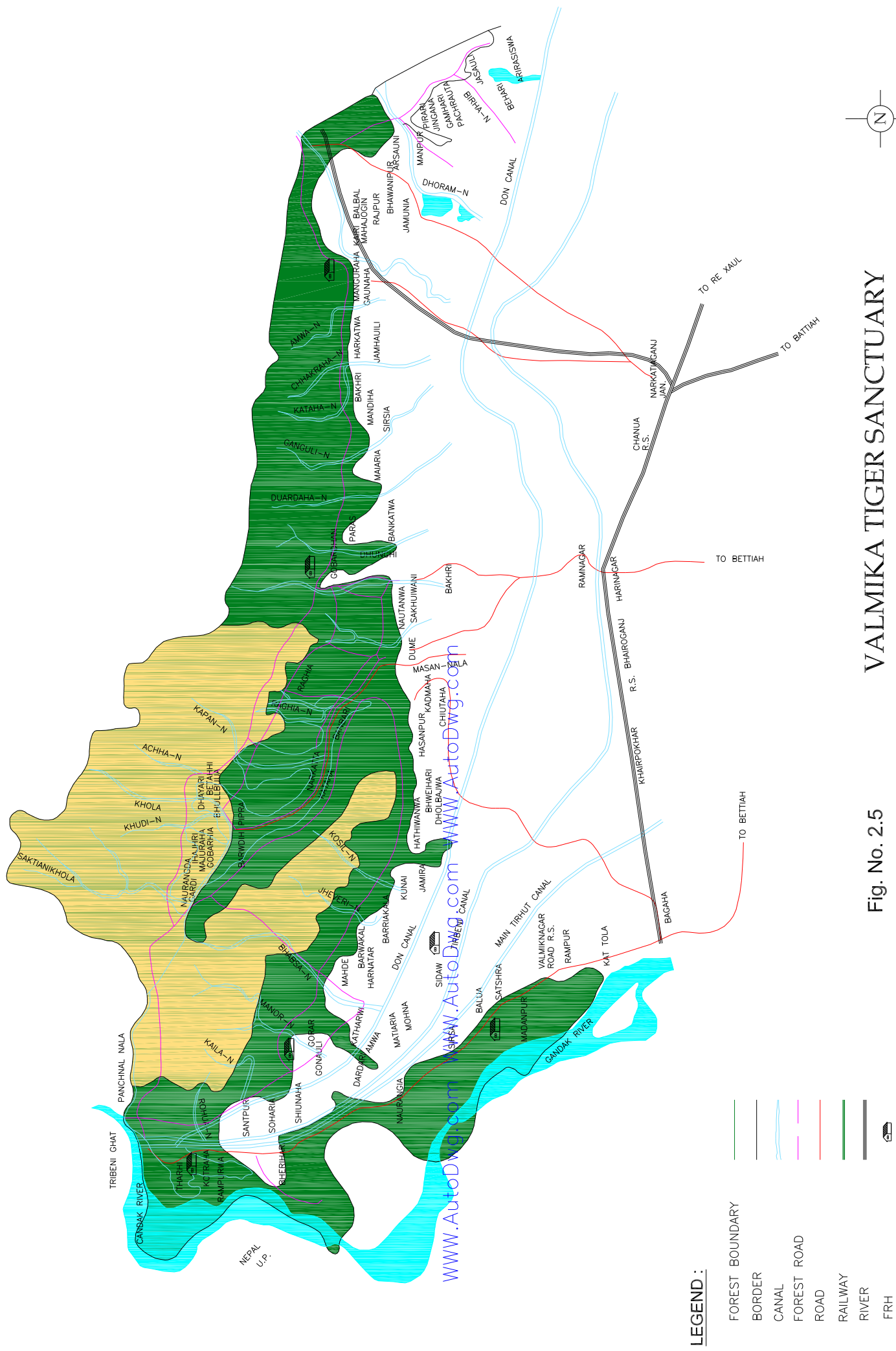
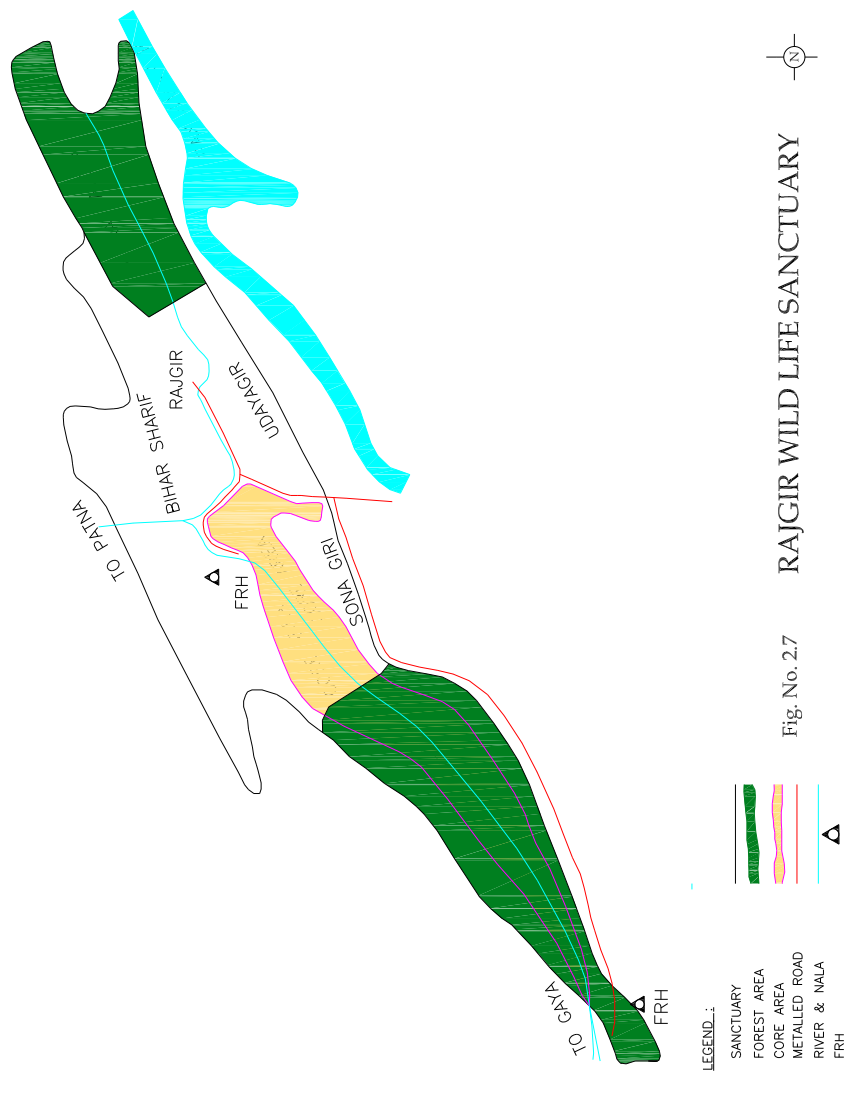
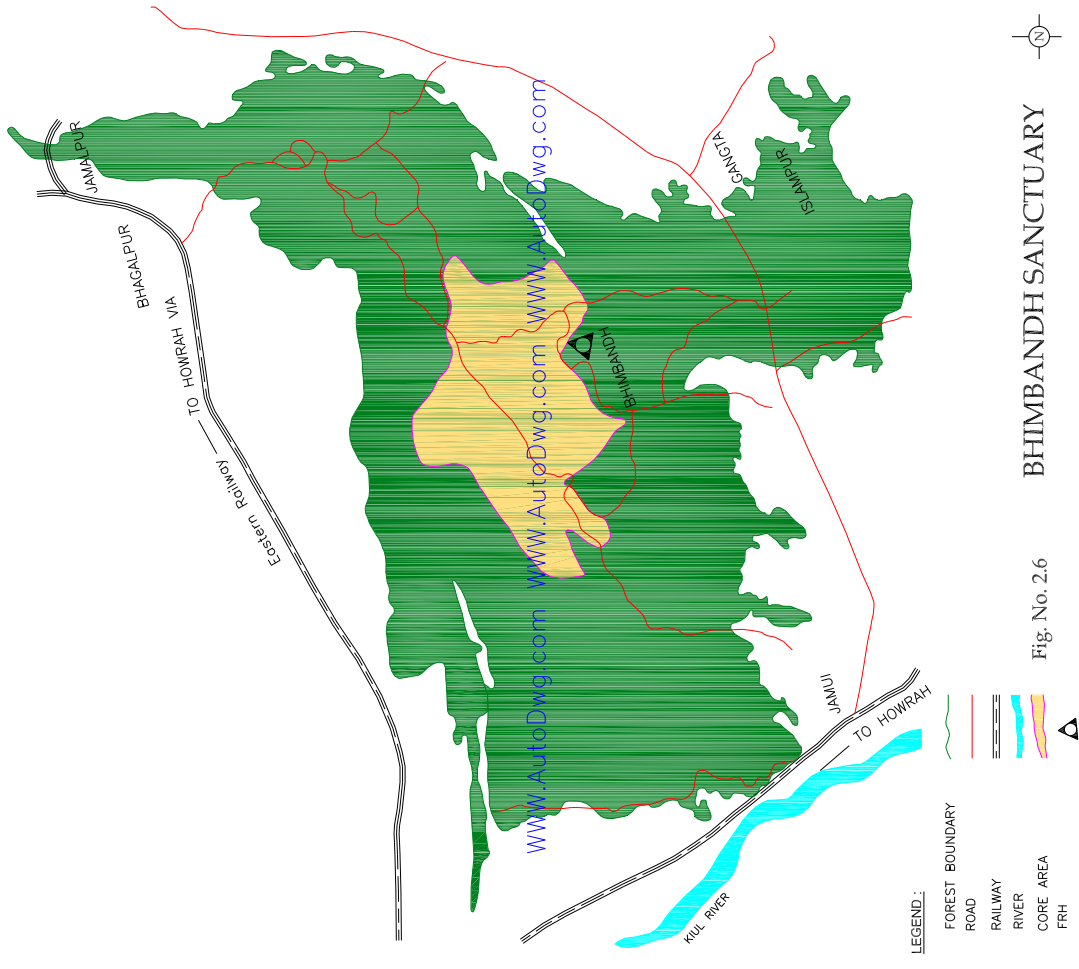
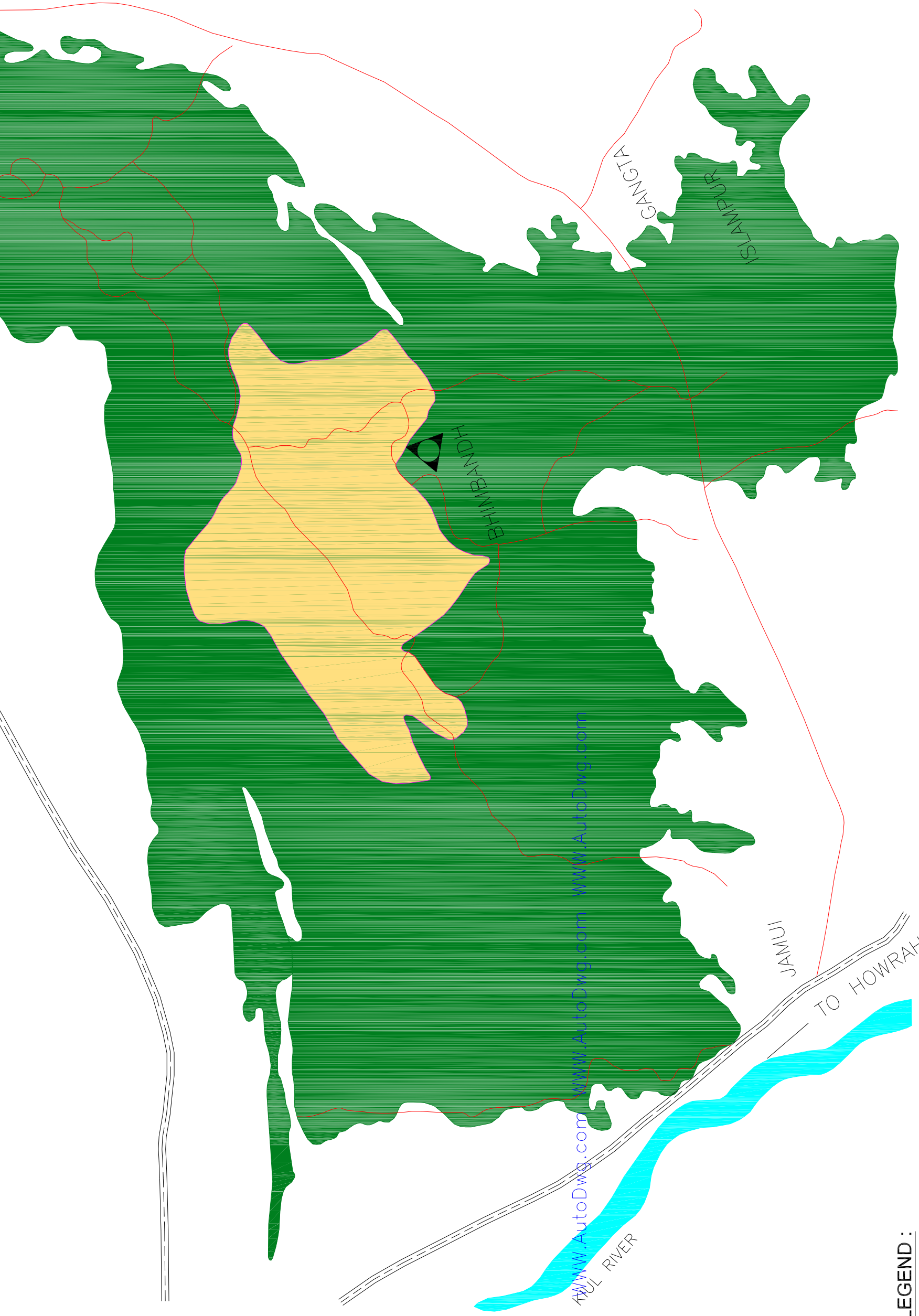


Fig. No. 2.5 VALMIKA TIGER SANCTUARY

Fig. No. 2.5



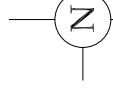


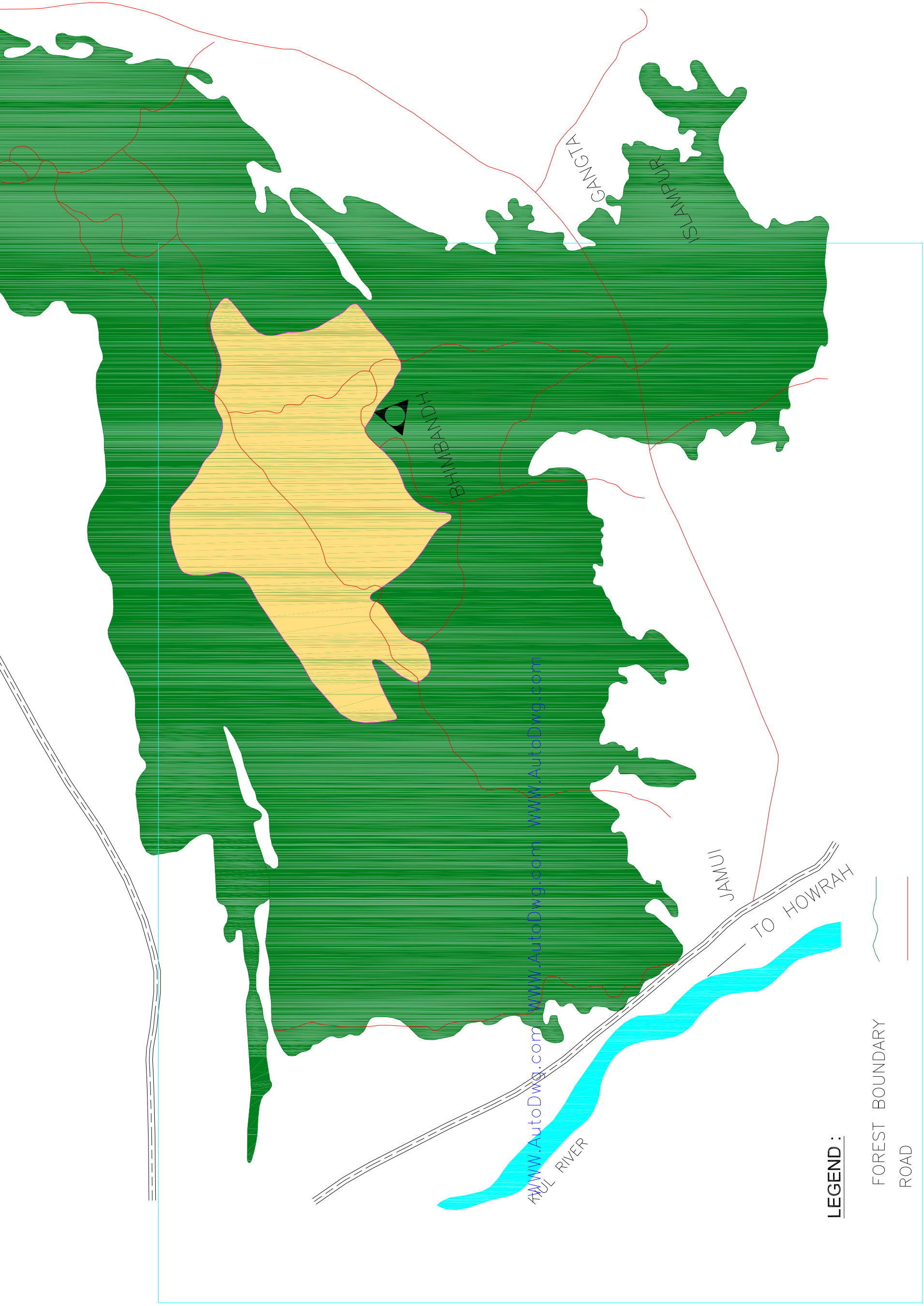
LEGEND :

- FOREST BOUNDARY
- ROAD
- RAILWAY
- RIVER
- CORE AREA
- FRH

Fig. No. 2.6

BHIMBANDH SANCTUARY





LEGEND :

FOREST BOUNDARY

ROAD

RAILWAY

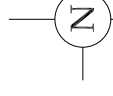
RIVER

CORE AREA

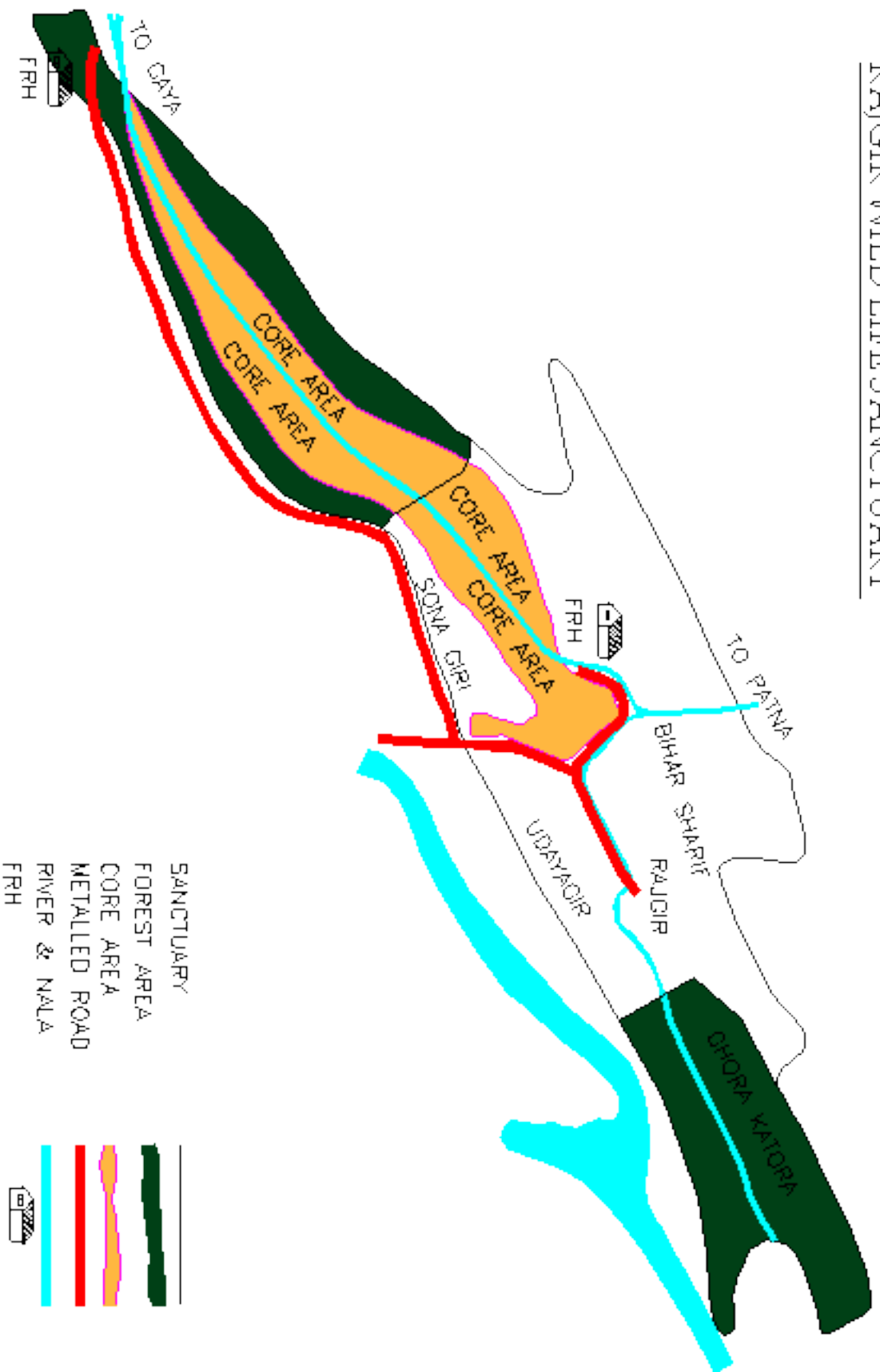
FRH

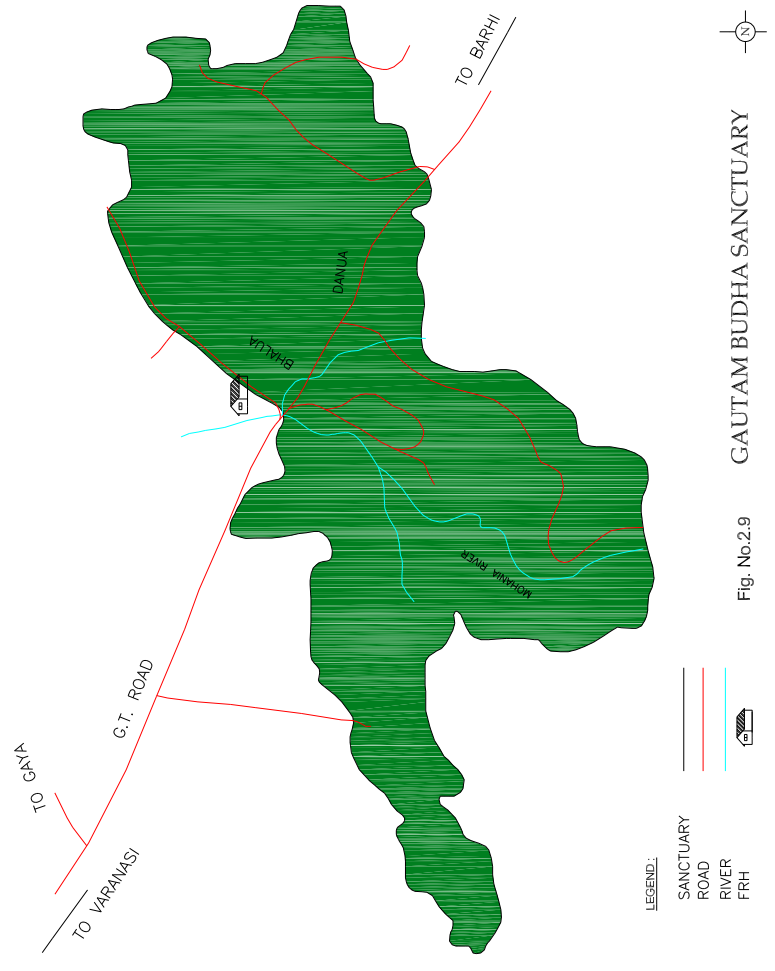
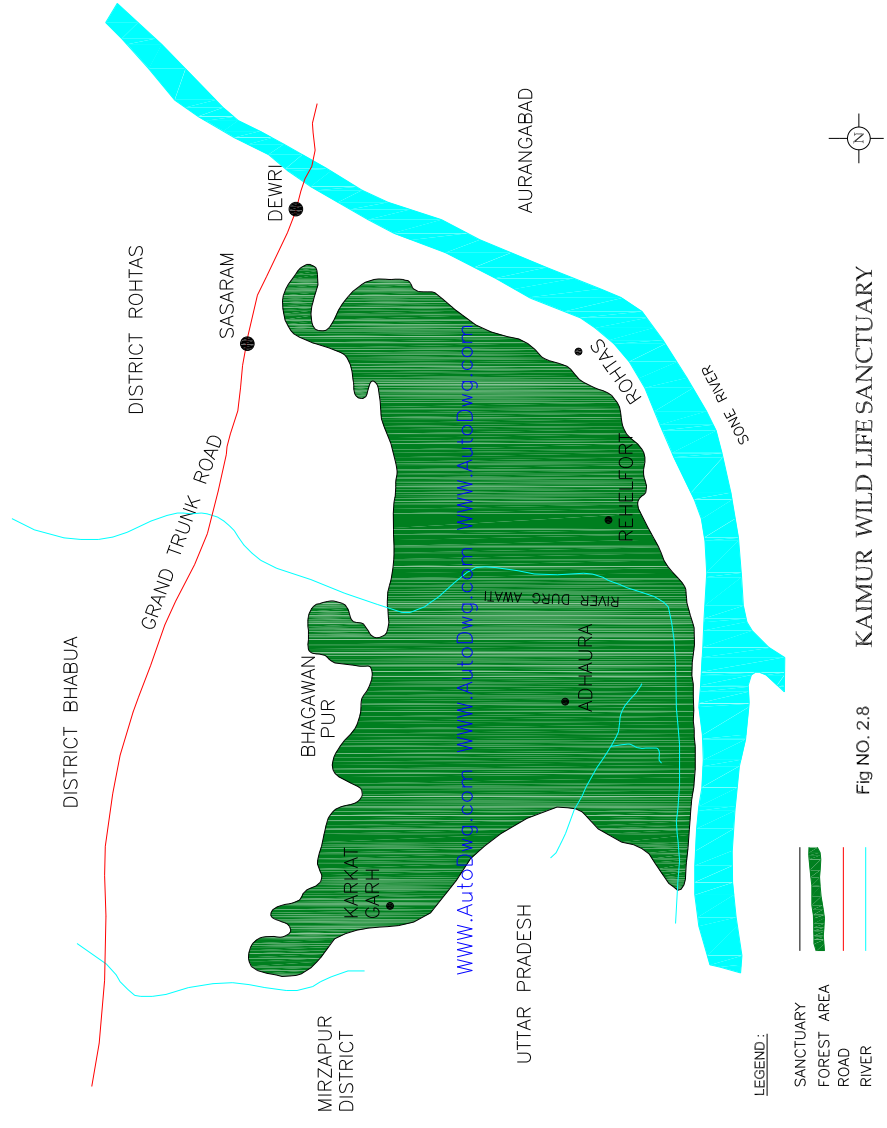
BHIMBANDH SANCTUARY

Fig. No. 2.6

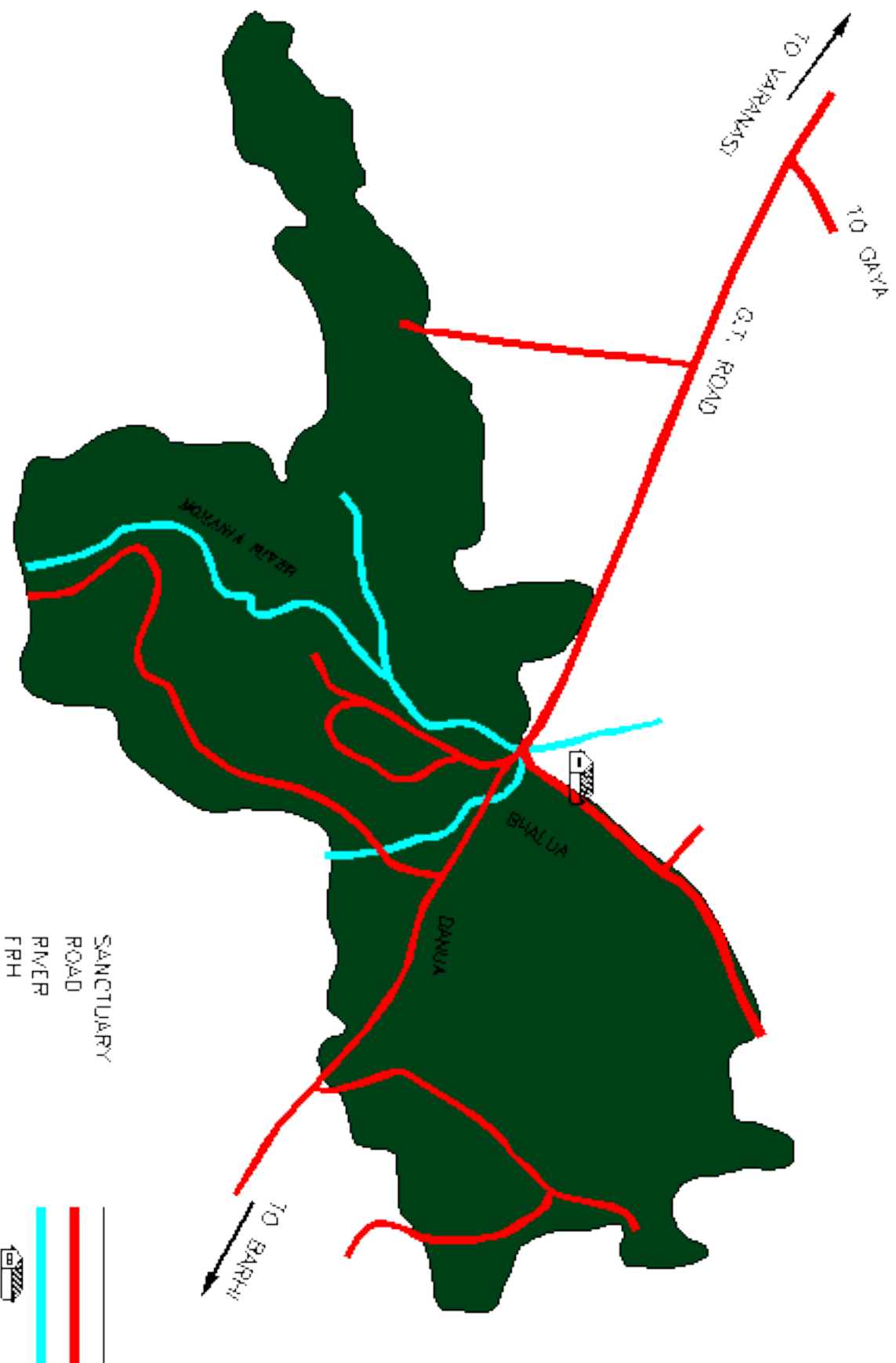


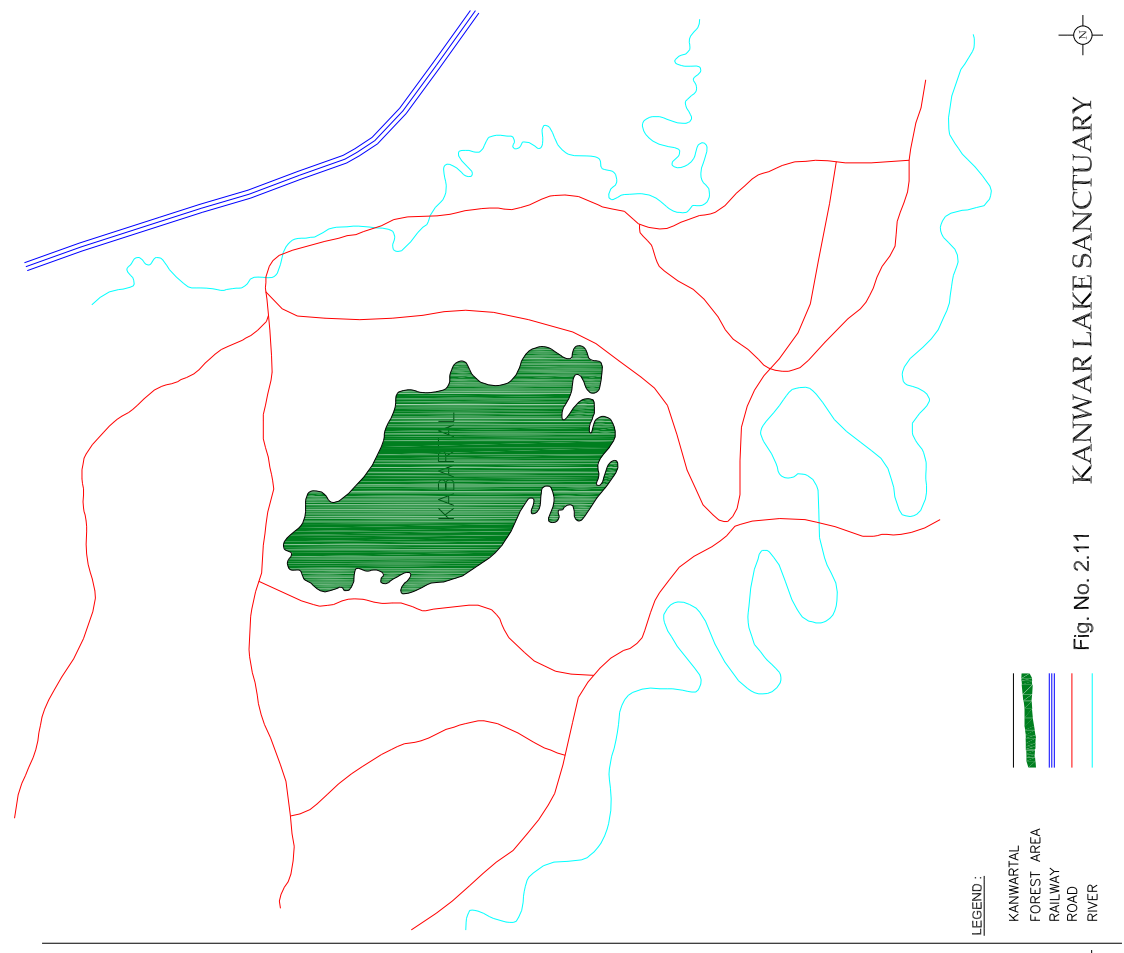
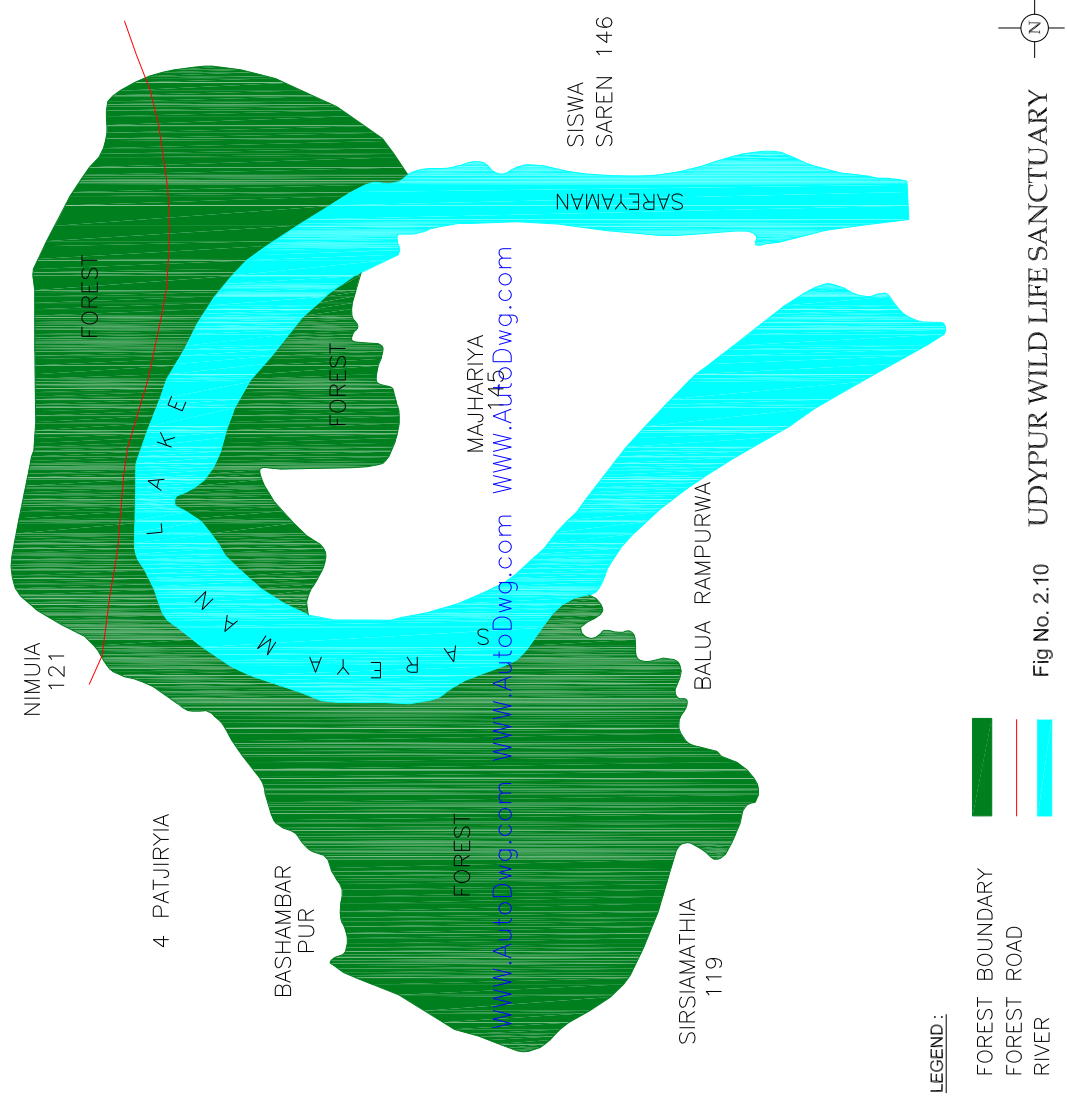
RAJGIR WILD LIFESANCTUARY





GAUTAM BUDDHA SANCTUARY

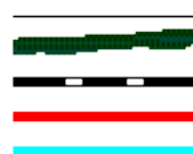


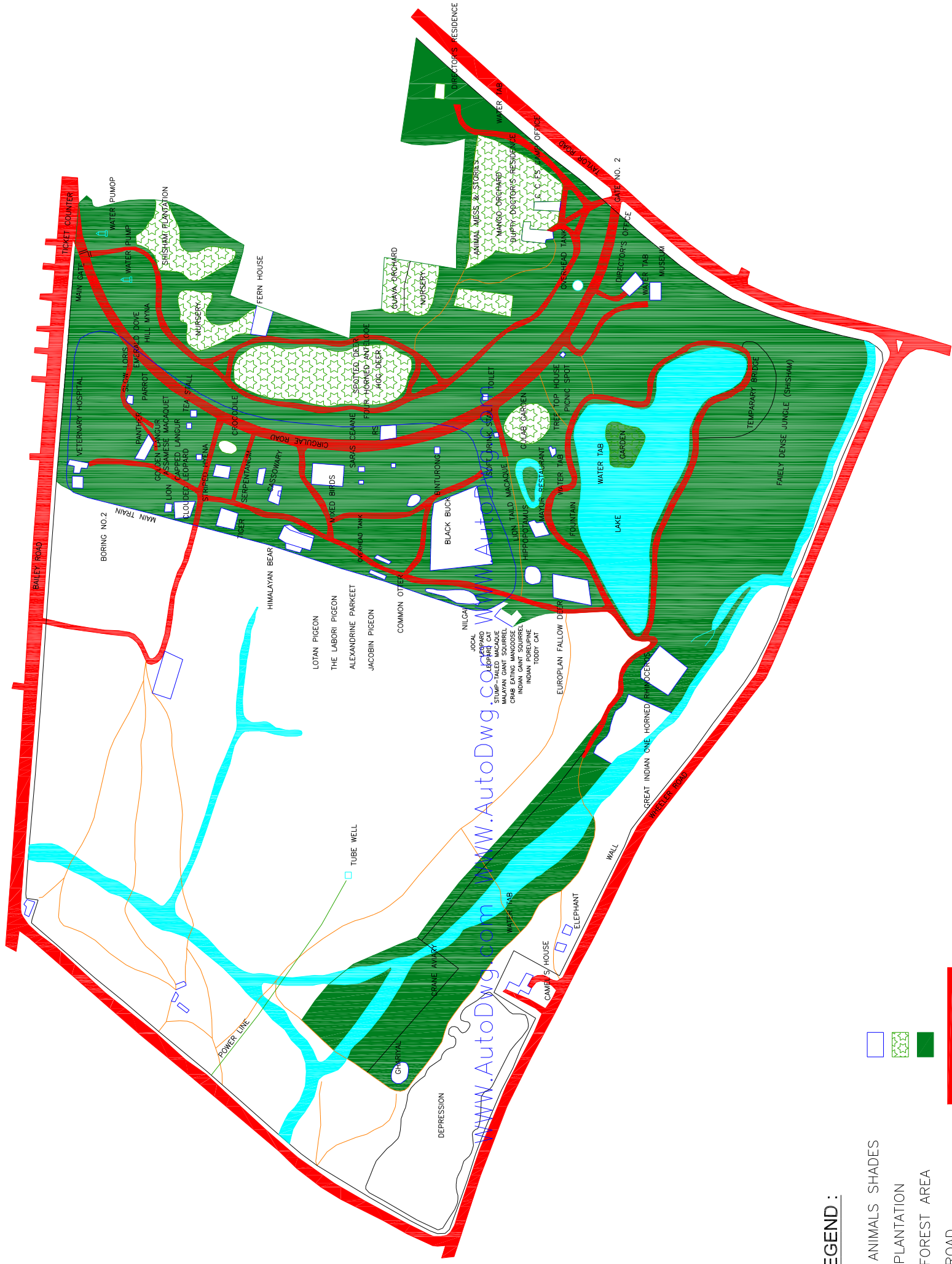


KANWAR LAKE SANCTUARY



KANWARTAL
FOREST AREA
RAILWAY
ROAD
RIVER



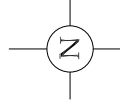


LEGEND :

- ANIMALS SHADES
- PLANTATION
- FOREST AREA
- ROAD
- CART-TRACKS
- TOY TRAIN TRACK

Fig. No. 2.12

LAYOUT OF SANJAY GANDHI BOTANICAL GARDEN PATNA





CHAPTER-3

TREND AND FORECASTS OF TOURIST TRAFFIC

3.1 BACKGROUND

Tourism is one of the world's largest and fastest growing industries. There has been particularly strong growth in foreign travel to developing countries during recent years and this trend is expected to continue. Tourism provides employment for 255 million people, almost one in nine of all jobs.

3.2 WORLD TOURIST SCENARIO

The world tourist arrivals in year 1999 were 664.4 million, which was 636.0 million during 1998. Thus the growth was registered as 4.5 percent. Europe and America continue to be the most important tourist receiving regions, accounting for 77.8% of world tourist arrivals in 1999. (Source – tourist statistics year 1999)

The international tourist arrivals in different regions over the last 2 years, is shown in the table as given below:

Table: 3.1: International Tourist Arrival & percentage share

1999 Rank	Country	Tourist Arrivals (in million)		% change in year 1998/1999	Market share in year 1999
		1998	1999		
1.	France	70.0	73.0	4.3	11.0
2.	Spain	47.4	51.8	9.2	7.8
3.	United States	46.4	48.3	4.5	7.3
4.	Italy	34.9	36.1	3.3	5.4
5.	China	25.1	27.0	7.9	4.1
6.	United Kingdom	25.7	25.7	0.0	3.9
7.	Canada	18.9	19.6	3.7	2.9
8.	Mexico	19.8	19.2	- 2.9	2.9
9.	Russian Fed	15.8	18.5	17.0	2.8
10.	Poland	18.8	18.0	- 4.4	2.7

Source – World Tourism Organisation (WTO) Data – 1999

Globally, there will be one billion international tourist arrivals in 2010, and 1.55 billion by 2020. WTO's tourism 2020 vision study, concludes that the 21st century will see a higher percentage of total population traveling internationally – up from 3.5% of the world's population currently to double that proportion by year 2020 with especial growth in developing countries (both for international and domestic travel), and that people will be going on holiday more often – sometimes two, three or four times a year.

3.3 SHARE OF INDIAN TOURIST TO GLOBAL

In 1995, the World Tourist arrival were about 567.4 million of which Europe's share was almost 60%, followed by America with 20%. The share of the South Asian region was an abysmally low 0.8

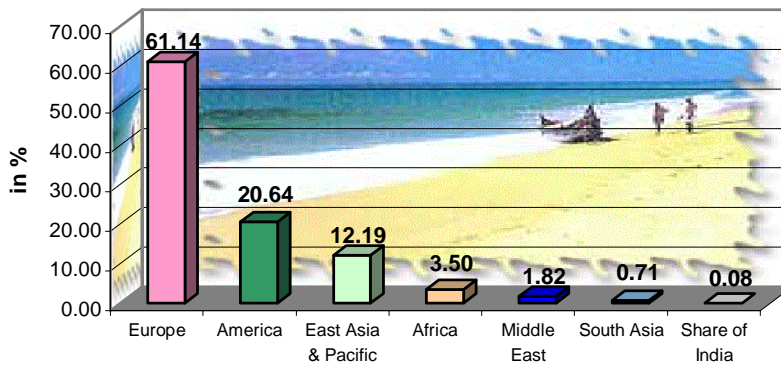


Table No. 3.2
Share of Indian Tourist to Global

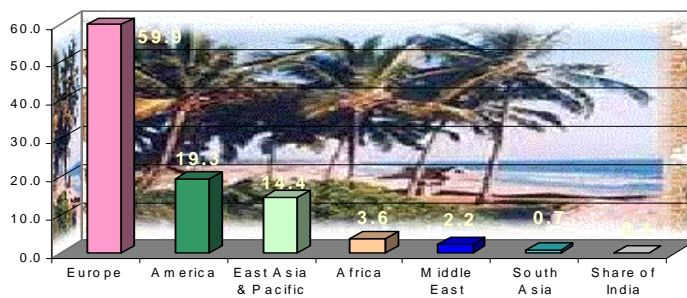
Region	1991		1995		1999	
	No. of Tourists (in Million)	% Share	No. of Tourists (in Million)	% Share	No. of Tourists (in Million)	% Share
Europe	282.9	61.14	338.4	59.9	394.1	59.32
America	95.5	20.64	108.9	19.3	122.7	18.47
East Asia & Pacific	56.4	12.19	81.4	14.4	97.5	14.67
Africa	16.2	3.50	20.1	3.6	26.8	4.03
Middle East	8.4	1.82	12.4	2.2	17.6	2.65
South Asia	3.3	0.71	4.2	0.7	5.7	0.86
Total	462.7	100.00	565.4	100.0	664.4	100.00
Share of India	0.36	0.08	0.38	0.1	0.37	0.06

Source: Tourist Statistics 1995, Deptt. of Tourism, Govt. of India

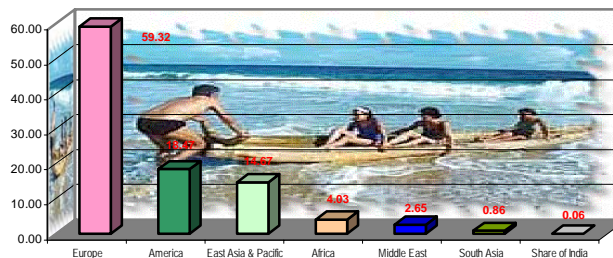
1991- Share of Indian Tourist to Global



1995-Share of Indian Tourist to Global

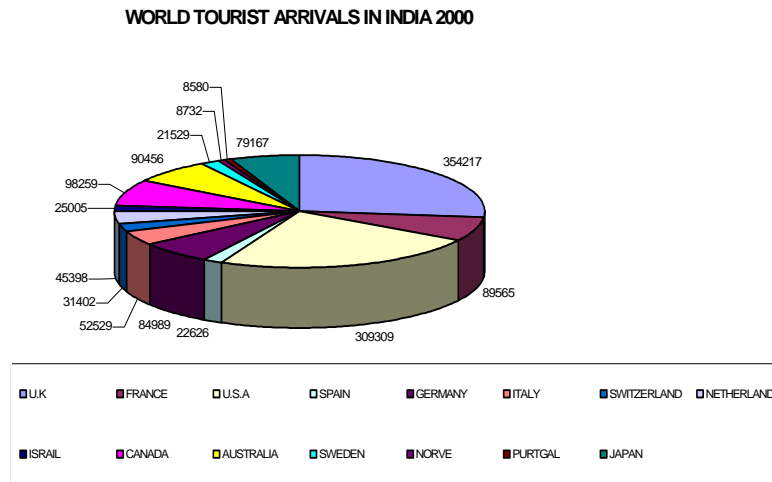


1999AD -Share of Indian Tourist to Global





The World Tourism Organisation (W.T.O.) in its forecast on World tourism titled "Tourism -2020 Vision" has estimated 692 million tourists in the Year 2000; more than one billion in 2010 and around 1.6 billion in 2020.



According to WTO estimates, Europe will continue to remain the most popular tourist destination with about 717 million tourists estimated for the year 2020. East Asia and the Pacific region will surpass America by 2010 to become the second most visited destination. International tourists arrival i South Asia is expected at 19 million in 2020, which is almost five times that of 1995, but still quite low compared to other destinations. India is expected to fuel 4.5 times growth in international tourist arrivals, more than half of the total arrivals in South Asia.

3.4 INDIAN TOURIST SCENARIO

Indian received nearly 2.4 million international tourist arrivals in 1999, a 1.1% increase over year 1998. Europe is the most important generating region of tourist to India. The American and Japanese markets are also significant. In addition, there are many travellers form Bangladesh, Shrilanka and other South and Southeast Asian countries with most of these visiting friends and relatives or engaging in business activities. Domestic tourism is expanding rapidly in the country.

Although tourism is already somewhat developed in India, this sector has much potential for expansion. As one of the largest countries in the world with many outstanding and diverse historic, cultural and nature – based tourist attractions, India is receiving only a small percentage of international tourist arrivals less than 0.4 percent of the worlds arrivals in 1998.

Table 3.3: Tourist Arrivals in India

Sr.No	Year	Foreign Tourist (in millions)	Domestic Tourist (in millions)
1	1997	2.37	159.87
2	1998	2.35	168.19
3	1999	2.48	190.67
4	2000	2.64	210.11



After tragic event in 9/11/2002, the occupancy as well as revenue per room in hotels went down by 20-25 per cent globally and in India it slowed down by 23 per cent and about 15 per cent in 2002. In all, a total of 46 international flights from India were discontinued resulting in 27,600 fewer seats per week. The year 2002-2003, however, is expected to be an year of profit as Government has launched a series of steps to initiate a turnaround.

The year 2001-2002 was indeed a bad year, the passenger traffic fell by 4.8 percent in comparison to 2000-2001. During 2002-2003 (April-June) the aircraft movement, however, increased by 10 per cent in comparison to the same period last year. The overall passenger traffic, both domestic and foreign have shown a marginal growth of 0.2 percent.

During April – June, 2002, Foreign Tourists arrivals in India were 4.2 Lakh and the foreign exchange earning were to the tune of Rs 2,757.6 Crore as against 6.7 Lakh Foreign Tourist and the foreign exchange were Rs 3,673.5 crore during January-March, 2002.

Domestic tourism also has much opportunity for growth, as the economy continues to expand and income rises.

The strategy as defined for the development of tourism, during the Ninth Plan period of 1997 – 2002, as prepared by Ministry of Tourism, Govt. of India, specifies the components of the development activities and institutional elements to meet the needs of products/market segments to be targeted i.e.

- Cultural tourism
- Eco – tourism covering mountains, forests wild life and scenic landscape
- Adventure tourism
- Sea and inland water cruise tourism
- Health tourism including Ayurvedic and Naturopathy Centres
- Pilgrim and spiritual tourism
- Science and technology tourism based on scientific and technological institutions
- Education tourism
- Theme park

As mentioned above, the component of development activities during 9th plan have been outlined below:

- Infrastructure Development
- Enhanced tourism facilitation
- Human resource development
- Promotion and marketing
- Environmental protection and cultural preservation
- Provision of incentives
- Research and computerization
- Monitoring and evaluation
- Strengthening of organization

3.5 TOURISM IN BIHAR

3.5.1 Domestic Tourism

Between 1997 and 2001, Domestic Tourism in Bihar can be divided into two blocks - 1997-98 and 1999-2001. Domestic Tourism in Bihar in 2001 took a big leap in comparison to 1997, an increase of 213.23 per cent. The total Domestic Tourist arrivals in 2001 were 60.61 lakh, an increase of 9.79 per cent over 2000. Between 1999 and 2001, the overall growth of Domestic Tourist shows an increasing trend. Destination wise Domestic Tourist growth shows a negative trend excepting Sonapur Fair, Rajgir, Bhagalpur and Muzaffarpur in 2001 in comparison to 2000. Sonapur Fair seems to be the most popular domestic tourist destination in Bihar.

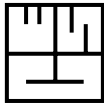


Table: 3.4
Tourist Traffic at major Tourist Destinations in Bihar

Sl. No.	Tourist Density	2001		2000		1999		1998		1997	
		Domestic	Foreign	Domestic	Foreign	Domestic	Foreign	Domestic	Foreign	Domestic	Foreign
1.	Patna	10,50,148	3,442	10,92,437	880	11,00,220	2,395	41,133	3,405	57,876	3,025
2.	Gaya	2,94,387	6,192	6,68,054	5,180	6,38,887	2,265	41,306	5,278	41,049	3,684
3.	Bodhgaya	1,75,980	30,161	3,30,594	29,761	3,11,691	33,575	1,21,347	29,079	1,19,703	29,058
4.	Rajgir	8,21,911	17,631	6,19,188	8,083	10,15,598	7,069	3,10,665	7,397	2,82,263	1,381
5.	Raxul	22,083	4,649	27,069	4,867	22,664	5,511	23,489	5,764	20,363	9,825
6.	Vaishali	2,02,330	15,460	2,23,247	9,515	59,756	5,067	31,962	5,346	17,062	4,543
7.	Munger	15,414	----	18,532	---	8,713	117	10,612	297	12,491	337
8.	Bhagalpur	16,39,326	----	6,49,665	----	3,32,839	----	3,007	----	7,450	----
9.	Muzaffarpur	*5,11,741	8,063	1,68,942	14,218	2,45,535	15,798	22,657	14,929	22,892	9,136
10.	Madubani (Saurasth Sabha)	1,10,254	25	2,57,124	130	2,43,304	124	2,18974	102	1,95,702	65
11.	Madhepura (Singheswar Asthan Fair)	1,25,594	-----	3,90,127	-----	3,76,568	-----	3,38,894	-----	3,05,005	-----
12.	Sonepur Fair	10,92,000	50	10,75,560	687	10,54,398	678	9,48,993	654	8,53,900	602
	Total	60,61,168	85,673	55,20,589	73,321	54,10,143	72,599	21,13,039	72,251	19,35,756	61,656



As per Tourist Statistics, India, 2000, the tourist inflow in Bihar during 1999 and 2000, shows different figure than the figures given by the Government of Bihar, Department of Tourism.

As per Tourist Statistics, India, 2000, the Domestic Tourists in Bihar represents 4.7 per cent of total Domestic Tourists in the country and 1.3 per cent of the total foreign tourists in the Country.

Table: 3.5
Tourist Traffic as per Tourist Statistics, India

In lakh

2000		1999		1998	
Domestic	Foreign	Domestic	Foreign	Domestic	Foreign
98.26	0.79	89.33	0.76	81.08	0.79

Source: Tourist Statistics, India, 2000

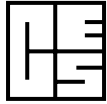
3.5.2 Foreign Tourists

In 2001, the total Foreign Tourists arrivals in Bihar were 0.85 lakh, an increase of 16.84 per cent over 2000. Between 1997 and 2001, there is a consistent growth in Foreign Tourist arrivals in Bihar.

In Bodhgaya, the most important Buddhist tourist circuit, the highest number of Foreign Tourist were in 2001 at 30,161 marginally increased by 1.34 per cent over 2000. Whereas the increase in Domestic Tourist in Muzaffarpur was highest at 202.36 per cent followed by Bhagalpur at 152.54 percent. Between 1997 and 2001, the increase of Foreign Tourists in Bodhgaya was 3.79 per cent.

Table 3.6
Growth Rate of Tourists in Bihar, 1997-2001

Sl. No.	Place	Growth Rate (in Percentage)									
		2001 over 2000		2000 over 1999		1999 over 1998		1998 over 1997		2001 over 1997	
		Domestic	Foreign	Domestic	Foreign	Domestic	Foreign	Domestic	Foreign	Domestic	Foreign
1.	Patna	(-) 3.66	291.13	(-)0.72	(-)63.25	2582.92	(-)29.66	(-)28.93	12.56	1,710.34	13.78
2.	Gaya	(-) 55.98	19.53	4.54	128.69	1456.09	(-)57.08	0.62	43.27	617.07	68.07
3.	Bodhgaya	(-) 46.66	1.34	6.11	(-)11.36	157.02	15.46	1.68	0.07	47.06	3.79
4.	Rajgir	32.79	118.12	(-)39.01	14.34	227.42	(-)4.43	9.93	435.94	191.49	1,176.68
5.	Raxul	(-) 18.42	(-)4.48	19.43	(-)11.68	(-)3.51	(-)4.39	15.35	41.33	8.44	124.76
6.	Vaishali	(-) 9.41	62.48	273.59	87.78	86.96	(-)5.22	87.33	17.67	1,088.23	4,950.00
7.	Munger	(-) 16.82	----	112.69	----	(-)17.89	(-)60.60	(-)15.04	(-)11.87	23.40	4,473.88
8.	Bhagalpur	152.54	----	95.48	----	10,968.80	----	(-)59.63	----	2135.45	----
9.	Muzaffarpur	202.36	(-)43.29	(-)31.02	(-)10.00	1,013.63	5.82	(-)1.02	63.41	2,121.74	5,577.77
10.	Madubani (Saurasth Sabha)	(-) 57.19	(-)80.77	3.76	4.84	11.46	21.56	11.79	56.92	(-)43.59	1,69,521.54
11.	Madhepura (Singheswar Asthan Fair)	(-) 67.95	----	3.72	----	11.24	----	10.82	----	(-)59.01	----
12.	Sonepur Fair	1.58	(-)92.72	1.99	1.32	11.18	3.67	11.12	8.63	27.87	1,81,900.00
	Total	9.79	16.84	2.04	0.99	156.03	0.48	9.19	17.18	213.23	38.95



3.6 PROJECTION OF TOURISTS IN BIHAR

3.6.1 Existing Trend

In the existing trend, both Domestic and Foreign tourists is expected to grow at 6.0 per cent annually. By 2021, the domestic Tourist is expected to reach at 1.94 crore and Foreign Tourist at 2.60 lakh.

3.6.2 After Implementation of Plan

After implementation of the Tourism Development Plan, the Domestic Tourist is expected to grow annually at 7.0 with effect from 2003 reaching 2.31 core by 2021. In case of Foreign Tourists, it is expected that growth at 7.0 will take place from 2005 and 9.0 percent annually from 2010 reaching 3.83 Lakh by 2021.

Table 3.7 Growth of Tourists in Bihar

Year	Existing Trend				After Implementation of the Tourism Development Plan			
	Domestic		Foreign		Domestic		Foreign	
	Growth Rate (in %)	Tourists (in lakh)	Growth Rate (in %)	Tourists (in lakh)	Growth Rate (in %)	Tourists (in lakh)	Growth Rate (in %)	Tourists (in lakh)
2001	60.61	0.85
2002	6.0	64.24	6.0	0.91	6.0	64.24	6.0	0.91
2003		68.09		0.95	7.0	68.73		0.96
2004		72.17		1.00		73.54		1.01
2005		76.50		1.06		78.68	7.0	1.08
2006		81.09		1.12		84.18		1.15
2007		85.95		1.18		90.07		1.23
2008		91.10		1.25		96.37		1.31
2009		96.56		1.32		103.11		1.40
2010		102.35		1.39		110.32	9.0	1.52
2011		108.49		1.47		118.04		1.65
2012		114.99		1.56		126.30		1.79
2013		121.89		1.65		134.82		1.95
2014		129.20		1.75		144.25		2.12
2015		136.95		1.85		154.34		2.31
2016		145.16		1.96		165.14		2.51
2017		153.87		2.07		176.69		2.73
2018		163.10		2.19		189.06		2.97
2019		172.88		2.32		202.29		3.23
2020		183.25		2.46		216.45		3.52
2021		194.24		2.60		231.60		3.83

The foreign tourism is likely to pick-up in 2003. Bodhgaya is one of the most important Buddhist Circuits. Almost all the Buddhist countries have their own monasteries in Bodhgaya- Tibetan, Chinese, Thai, Bhutan, Japan, Maynamar, Sri Lanka, Vietnam, Nepal and Laos and the Buddhists followers of Assam and Arunachal also have their own independent monastery. So far India was concentrating on USA and Western Europe but the strategy is now shifted to Far East, China, Japan, Cambodia, Thailand and Vietnam to attract them in Buddhist Circuits. Table 3.4 and 3.6 indicate that destination wise the domestic tourist traffic in Bihar is extremely erratic. By applying Linear, geometric and exponential mathematical model, the analysis indicate the growth rate of domestic tourist is 6.0 percent per annum.

After implementation of the Tourism Development Plan, the growth rate is expected to reach 7.0 per cent per annum from 2003. Bihar lacks basic infrastructure facilities for tourists. To promote the tourism it is essential to provide basic facilities to tourist. There is, however, enough scope of growth after Tourism Development Plan is implemented.

CHAPTER-4

Assessment of Tourism Supported Infrastructure

Tourism Development of any state cannot be accomplished without proper development of support infrastructure facilities including accessibility, accommodation, water supply, sanitation, power and drainage.

4.1 CONNECTIVITY AND TRANSPORTATION

4.1.1 Road Network

The state is well linked by state highways, national highways, rural and district roads.

Length of Road (1996) (including Jharkhand)

i) National Highway length:	2,118 km
ii) State Highway length:	4192 km
iii) Other P.W.D. Road (MDR/ODR) length:	12785 km
iv) District Board Road (Urban/Rural) including Unsurfaced road (Urban/Rural) length:	15520 km
Total:	34615 km

(Source: Bihar at a Glance, 1997, Directorate of Statistics & Evaluation, Bihar, Patna)

There is good network of roads connecting all the major parts of the state with Patna, the state capital. A network of paved National Highway criss-crosses the state. National Highways like 2, 23, 28, 30, 31, and 33 connect the state to places all over India. The distance of some of the major places in the state from Patna are Sonepur - 25 km, Vaishali - 55 km, Nalanda - 90 km, Gaya - 97 km, Bodhgaya - 110 km, and Ranchi - 289 km. Buses link Patna to all district head-quarters, and large number of small towns. They are the cheapest mode of transportation. Private taxi-operators are also available in most large cities for long-distance travel.

The total length of different Hierarchy of Roads in Bihar (excluding Jharkhand) is calculated digitally, which is

National Highway	1223.9 km
Major Roads	3075.7 km
Other Roads	5241.4 km

Map no. 4.1 shows the existing road and railway network of Bihar.

The following table shows the accessibility between the secondary tourist centers and their respective primary tourist centers which is also shown through map no. 9.2

Table: 4.1
Existing Linkages between Secondary Tourist Centres and Primary Tourist Centres

SI No.	Destination/ Place	Primary Tourist Centre	Existing Connectivity between Primary and Secondary Tourist Centre
1	Balu Karam	Patna	Connected by Major Roads
2	Bakraur	Gaya	Connected by Major Roads
3	Sanda	Bakraur/Patna/Nalanda	Connected by Major Road to Bakraur, Nalanda and Patna
4	Nawada	Gaya/Nawada	Connected by Major Roads and Railway
5	Goraila	Patna	Connected by Other Roads
6	Ramnagar (West Champaran)	Champaran /Betia	Connected by Other Roads and Railway
7	Brahampur (Buxar)	Buxar	Connected by Major Roads
8	Kusheshwar Asthan	Darbhangha/ Saharsa	Connected by Kuchcha Roads
9	Makranda	Darbhangha	Connected by Major Roads and Railway

SI No.	Destination/ Place	Primary Tourist Centre	Existing Connectivity between Primary and Secondary Tourist Centre
10	Bhelawar	Gaya	Connected by Major Roads and Railway
11	Bhaik	Gaya	Connected by Major Roads and Railway
12	Andhrathurhi	Darbhanga	Connected by Major Roads
13	Bhawanipur	Darbhanga	Connected by Major Roads and Railway
14	Deomarkandey	Sasaram	Connected by Other Roads
15	Thawe	Betian	Connected by Major Roads
16	Deo (Aurangabad)	Sasaram	Connected by National Highway
17	Deokund	Aurangabad	Connected by National Highway
18	Umga	Aurangabad	Connected by National Highway
19	Madanpur	Sasaram / Aurangabad	Connected by National Highway
20	Belwa	Kathiar	Connected by Railway
21	Sultanganj	Bhagalpur	Connected by Major Roads
22	Seonar	Patna	Connected by National Highway
23	Ular	Patna	Connected by Other Roads
24	Nauhatta	Saharsa	Connected by Kuchcha Roads
25	Deo (Bhojpur)	Buxar	Connected by Major Roads
26	Singheshwar (Madhepura)	Saharsa	Connected by Major Roads
27	Phulhar	Darbhanga	Connected by Other Roads
28	Bhawanipur (40 km south west of Purnea)	Kathiar	Connected by Other Roads
29	Bhawanipur (8 kms southwest of Purnea)	Kathiar	Connected by Major Roads
30	Baghi Math	Muzaffarpur	Connected by Major Roads
31	Pakri	Patna	Connected by Other Roads
32	Dumravan (Banka)	Buxar	Connected by Major Roads
33	Baldiabari	Kathiar	Connected by Other Roads and Railway
34	Nawabganj	Kathiar	Connected by Kuchcha Roads
35	Balirajpur	Darbhanga	Connected by Other Roads and Railway
36	Bisfi	Darbhanga	Connected by Kuchcha Roads
37	Jainagar	Darbhanga	Connected by Major Roads
38	Ambara Chowk	Muzaffarpur	Connected by Major Roads
39	Giriak Bahbalpur	Rajgir/Nalanda	Connected by National Highway
40	Sonepur	Patna	Connected by Major Roads
41	Darauli	Chausa/Muzaffarpur	Connected by Other Roads

Note: Other Roads are roads other than National Highways and Major Roads as shown in map no. 4.1

4.1.2 Rail Networks

Railway track length (excluding Jharkhand): 3521 km (Map No. 4.1)

The state has a well-developed railway network with almost all the major and minor places connected through good trains. Railway is an important means of transportation in Bihar. Major railway stations like Patna, Dhanbad, Muzaffarpur, Gaya, and Ranchi are connected to all the major cities of India by regular trains.

Trains from Delhi to Patna continue onwards to Calcutta or to other destinations in the northeast.

4.1.3 Air Transport Facilities

There are airports at Patna, Ranchi, Jamshedpur, and Gaya besides landing grounds in all major districts headquarters of the state.

Domestic airports: 4 (Gaya, Jamshedpur, Patna, Ranchi)
 Cities linked: Calcutta, Delhi, Lucknow, Kathmandu and Varanasi

4.1.4 Water Transport

The potential of water transport is not explored in Bihar as yet except as ferries.

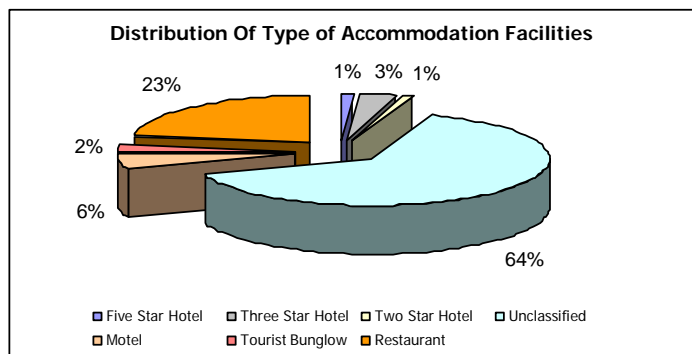
4.2 ACCOMODATION

As on 2000-2001, the total number of beds available in Bihar were 2,165 which accounts 0.35 average beds per 1,000 tourists. The hotel accommodation in Bihar is grossly inadequate for a tourist inflow of 61,48,841 (2001). Unclassified hotels represent 47.09 per cent of the total Government approved hotels in Bihar. At the national level, on an average more than 50 percent of the hotels are in 3 star and 2 star categories, which accommodate more than 40 per cent of the tourists.

Table 4.2 Hotel Accommodation Facilities in Bihar

Tourist Destination	Hotels						Motels	Tourist Complex	Rent House	Youth Hotel	Restaurants	Wayside facilities
	5 Star	4 Star	3 Star	2 Star	1 Star	Un-classified						
Patna	1 (110)	---	7(421)	3(52)	---	12(301)	3(47)	2(110)	---	---	13	---
Gaya	---	---	1(52)	---	---	5(136)	---	---	---	---	---	---
Bodhgaya	---	---	1(38)	---	---	8(27)	---	---	---	---	---	---
Rajgir	---	1(26)	---	---	---	3√	---	---	---	---	---	---
Vaisali	---	---	---	---	---	---	---	2(48)	1√	1√	---	---
Munger	---	---	---	---	---	2√	---	1(18)	---	---	---	---
Bhagalpur	---	---	---	1(23)	---	5√	---	---	---	---	---	---
Muzafferpur	---	---	---	---	1(16)	4(78)	1(12)	---	---	---	---	---
Madhubani (Saurasth Sabha)	---	---	---	---	---	1(18)	---	---	---	---	---	---
Madhupura (Singheshwar Asthan Fair)	---	---	---	---	---	---	---	---	---	---	---	1(40)
Sonepur Fair	---	---	---	---	---	---	---	---	---	---	---	---
Betia	---	---	---	---	---	3(47)	---	---	---	---	---	---
Urwan	---	---	---	---	---	---	---	1√	---	---	---	---
Barhi	---	---	---	---	---	1√	---	---	---	---	---	1(4)
Mohania	---	---	---	---	---	1√	1(7)	---	---	---	---	---
Sasaram	---	---	---	---	---	1√	---	---	---	---	---	---
Netraghat	---	---	---	---	---	1√	---	2(56)	---	---	---	---
Sitamardi	---	---	---	---	---	2(26)	---	---	---	---	---	---
Darbhangha	---	---	---	---	---	3(60)	---	---	---	---	---	---
West Champaran	---	---	---	---	---	1(9)	---	---	---	---	---	---
Motihari	---	---	---	---	---	2(14)	---	---	---	---	---	---
Begusarai	---	---	---	---	---	3(86)	---	---	---	---	---	---
Khagaria	---	---	---	---	---	1(5)	---	---	---	---	---	---
Kishangunj	---	---	---	---	---	1(24)	---	---	---	---	---	---
Katihar	---	---	---	---	---	1(44)	---	---	---	---	---	---
Forbesgunj	---	---	---	---	---	1(20)	---	---	---	---	---	---
Saharsa	---	---	---	---	---	1(35)	---	---	---	---	---	---
Hajipur	---	---	---	---	---	1(15)	---	---	---	---	---	---
Dehronsone	---	---	---	---	---	2(35)	---	---	---	---	---	---
Arah	---	---	---	---	---	---	---	---	---	---	2	---
Nawada	---	---	---	---	---	1	---	---	---	---	---	---
Buxar	---	---	---	---	---	3(21)√	---	---	---	---	---	1(12)
Purnia	---	---	---	---	---	---	---	1(20)	---	---	---	---
Urba	---	---	---	---	---	---	---	1(16)	---	---	---	---
Siwan	---	---	---	---	---	1(12)	---	---	---	---	---	---
East Champaran	---	---	---	---	---	1(24)	---	---	---	---	---	---
Total.	1(110)	1(26)	8(511)	3(75)	1(16)	72(1037)	5(66)	10(268)	1√	1√	16	3(56)

Source: Ministry of Tourism, Govt. Of Bihar (Deptt. Of Tourism), BSTDC.
 NB: figures in brackets indicate number of rooms, √ Figures on beds not available.



4.3 Tourist Information Centres in Bihar

1. Directorate of Tourism, Govt. of Bihar, Patna
2. Tourist Information Centre, Patna located at;
 - i. Airport
 - ii. Railway Station
 - iii. Fraser Road
3. Tourist Information Centre, (Railway Station), Gaya
4. Tourist Information Centre, Bodhgaya
5. Tourist Information Centre, Bhagalpur
6. Tourist Information Centre, Munghyr
7. Tourist Information Centre, Muzaffarpur
8. Tourist Information Centre, Rajgir
9. Tourist Information Centre, Vaisali
10. Tourist Information Centre, Raxaul

Outside Bihar

1. Tourist Information Centre, Delhi
2. Tourist Information Centre, Kolkata
3. Tourist Information Centre, Varanasi

Source: AR, 2000-2001, Govt. of Bihar

NB: * Central Reservation Available

List of Recognized Travel Agencies/Tour Operators/Tourist Transport Operators/ Adventure Tour Operators in Bihar, 2000.

No. of:

- 1) Travel Agencies : 2
- 2) Tour Operators : 2

The recognized Travel Agent/Tour Operator/Tourist Transport Operator/Adventure Tour Operator in Bihar are grossly inadequate. The Private Sector participation is absolutely necessary to increase their number which will not only promote tourism in Bihar but increase flow of tourists. More specialized vehicles are needed to attract the foreign tourists.

Tourist Information Centre need to be opened up in overseas especially at China, Japan, Myanammar, Thailand, Bhutan, Nepal, Sri Lanka, Vietnam and Laos etc to attract the tourists for Buddhist Circuits.

4.4 PHYSICAL INFRASTRUCTURE

4.4.1 Water Supply

Bihar is richly endowed with water resources, both the ground water resource and the surface water resource. Not only by rainfall but it has considerable water supply from the rivers which flow within the territory of the State. Ganga is the main river which is joined by tributaries with their sources in the Himalayas. Some of them are Saryu (Ghaghra), Gandak, Budhi Gandak, Bagmati, Kamla-Balan and Mahananda.

There are some other rivers that start from the plateau area and meet in Ganges or its associate rivers after flowing towards north. Some of them are Sone, Uttari Koyal, Punpun, Panchane and Karmnasha.

There are several rivers in Bihar which contribute a lot to the people of Bihar. These rivers make the water available for irrigation purpose and also help in generating the hydro-thermal energy for the state. Apart from this they provide a medium for water transport, provide fishes for fishery industry and enrich the natural resources of state in many other ways.

All the above rivers have their impact on the Bihar plain. State also has non-exhaustible source of ground water, which is in use for drinking purposes, irrigation and industries.

4.4.2 Power

Of the 38,475 inhabited villages, 19,281 are electrified in the State, which is about 50 per cent. The national average of villages electrified is 84 per cent. The State Government has set a target of electrifying 6873 more villages during the current fiscal with an investment of Rs 190 crores. But the project could not make much progress since the Centre has so far released only Rs 33 crores.

Besides trade and industries, irrigation continues to be affected for want of power thus decreasing yields of various crops. In rural Bihar, the situation is much worse. According to a report from Muzaffarpur, of the 135 industries, as many as 131 had to suspend their production for want of power.

With the twin objectives of attaining self-sufficiency in power generation and increasing per capita consumption, the Bihar government has submitted to the Centre schemes requiring an investment of Rs. 17,755 crores.

Of these, the Planning Commission has approved schemes worth Rs 4,420 crores. Bihar continues to show a dismal performance with a per capita consumption of 60 units per annum in 1998-99. From 1994-95 to 1998-99, almost all the States registered a marginal upward trend in per capita power consumption, while, after the creation of Jharkhand, the per capita use of electricity declined in Bihar from 152 units before division to 60 units.

In connection with power generation, Bihar again occupies the bottom spot with installed capacity of 584 MW compared to 7571 MW in Maharashtra, 6085 MW in Uttar Pradesh and 5788 MW in Tamil Nadu. All the neighbouring States, including West Bengal (2900 MW) and Orissa (1693 MW), are far ahead.

Major generating units with a total installed capacity of 1390 MW went to Jharkhand after the bifurcation of erstwhile Bihar division. Unified Bihar had an installed capacity of generating 1975 MW.

Perennially plagued by deficit in power generation, Bihar heavily depends on supply from the National Thermal Power Corporation (NTPC) to meet the demand which has been worked out at 850 MW-900 MW during peak hours. The power requirement for the capital city of Patna is 290 MW at peak hours. In generation also Bihar State Electricity Board (BSEB) cut a sorry figure by generating only 50 MW against a total installed capacity of 540 MW at Barauni and Muzaffarpur thermal power stations.

At present, BSEB is drawing power from Kahalgaon and Farakka units of NTPC to the tune of 650 MW, while Tenughat Vidyut Nigam Limited is supplying 45 MW. Minor thermal plants at Jakkampur, Khagaul, Mithapur, Gaighat and Fatuha are also contributing in insignificant volumes.

Although decisions have been taken at a high level to trifurcate the BSEB, creating three self-governed profit centres for generation, transmission and distribution, the task of implementing would require arduous exercises in the wake of vehement resistance from its employees.

In tune with the non-availability of required power, rural electrification schemes are making progress at a snail's pace in Bihar with only six per cent households enjoying facilities of electric power against a national average of 35 per cent.

4.4.3 Flooding

Bihar, the land-locked central Indian state that lies in the Gangetic basin, accounts for 16.5% of the flood-prone area and 22.1% of the flood-affected population in India. The rivers that regularly inundate the plains are the Ganga, Kosi, Gandak and Son. The 1996 flood affected 31 districts; 207 people and 66 cattle were killed. It destroyed 66,955 dwellings in the state. In 1999, 800,000 people were displaced in Bihar. During the 2001 flood, 22 districts, 183 blocks, 1653 panchayats and 5,477 villages were affected. A total of 10.15 lakh hectares were affected. The flood affected 81.28 lakh people and took 203 lives.

The districts worst affected by the floods include Muzaffarpur, Sitamarhi, Darbhanga, Samastipur and Madhubani. The water resources department of Bihar says that embankments of all the major rivers - Kosi, Bagmati, Gandak, Kamla-Balan and Budhi-Gandak face tremendous pressure.





CHAPTER-5

REVIEW OF EXISTING TOURISM DEVELOPMENT/INVESTMENT PLAN

Tourism has been declared as an industry in the state. Despite of innumerable tourist attractions and tourism potential, Bihar is still not developed as a major tourist attraction. This is because of poor accessibilities, infrastructure and low budget for tourism development. The state has Tourism Development Corporation.

5.1 IX-TH FIVE YEAR PLAN

The IX-th Five Year Plan focuses on the following activities for the development of tourism in the state:

- Preparation of tourism master plan and identification of tourist circuits and tourist spots.
- Construction of tourist lodge, Luxury hotels, tourist huts etc.
- Construction/building up of other tourist infrastructure like luxury buses, cars, way-side STD facilities etc.
- Information, propogation and publicity campaign through national advertisement, documentary film, video clips, print posters, pamphlets, leaflets etc.
- Creation of tourist facilities in historical and other places of tourist interest.
- Organisation of local festivals and fairs during tourist season.
- Develop adventure tourism.

It also states that efforts should be made to induce private Capital inflow in tourism sector to build up location/villages of tourism interest.

5.2 EXISTING INVESTMENT BY THE STATE

5.2.1 Tourism Development Plan, 2000

In order to implement the Tourism Policy adopted by the Government of Bihar, the Bihar Tourism Development Act is being formulated along with the Tourism Master Plan.

5.2.1.1 Tourism Projects

The following tourism development plan has been initiated by the Tourism Department of the Government of Bihar during 2000.

Table 5.1: Tourism Development Plan initiated by the Tourism Department of the Government of Bihar during 2000.

Sl No	Project	Amount Sanctioned (Rs in Lakhs)	Action Plan
1	Tourist Facility & Information Centre, Purnia	74.13	Accommodation & Information Facility for Tourists/Travellers
2	Tourist centre, Singheshwar	28.51	Accommodation & Information Facility for Tourists/Travellers
3	Tourist centre, Hazipur	74.13	Accommodation & Information Facility for Tourists/Travellers
4	Tourist Centre, Bhimbandh, Munger	74.13	Accommodation Facility in Natural Environment
5	Development & Beautification of Kakolot Falls, Nawada	48.78	Develop as Picnic Spot
6	Development & Beautification of Sun Temple, Deo, Aurangabad	28.08	Pilgrimage Centre
7	Development & Beautification of Kureri, Gaya	28.08	Tourist Centre
8	Tourist Centre at Babakaru Khirhar, Mahapura, Saharsha	75.00	Accommodation & other facilities for Tourists & Travellers



SI No	Project	Amount Sanctioned (Rs in Lakhs)	Action Plan
9	Development of Architectural Monuments, Bikramsila, Bhalgalpur	25.00	Development & Beautification of architectural monuments Rs 1.68 lakh have already been spent.
10	Tourist Centre, Bhagalpur	35.00	Accommodation and other facilities for Travellers
11	Development & Beautification of Digdhi Lake in Janaki Paripath, Darbhanga	20.00	Tourist Attractions
12.	Development & Beautification of Golghar, Patna	200.00	Development of Golghar include fencing, security, check-post, toilet for ladies & gentlemen, land scaping, Musical Fountain, Water Supply & Water Body Motel & Cafeteria. Project initiated on 6-2-2001
21.	Development of Temple, Rajgir	20.00	Tourist attraction & pilgrimage
22	Tourist attraction at Mahabodhi Mandir, Bodhgaya	32.00	Tourist attraction & pilgrimage
23.	Development & Beautification of Maya Lake, Bodhgaya	49.87	Tourist attraction
24	Construction of Tourist Block, Bodhgaya	48.82	Budget Accommodation for Tourist/Pilgrims
25	Construction of Tourist Centre, Vaisali	49.50	Accommodation & other facilities for Domestic & Foreign Tourists
26	Construction of Tourist Centre, Muzaffarpur (see also Sl. No. State List)	29.99	Accommodation & other facilities for Domestic & Foreign Tourists
27	Beautification & Development of Maner, Patna	19.12	Picnic Spot
28	Development of Hot spring, Rajgir	55.67	Tourist Attraction
29	Beautification & Development of Ganga Ghat, Patna	28.75	Recreation centre
30	Development of "Kund", Rajgir	100.00	Tourist Attraction
31	Construction of Tourist Centre, Munger	20.13	Accommodation and other facility for both Domestic and Foreign Tourists.
32	Beautification & Development of Abhishek Pond, Vaisali	43.84	Tourist Attraction of ancient heritage
	Total	1,208.53	

Source: Annual Report. 200-2001, Govt. of Bihar, Dept. of Tourism

5.2.1.2 Road Network Implemented

The following road projects have been implemented during 2000-2001.

Table 5.2
Road Projects implemented during 2000-2001

SI.No.	Road Project	Proposed Expenditure (Rs in Lakh)
	Improvement & Renovation of:	
1)	GT Road to Deb Aurangabad	23.13
2)	Matryagaudha Road Network, Saharsha	25.00
3)	Sonbars Biratpur to Chandi Road network	39.90
4)	Bodhgaya Road network	51.25
	Total	139.28

5.2.1.3 Road Network Established

The following road network was established during 2000-2001:

- 1) Vaisali-Patna-Pawapuri (Nalanda)-Rajgir (Nalanda)-Lachuwar (Lakhisarai) [Connected with Jain Pilgrimage]



- 2) Punora-Sitamarhi-Vitta Turn around-Fulhar-Janakpur (Nepal)- Madhubani-Darbhanga [Connected with Sita of epic Ramayan]
- 3) Patna-Bhitiharba-Betia-Motihari [in memory of Gandhiji]
- 4) Bodhgaya Road Netowrk
- 5) Laurea Nandangarh – Kesaria-Vaisali
- 6) Patna-Gaya-Aurangabad-Bodhgaya-Rajgir-Nalanda-Vikramashila (Bhagalpur)

Sl. No. (4) to (6) are in connection with Buddhist Pilgrimage.

5.2.1.4 Institute of Hotel Management, Catering, Hospitality Services & Nutrition in Patna

The foundation of the Institute was laid down on 9-2-2001 and is expected to be completed within 2 years. Land has been acquired at Hajipur at a cost of Rs 10.24 Crore. The Institute will award 3-year Diploma Course and annual in take will be 50 students. The Institute is a joint collaboration of the Government of India (Tourism Department) and the Government of Bihar. There is a scope of further development.

5.2.1.5 Video-films

- 1) Jain Pilgrimage
- 2) International Buddhist Festival
- 3) Rajgir Festival
- 4) Sonapur Fair

5.2.1.6 Short Video-film under preparation

- 1) Historical Monuments
- 2) Religious Destinations

5.2.1.7 Attractive Publications

- 1) Different Historic Places in Bihar
- 2) Different Religious Places in Bihar
- 3) Koshi-Circuit
- 4) Jain Pilgrimage

5.2.1.8 Fairs & Exhibitions

The Government of Bihar organized the following Fairs & Exhibitions:

- 1) Vaisali Fair
- 2) Rajgir Fair
- 3) International Buddha Festival, Bodhgaya
- 4) Tourist Village & Tourist Stall at Sonapur Fair
- 5) Religious Festival, Aurangabad

Participated in the following Exhibitions & Tableau

- 1) Tourist Stall in TTF, Delhi
- 2) Tourist Stall in Trade Fair, Delhi
- 3) Tableau in Republic Day, 2001 awarded first prize

5.2.1.9 Hoardings

- 1) Attractive Hoarding in Patna Airport;



- 2) Advertisement/Hoardings in various tourist destinations;
- 3) Hoarding/Banners in important places

5.2.1.10 Folders/Brochure

- 1) Various tourist destinations in different languages
- 2) Adro Road Network
- 3) Monuments of Bihar
- 4) Folders on Rajgir, Vaisali, Bodhgaya, Nalanda, Patna & Sonapur

5.2.2 Projects/Schemes initiated by Government of Bihar

The following projects/schemes are initiated by the Government of Bihar for implementation:

Table 5.3
Projects/Schemes initiated by Government of Bihar

Sl. No.	Project	Actual Cost (Rs in Lakh)
1.	Construction of Tourist Centre, Bodhgaya	25.93
2.	Construction of Tourist Centre, Rajgir	18.52
3.	Beautification of Tourist Centre, Bodhgaya	7.68
4.	Purchase of Land & Beautification of Tourist Information Centre, Loknaya Bhawan, Patna (See also Govt. of Bihar Scheme under Sl. No. 20)	10.00
5)	Construction of Boundary wall of Tourist Centre, Muzaffarpur (See also Sl. No. 27 under Govt. of Bihar Project)	10.00
6.	Construction of the Boundary wall of Tourist Centre, Bodhgaya (See also Sl. No. 1 & 3 above)	10.00
7.	Construction of the Boundary wall of Tourist Centre, Rajgir	5.00
8.	Computerization of Tourist Information Centres at New Delhi, Kolkata, Varanasi, Bodhgaya & Rajgir	10.00
	Total	97.13

5.2.3 Proposed Tourist Development and Promotion Show During 2001-2002 by the Government of Bihar

5.2.3.1 Road Network

Improvement and Renovation of Road Network in the following Tourist destinations:

1. Sonbarsa – Chandi
2. Deb – Amba (Aurangabad)
3. Baba Karukhirhar Shrine
4. Sikendra – Lachuwar

5.2.3.2 Accommodation and other tourist facilities in important tourist destinations

Table 5.4
Tourist Information Centres, 2001-2002

Sl No	Project	Amount Sanctioned (Rs in Lakhs)	Action Plan
1	Tourism Facility & Information Centre, Matsyagandha (Saharsha)	74.13	Accommodation & Information Facility for Tourists/ Travellers
2	Tourist Information Centre, Bhagalpur	17.40	Information centre for Tourists
18.	Tourist Information Centre, Patna	125.00	Modern communication system to help reservation and other facilities
20.	Tourist Information Centre at Loknaya Bhawan, Frezer Road Patna (See also Sl. No. 4 under Central Assistance Scheme)	10.00	Tourist Information & Facility Centre
23.	Construction of Tourist Information Centre, Muzaffarpur	27.07	Tourist Information & facilities Centre



5.2.3.3 Publicity

- 1) Mobile Exhibition
- 2) Tourism Exhibition & Tourist Stall
- 3) Advertisements in National & International Dailies and Magazines
- 4) Advertisement in AIR & TV
- 5) Short Video Film in Tourist Destinations
- 6) Hoardings at different places
- 7) Publication / Literature on Tourist Destinations

5.2.3.4 Exhibitions/Fairs

- 1) Vaisali Fair
- 2) Rajgir Fair
- 3) International Buddhist Fair
- 4) Mithila Fair
- 5) Ang Fair (Bhagalpur)
- 6) Sun Fair (Deb)
- 7) Bhojpuri Fair (Sugauli)
- 8) Tourist Village & Stall at Sonapur Fair
- 9) Regular Fairs
- 10) National fair on 2600th Birth Anniversary of Bhagawan Mahavir (April, 2001 to April 2002) at National level
- 11) Participation in Exhibition at National level
- 12) Recreational Tablean on special occasion

5.2.3.5 Way-Side Amenities and Cafeteria

Table 5.5
Way-Side Amenities and Cafeteria, 2001-2002

SI No	Project	Amount Sanctioned (Rs in Lakhs)	Action Plan
1	Wayside Facility Centre, Ribilgunj, Chhapra	41.14	Resting & Restaurant for Road Travellers
2	Cafeteria at Bikramsila, Bhagalpur	19.38	Restaurant for Tourists
3	Wayside Facility Centre, Aurangabad	35.65	Accommodation & Restaurant for Road Travellers
4	Wayside Facility centre in State Highway, Patna	41.14	Resting & Restaurant for Tourists

5.2.4 Projects of the Bihar State Tourism Development Corporation

Bihar state Tourism Development Corporation has identified various projects for the development of tourism in the state of Bihar. The projects are aimed at integrated development of tourism & tourism supported infrastructure as well as other necessary infrastructure.



Table 5.6
Projects of the Bihar State Tourism Development Corporation

Sl. No.	Destination/Place	Projects	Class of Project	Estimated Cost (in Rs.)	Details of expenditure	Remarks
1.	Valmikinagar	Land acquisition for Residential	Div-1	55 Lakhs	20 beded residential, 2 acre of land to acquire	
		Adventure Tourism	Div-2	1 Crore	2 motorboat from Valmikinagar to Hazipur	Favorable season – January to May
		Construction of Road	Div-2	-	101 km motorable road	Betia to Valmikinagar
		Modern Information centre	Div-5	15 Lakhs	Tourist Literature, Video Cassette library	
		Conservation of Crocodile	Div-3	1 Crore	Crocodile conservation and breeding centre	River bank area
2.	Lauriya Nandangarh	Land acquisition for Residential	Div-1	28Lakhs	8 beded Yatri Niwas in on acre of land	
		Road Transport	Div-2	-	Repairing of 22 km road	Betia to Nandangarh
		Land development	Div-1	10 Lakhs		
		Modern Information centre	Div-5	1 Lakhs	Translation of inscription on sthambh to different languages.	
		Amusement park	Div-3	3 Crores	Acquisition of 4 acre of land	
3.	Rampurwa	Land development	Div-1	50 Lakhs	To establish the fallen Ashoka Stambh	
		Road			54 km metalled road construction	Nandangarh to Rampurwa
4.	Sahodara Place	Land acquisition for Residential	Div-1	50 Lakhs	One dormitory and 2 room on 2 acres of land	
		Road	Div-2	-	20 km metalled road	Narkatiaganj to Sahodra
5.	Areraj	Amusement Park	Div-3	3 Crores	Acquisition of 4 acre of land development of Garden	
		Land development	Div-1	50 Lakhs		
		Road	Div-2		28 km metalled road	Motihari to Areraj
6.	Chandisthan	Road construction	Div-2		6 km metalled from Areraj	
		Museum	Div-1	10 Lakhs	Establishment of Museum at Chandisthan	
7.	Vediban	Land development	Div-1	10Lakhs	Establishment of Vedic Yagna	



Sl. No.	Destination/Place	Projects	Class of Project	Estimated Cost (in Rs.)	Details of expenditure	Remarks
8.	Sitakund	Museum Entrance Gate	Div-1 Div-1	10 Lakhs 5 Lakhs	Mandap in the centre of Vediban Spot museum	In the eastern side
9.	Kesaria	Residential Land development Road development	Div-1 Div-1 Div-2	10 Lakhs 15 Lakhs -	6 bedded Yatri Niwas Filling of low lying area around the Stambh and forestation 22 km construction of road from Bara Chakia to Kesaria	
10.	Muzaffarpur	Modern Information Centre Museum	Div-1 Div-1	5 Lakhs 10 Lakhs	Video Cassette, Generator, Literatures, Library Development of Ramchandra Shahi Museum	Near Railway Station
11.	Katra (Muzaffarpur)	Amusement Park Road (Metalled)	Div-3 Div-2	1 Crores -	Amusement park near Chamunda Sthal 18 km road from Muzaffarpur to Katragarh	
12.	Sitamarhi	Janaki Utsava	Div-3	50 Lakhs	Festival on Janaki Navmi	Two day's programme
13.	Punaura	Birth Place of Janaki (Land Development)	Div-1	5 Lakhs	Entrance Gate	Starting point of Mithila Parikrama.
14.	Deokuli Dham	Land Development	Div-1	5 Lakhs	Entrance Gate	
15.	Vaishali	Land development of Budhist Stupa	Div-1	10 Lakhs	Railing around the site	
16.	Hajipur	Basokund Land development Land development (Ramchandra Area)	Div-1 Div-1	10 Lakhs 15 Lakhs	Grand smarak of Tirthankar Mahavir Develop Ramacharna as smarak and entrance gate of Tulsi Bari	In Birth place River Bank
17.	Chechar	Land development, Museum	Div-1	10 Lakhs	Entrance Gate of Spot Museum in Chechar	
18.	Vajidpur	Land Development	Div-1	10 Lakhs	Entrance of Adhoorg Stupa	Encroachment of Stupa area, needs to be declared as archeological site
19.	Pojha	Land Development, Entrance Gate	Div-1	5 Lakhs	Installation of Budha Statue	
20.	Mahnar	Residential Land Development	Div-1 Div-1	10 Lakhs 5 Lakhs	Entrance gate of Bodh temple of Pojha 10 bedded Yatri Niwas Children's Park	



Sl. No.	Destination/Place	Projects	Class of Project	Estimated Cost (in Rs.)	Details of expenditure	Remarks
21.	Don Buzurg	Land Development	Div-1	15 Lakhs	Excavation of Stup area and entrance gate of Tara Mandir	
22.	Sonpur	Entertainment Park	Div-3	1 Crore	Establish Drona Stupa, Ambika Mala, Thaweki Matika in the park.	Entrance Gate of Sonpur and Saran Commissionrate
23.	Aami	Residential	Div-1	10 Lakhs	Construction of six bedded Yatri Niwas	
		Road Construction	Div-2	-	Construction of 5 km metal road from Dighwara to Ambikasthan	Creation of Shakti Sthal
24.	Thawe	Residential	Div-1	10 Lakhs	Construction of 8 bedded Yatri Niwas	Religious Place
					Acquisition of 2 Acre of land	
25.	Darbhangha	Land Development	Div-1	10 Lakhs	Develop as boating facilities on Ganga Sagar and Digli Sarovar,	Large Tanks
		Boating	Div-1	5 Lakhs	Purchasing of two motor boats	
		Residential	Div-1	15 Lakhs	12 bedded Yatri Niwas	
26.	Kusheshwar	Residential	Div-1	10 Lakhs	Eight Bedded Yatri Niwas	
		Metalled Road	Div-2		21 km metal road from Darbhanga to Kusheshwar	
27.	Baliaka Bhairav	Road Construction	Div-2		Construction of 6 km road from Sakri to Baliya	
		Land Development	Div-1	5 Lakhs	Entrance gate of Baliya Temple	
28.	Kalipeshwar Sthan	Land Development	Div-1	10 Lakhs	Entrance gate of temple	
		Land Development (Malagram Art Shailly)	Div-1	15 Lakhs	Artisan Village Construction of Art Gallery of Mithila Art	Madhubani is the place of Mithila Culture
29.	Mir Bhagwanpur (Madhubani)	Land Development (Entrance door of temple)	Div-1	50 Lakhs	Entrance door of Temple, Establishment of old statue-pillars and idols	Established in Karmakalin (Mahabharat Period)
30.	Rajnagar (Madhubani)	Land Development	Div-1	150 Lakhs	Registration of forts, mandaps and temple.	Fort Area
					Entrance gate Art Gallery in Fort	
31.	Mukteshwar (Madhubani)	Land Development	Div-1	25 Lakhs	Plantation in temple area	



Sl. No.	Destination/Place	Projects	Class of Project	Estimated Cost (in Rs.)	Details of expenditure	Remarks
32.	Andragadi	Residential & Information Centre	Div-1 Div-3	50 Lakhs	2 double bedded and one dormitory and Model Information Centre	Centre Place
33.	Samastipur	Information Centre	Div-5	25 Lakhs	Construction of Model Information Centre	District HQ
		Residential	Div-1	25 Lakhs	Video Library, tourist information books and photo cards. Eight Bedded Yatri Niwas	District HQ
34.	Badipani	Land Development	Div-1	25 Lakhs	Smarak of Udhyanacharya	
35.	Vidyapati Nagar	Land Development	Div-1	25 Lakhs	Entrance Gate of Balishwarnath Mandir	Samadhi of Vidhyapati
		Road	Div-2		Metalled road between Samastipur to Vidhyapatnagar	
36.	Hasanpur	Residential Development	Div-1	25 Lakhs	Model Information Centre	Historical famous village
				25 lakhs	6 Bedded Yatri Niwas	
				25 lakhs	Museum (Construction of museum of kumar)	
				10 Lakhs	Village fair (5 year plan for annual fair)	



5.3 GOVERNMENT OF INDIA FINANCIAL ASSISTANCE TO BIHAR FOR THE DEVELOPMENT OF TOURIST FACILITIES

The Department of Tourism, Government of India provides financial assistance to every state for the development of tourist facilities.

Table: 5.7
Financial Assistance to Bihar through Govt. of India for Development of Tourist Facilities

Year	No. of Project/Schemes	Amount (in Lakh)	
		Sanctioned	Released
	10	314.96	94.47
1999-2000	5	89.71	21.00
1998-1999	11	237.29	96.19
1997-1998	11	234.07	88.37

Source: *Tourist Statistics, India, 2000*



CHAPTER-6

OPINION SURVEY OF TOURISTS

6.1 BACKGROUND

Tourism has become a very important contributor to a nation's GDP and this holds true as much for India as for other countries of the world. As compared to other countries, India is in a unique position with regard to the choices it can offer to a tourist, simply because her diversity of culture and environment is unparalleled.

In this context, the state of Bihar offers the footloose and fancy-free traveller a panorama of natural beauty, ranging from lush green fields of gold to rolling hills and plentiful flora, not to mention myriad species of fauna. Apart from living in the lap of nature, the State also has a rich heritage and offers the erudite and even the ordinary traveler a fascinating glimpse into the pages of Indian history. Bihar's history goes back to ancient times, and it has many historical events of major importance to its credit.

6.2 RESEARCH OBJECTIVE

The objective of this market research study is to address such tourism issues such as:

- Identify the issues facing tourism and tourism related infrastructure in Bihar,
- Evaluate the perception of tourists vis-à-vis the facilities available,
- Identify the missing linkages for high end tourism,
- Assess willingness to subscribe to such specialized projects as water sports, heritage, tourism, adventure sports, etc.
- Identify areas of improvement.

The facts relating to all these issues would serve as guiding parameters in the preparation of a 20 years Perspective Tourism Plan for the state of Bihar.

6.3 METHODOLOGY

In order to conduct this survey, a two-stage research design was implemented.

- Secondary data was collected partly by recording the observations made during site visits and partly by consulting published matter and information available on various online travel portals.
- Primary survey was conducted by means of open-ended questionnaires as well as through focus group interviews. The survey questionnaires as well as the focus group interviews were conducted at different locations within the State of Bihar, including Patna, Bodh Gaya & Bhagalpur among others.

The questionnaires were divided into three types, based upon the type of respondent as identified for this study. The main background of this was mainly to address all major issues that contribute to Tourism in Bihar with due consideration to reduce bias. For each of the subdivisions, again a separate sample was chosen at random, in order to minimize bias. The sub-divisions were as follows:

- i) Tourists
 - Foreign tourist
 - Domestic tourist
- ii) Tour Operators
- iii) Hoteliers

An initial open-ended questionnaire was provided to all the three types of respondents. Subsequently, based on the responses to the questionnaire the survey groups were selected.



i) Tourists:

The Respondents in this case comprised of the following:

- Independent Foreign Tourist
- Non Resident Indian
- Indian Resident
- Chartered Tourists
- Honeymooners
- Corporate-Leisure Segment

ii) Tour Operators: The respondents in this case were Travel agents and Tour operators with offices located at various locations all over Bihar. Both Private Tour Operators as well as Government Undertakings such as Ashok Tours and Travels were considered for the purpose of survey.

iii) Hoteliers:

In this case, the respondents were owners and managers of hotels, lodges and guesthouses located at various tourist locations all over Bihar. The survey was not limited to a particular class of hotel (such as 5 star), but was spread over a wide spectrum in terms of budget and facilities.

6.4 SCOPE OF THE STUDY

The Consultants considered a number of parameters for this research study.

Some of the parameters considered were as follows:

- Demographic information
- Nationality (in case of foreign tourists)
- Place of origin (for domestic tourists)
- Expenditure incurred on travel
- Purpose of visit
- Duration of stay
- Travel arrangements including mode of transport
- Average daily expenditure
- Food habits, etc.

For tour operators, some of the parameters considered were:

- Location
- Type of services and value added services offered
- Strategy adopted during peak and off-peak season
- Frequency of tourists availing their services
- Perception of demand for their services
- Environment for tourism development in Bihar, etc.

For hoteliers, some of the parameters were:

- Location
- Price
- Facilities available
- Occupancy rate, etc.

The Consultants have considered the above items as governing parameters in order to identify new tourist destinations, activities of interest to tourists and related infrastructure while preparing the 20 years Perspective Tourism Plan for the State.



6.5 LIMITATIONS AND RATIONALISATION OF THE PRIMARY SURVEY OUTPUT

One of the limitations of the focus group interview is that in some of its segments the output may be relatively skewed. And some issues, which are qualitative or subjective to individual perception, cannot be adequately addressed in a questionnaire survey. In order to rationalize the research process and at the same time ensure the perceptions of the respondents were recorded adequately, a combination of open-ended questionnaires and focus group interviews were used. The questionnaires were initially administered to a large sample and based on the willingness of the respondents to participate in a discussion; smaller focus group interviews were conducted.

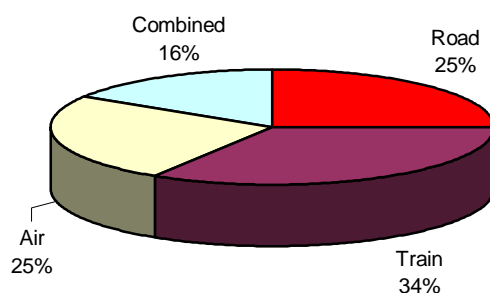
Considering the time duration of the study and other present social problems, the method of sampling was convenience and random sampling. Though all efforts have been made to minimize bias, some amount of bias may still creep in, because the survey took place just after the peak tourist season (October - February) was over.

6.6 PRIMARY SURVEY FINDINGS

In our survey, The Consultants have made a clear distinction between tourists who were Indian nationals and those who were foreign nationals. Out of the total sample, only about one-sixth of the total number of tourists surveyed were foreign nationals. While most of the foreign tourists were on package tours, the Indian tourists were mostly traveling independently. The majority of those surveyed were traveling in a group or with their families and in most of the cases where a person was traveling alone; they were on business and were putting in some sight-seeing in their spare time. As for the age group, almost all the tourists fell within the 20-60 age group, with very few below 20 and none over 60.

The findings for foreign tourists were similar in some respects and remarkably different in others. In most cases, the foreign tourists had got their information through word-of-mouth sources such as friends, while their Indian counterparts had come on business purposes or to visit their relatives in the state. For most of the Indian tourists, tourism was only one of the reasons for their visit, and not the primary one. The number of Indian tourists who had come with the sole purpose of tourism was a small minority, as they constituted less than one-tenth of the total sample of domestic tourists.

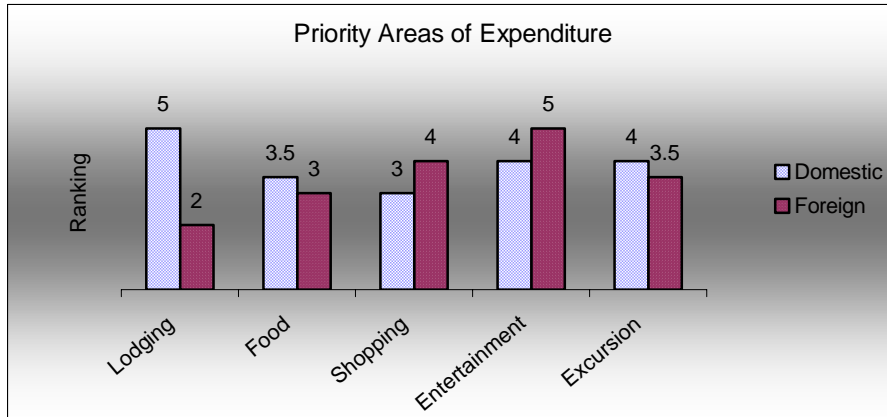
Mode of Transportation used by Tourists



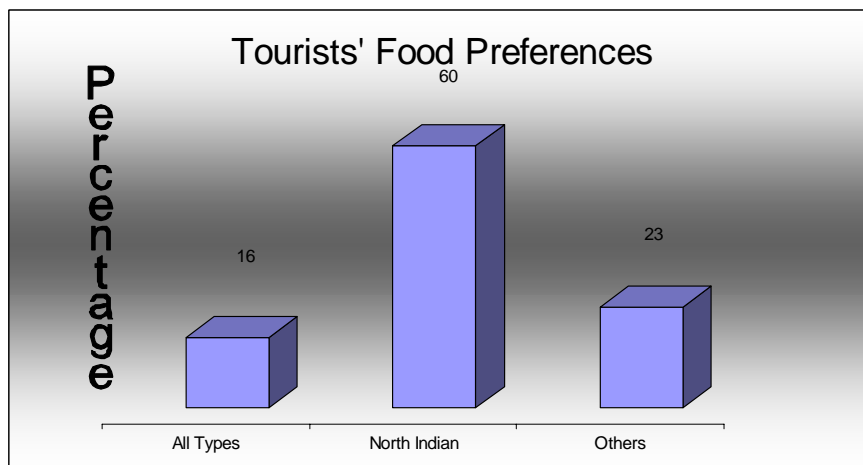
Furthermore, though the foreign tourists were from all over the world, the Indian tourists, in about 75% of the case, were hailing from different parts of Bihar. The other states of India accounted for the remaining 25%, with Jharkhand accounting for 16% and the other states the remaining 9%.



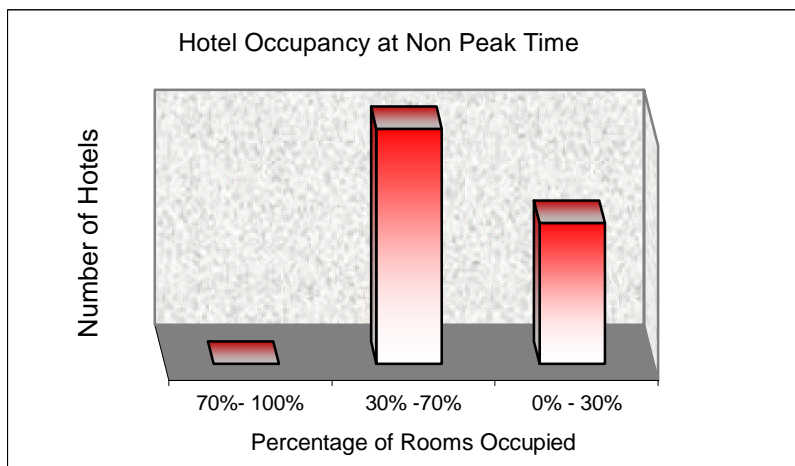
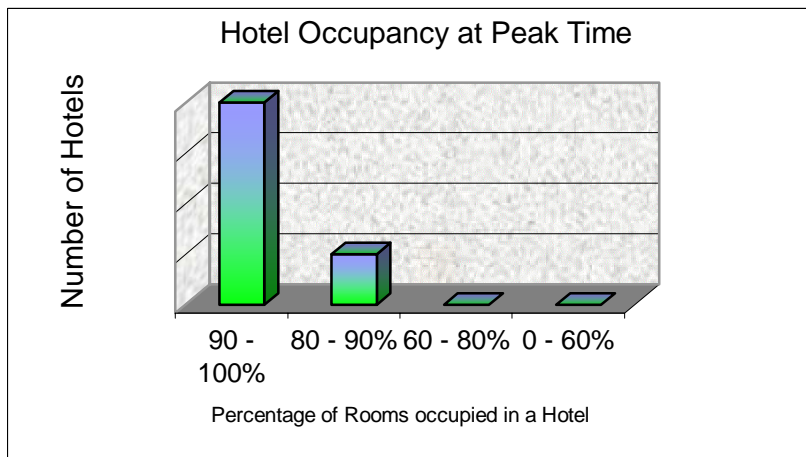
The spending habits of the foreign and domestic tourists did not differ substantially with both the Indian and foreign tourists spending less than Rs 500/- per day on average on food and lodging. The foreign tourists, on the whole visited more places than their Indian counterparts and as such their duration of stay in Bihar was also much higher. When it came to the break up of expenditure, for the foreign tourists, the major areas where maximum expenditure took place were entertainment and shopping, followed by travel and food, with lodging bringing up the rear. For domestic tourists, there was a marked and major difference, with lodging capturing a chunk of the expenses, followed by entertainment, travel and food, with shopping having the least priority. There was a distinct gender bias with only about 25% of the entire sample being female.



When it came to food, very few of the respondents preferred a variety of food, with this segment comprising only about 17% of all tourists, whether domestic or foreign. Among other cuisine, North Indian was the most popular, being the preferred food 60% of the time and all other types of cuisine such as South Indian, Continental and Chinese, taken together, were preferred only 23% of the time.

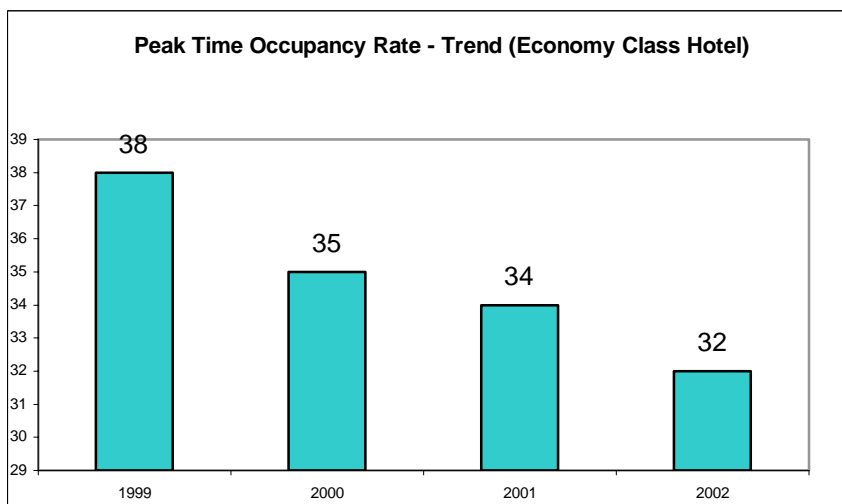
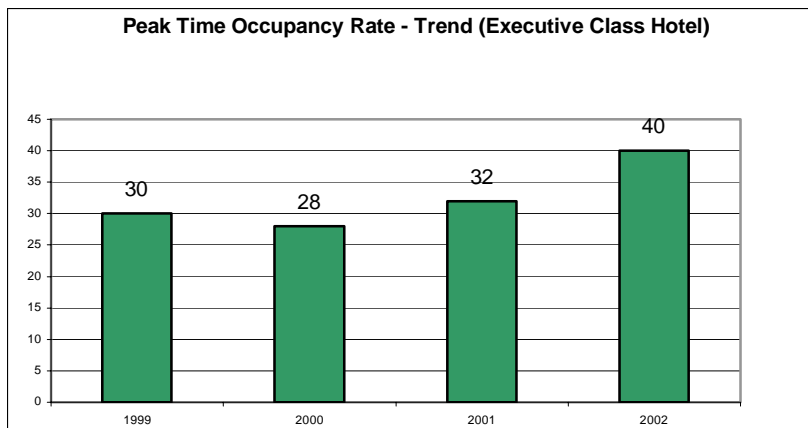


When it came to hotels, all tourists, irrespective of place of origin or budget, showed a distinct bias towards hotels offering better facilities at a lower price. Domestic tourists were more price conscious than their foreign counterparts, and were willing to make compromises on quality for the sake of price. This was not the case with foreign tourists. On the whole, all the tourists were unanimous in their view that the transport infrastructure and the amenities offered by the hotels need to be improved.

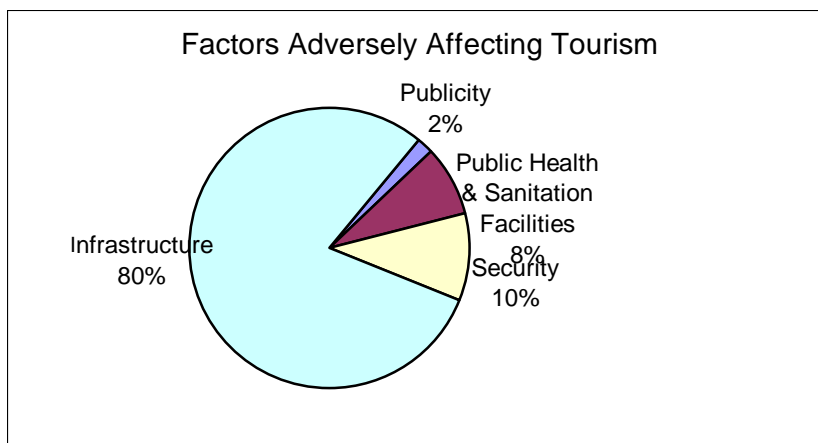


The survey of tour operators and travel agents revealed that most tourists opted for package tours and value added services such as guides. Railways were the most preferred means of transportation within the state, with air travel (where available) coming next in preference and roads being the least preferred. The tour operators also agreed that there was a marked decline (as high as 50% in some cases) in the number of tourists availing of their services over the last 5 years

The survey of hoteliers also revealed that most of the hotels had sufficient staff and such basic facilities as running hot and cold water, and a TV in each guest room. Some of them also had deluxe and A/C rooms. It was also seen that occupancy rates of the deluxe hotels were going up, though the reverse was true for the cheaper hotels.

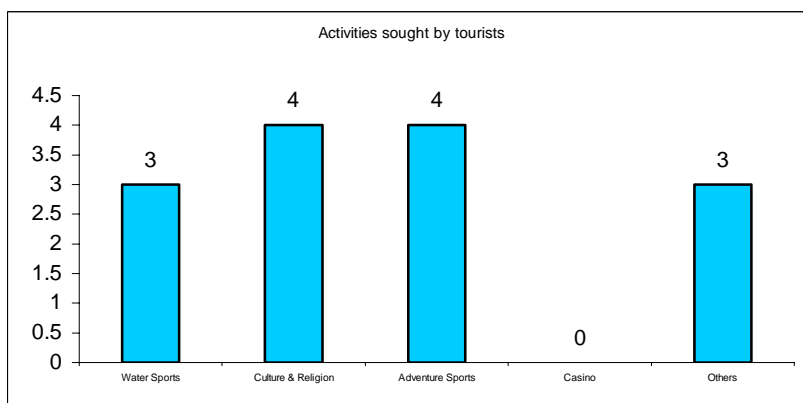


All types of respondents agreed that some of the constraints to tourism were the lack of basic infrastructure such as roads, water supply and sanitation facilities for travelers at tourist spots, accessibility problems and lack of tourism related information and bad publicity. Security was also a big issue with all the tourists, with all of them agreeing that the security arrangements throughout the state should be improved. The tourists were, however unanimous in stating that they had enjoyed their trip thoroughly, and that they would love to come back again.





The Buddhist tourism Circuit of Bodh Gaya was the biggest draw for the majority of tourists. Apart from this, a large number of tourists also preferred to visit the Patnasaheb Gurudwara, Golghar and other such places of interest in and around Patna. Patna was the city of choice for almost all the tourists, and this was mainly because of the facilities and infrastructure available there. For the majority of domestic tourists, the choice of location was determined more by other factors (such as their relatives staying there) rather than the inherent qualities of the location itself. Apart from Patna and Bodh Gaya, some of the other preferred locations were Saharsa, Nandangaon, Bhagalpur and Rajgir.



6.7 CONCLUSION

6.7.1 Potential

Bihar has enormous potential for Upgradation of existing tourist products & development of new products, some of which are the latest craze in the western world today.

i) Heritage Tourism

The state has an abundance of historical places, Religious Places, Archeological Sites and forts which can be suitably renovated and opened up for tourism.

ii) Health Tourism

Spring Sites have tremendous potential for health tourism due to their medicinal values.

iii) Entertainment Tourism

Tourism activity in the state of Bihar thrives mainly on Religious Tourism. One of the features of modern tourism, which is barely available in the state, is entertainment complexes such as amusement parks, water parks, cable car rides, aquariums, casinos, sound and light shows, etc. These features are highly popular in the west as well as in India, wherever available. These features have a great potential in Bihar as they will introduce a variety of recreational facilities to tourists.

iv) Waterfront Tourism

Bihar has significant potential for water-based tourism (waterparks, riverfront development, water transport etc.) These features if properly developed will definitely attract a lot of tourists to the state.

v) Cultural Tourism

Bihar has rich cultural heritage which is exhibited through the various fairs and festivals and dances. The food and cultural festival exhibiting the culinary delights and ethnic tradition, is another popular festival which if properly marketed (in India and abroad) can give a major boost to tourism in the state.



6.7.2 Constraints

As such, there is no major single issue affecting the development of Bihar as an international level tourist destination. There are a number of issues, all of which are equally responsible for constraining tourism development in the state. First of all, there is a major infrastructure problem. Though the state boasts of many places of interest, in most cases, accessibility is a huge problem. The condition of roads needs to be vastly improved, and the problem of poor connectivity needs to be addressed on a priority basis. A frequent complaint of the tourists was the lack of garbage disposal and sanitation facilities throughout the state. Tourists are not always adventurers or explorers that they will be able to endure every kind of hardship. In fact, most of the tourists are found to be on a pleasure trip, just to get rid of the drabness of their daily humdrum existence. Thus, they search for all kinds of comforts that come within their budget. Lack of adequate infrastructure deprives them from fulfilling their desire. This has adversely affected the perception of the state as a tourist destination. Most of the respondents said that they did not feel safe and that the law and order situation needed to be improved. They also felt that there was a negative perception of the state in people's minds and once appropriate measures were taken to address these issues a number of hurdles in the way of making Bihar a more preferred tourist destination will be removed. Furthermore, concrete steps need to be taken to publicise the various tourist destinations, as in most cases, the tourist's primary reason for visit was not tourism, but either business, or visiting their relatives.

6.7.3 Tourists

The expectation of a foreign tourist from a tourist location is pretty high. And this is true with respect to almost everything - be it the inherent beauty of the spot or the quality of amusement or be it the standard of hospitality services. Thus, it is quite important to elevate the standard of the hotels and the services offered by them to an international level. It would also be prudent to make available foreign exchange counters, cyber cafes and foreign language speaking guides at their disposal.

It is a usual practice for foreign tourists to India to come along with some international tour operators. It may be recommended that the tourism marketing authorities urge such tour operators to include Bihar in their itinerary. Other foreign tourists who come independently often look for travel desks at the aerodromes of their city of disembarkation, which is usually one of the metros. Setting up of a separate travel desk and interactive kiosks by the Bihar tourism development authorities at the important airports to entice foreign tourists is expected to address this need.

Another feature that was striking was the travelers' inclination towards adventure and water sports. Nature has gifted the infrastructure for all these activities to Bihar and it is only a question of initiative and implementation to take full advantage of this natural boon.

Both domestic and foreign tourists are also eager to come in contact with various socio-cultural aspects of Bihar. Cultural programmes featuring songs and dances by the local community will definitely enthrall the tourists. Tourists also seek interest in gathering relics from places that they visit. Accordingly, the market for handicraft items may be developed.

Since domestic tourists showed a marked preference for North Indian food, arrangements for providing the same may also be made. Furthermore, there should be an upgradation of facilities available at hotels, as from the increase in occupancy rates in better hotels and the decline in budget ones, the conclusion could be drawn that the spending power of tourists coming to Bihar is increasing. At present, all tourists felt that the cost of their stay in Bihar was quite reasonable and compared favorably with other tourist destinations.

All tourists, whether foreign or domestic, bother quite deeply about their security. Thus, their security must be ensured first, before going on to the other aspects.



Since the tourism industry also provides a fillip to related industries such as the hospitality industry and the handloom and handicrafts industry, and provides employment opportunities to the local people and raise the living standard on the whole, a well directed effort at realizing the potential of Bihar as a tourist destination will go a long way in making the state prosperous and improve the country's GDP.



CHAPTER-7

SWOT ANALYSIS

Development of Tourism in Bihar is based on an analysis of strengths, weakness, opportunities and threats (SWOT) through discussions with people, observations & literature surveys.

7.1 STRENGTHS

Bihar has a rich inventory of world class tourism resources, with rich heritage of enormous history and natural resources which include:

- i) Buddhist Religious Places spread throughout the State with Bodhgaya being the place where Buddha attained supreme enlightenment. Other Places include Kesariya, Lauriya Areraj, Lauriya Nandangarh & Vaishali.
- ii) Jain Religious Places of both sects with Jain Temples at Rajgir, Mandar Hill, Nawada, Pawapuri, Vaishali, Nalanda & other places with the potential to attract Jains from all over the world.
- iii) Muslim Religious Places comprising of Tombs & Mosques at various places including Patna, Vaishali, Munger, Biharsharif Lakri Dargah & others.
- iv) Legendary places associated with Ramayan including Sitamarhi, Valmikinagar, Ahalya Asthan, Vaishali etc
- v) Places associated with the Mahatma Gandhi and the Independence struggle such as Motihari, Betia, Bhitharwa, Brindaban, Sadaquat Ashram & others
- vi) Historical Places including 'Patna' earlier known as 'Pataliputra' which has been the royal seat of governance of various kingdoms.
- vii) Picturesque landscape along rivers of Ganges, Gandak, Ghaghara and Son.
- viii) Luxuriant greenery dotted with beautiful villages.
- ix) Bird sanctuaries, Wildlife & National Parks including Kanwar Jheel Bird Sanctuary, Bhimbandh Sanctuary, Nagi Dam Sanctuary, Goga Bill Bird Sanctuary, Gautam Buddha Sanctuary, Rajgir Sanctuary etc
- x) Heritage monuments & Ruins such as Nalanda, Vikramsila, Kumrahar etc
- xi) Rich cultural heritage – celebration of various fairs and festivals of tribes, and the local dances including chhau and other dances.
- xii) A wide variety of flora and fauna.
- xiii) Rich in Arts and Crafts with exclusive Mithila Paintings of unmatched art and unique craftsmanship. The folk paintings are the works of women artists and are famous all over the world for their intricate designs & motifs.



7.2 WEAKNESSES

The weaknesses that have been identified are:

- i) Lack of security & safety measures for Tourists which affects the perception & tourism potential of the state
- ii) Lack of Tourism infrastructure such as Tourist Information Centres
- iii) Lack of adequate tourism related infrastructure such as transportation facilities, public conveniences such as toilets, refreshment centers
- iv) Inadequate marketing of tourism products of both in domestic and international market
- v) Lack of sufficient awareness, education and publicity amongst local residents regarding economic, social and cultural benefits of tourism.
- vi) Deficiencies in infrastructure especially connectivity and accessibility
- vii) Lack of adequate professional training facilities for human resource development and quality of services
- viii) Connectivity between the northern & southern parts of the state due to River Ganges
- ix) Bihar has insufficient functional road network hierarchy
- x) Bihar accounts for 16.5% of the flood-prone area and 22.1% of the flood-affected population in India. The rivers that regularly inundate the plains are the Ganga, Kosi , Gandak and Son. The districts worst affected by the floods include Muzaffarpur, Sitamarhi, Darbhanga, Samastipur and Madhubani.

7.3 OPPORTUNITIES

Bihar has enormous potential for Upgradation of existing tourist products & development of new products, some of which are the latest craze in the western world today.

Heritage Tourism

The state has an abundance of historical places, Religious Places, Archeological Sites and forts which can be suitably renovated and opened up for tourism.

Health Tourism

Spring Sites have tremendous potential for health tourism due to their medicinal values.

Entertainment Tourism



Tourism activity in the state of Bihar thrives mainly on Religious Tourism. One of the features of modern tourism, which is barely available in the state, is entertainment complexes such as amusement parks, water parks, cable car rides, aquariums, casinos, sound and light shows, etc. These features are highly popular in the west as well as in India, wherever available. These features have a great potential in Bihar as they will introduce a variety of recreational facilities to tourists.

Waterfront Tourism

Bihar has significant potential for water-based tourism (waterparks, riverfront development, water transport etc.) These features if properly developed will definitely attract a lot of tourists to the state.

Cultural Tourism

Bihar has rich cultural heritage which is exhibited through the various fairs and festivals and dances. The food and cultural festival exhibiting the culinary delights and ethnic tradition, is another popular festival which if properly marketed (in India and abroad) can give a major boost to tourism in the state.

7.4 THREATS

Bihar is endowed with the potential to develop as a major tourist destination of India for domestic & foreign tourists. Being sluggish in terms of development, the State is facing challenges, which directly and indirectly curb the growth of tourism. The existing infrastructure, safety & Security & local awareness are the major hindrance for the development of the tourism in the State.

- **Competition by other developed Tourist Destination of the Country:**
Other tourist destinations as Maharashtra, Kerala, Rajasthan etc. are posing stiff competition for Bihar by providing better tourism based infrastructures, developing the resources and by marketing aggressively about themselves as a great tourist destination.
- **Social Problems:**
Social problems like causes of insurgency etc. should be curbed or resolved and provisions to give complete security cover for the tourists.
- **Poor infrastructure and basic amenities**
Infrastructures, if not improved, specially roads, solid waste management, power and accommodation, it would create major hindrances in the development of tourism.
- **Lack of Awareness of Tourism Activity**
General public requires be educating and informing about tourism and their supports to its developments.



CHAPTER-8

REQUIREMENT OF SUPPORT INFRASTRUCTURE

8.1 HOTEL ACCOMMODATION

As on 2000-2001, the total number of beds available in Bihar were 2,165 which accounts to 0.35 average beds per 1,000 tourists. The hotel accommodation in Bihar is grossly inadequate for a tourist inflow of 61,48,841 (2001). Classified hotels represent 47.09 per cent.

At the national level, on an average more than 50 per cent of the hotels are in 3 Star and 2 Star categories which accommodate more than 40 per cent of the tourists.

In order to attract the tourists, the government of Bihar need to take immediate steps to create adequate beds for the tourists. Budget Hotels for Domestic Tourists and 3 Star and 2 Star Hotels of international standards for foreign tourists are required.

Sonepur Fair, which is the most popular tourist destination, attracted 10.90 Lakh Domestic Tourist in 2001, does not have any approved hotel. Similarly, Madhepura (Singheswar Asthan Fair) has only one wayside facility of 40 beds against Domestic Tourist of 1.25 Lakh (2001), Madhubani has one unclassified hotel of 18 beds against Domestic Tourist in flow of 1.10 Lakh (2001), Bhagalpur with 16.39 Lakh Domestic Tourist (2001) has one 2 Star Hotel of 23 beds and 5 unclassified Hotels.

Bodhgaya, an important tourist circuit, had 1.76 Lakh Domestic tourist and 30,161 Foreign Tourist during 2001. It has only one 3 Star Government Approved Hotels with 38 Beds and 8 Unclassified Hotels of 27 Beds. Same is the situation in Gaya, Rajgir and Vaishali.

At the national level, the average number of beds per 1,000 tourists is 18.4.

The Government of Bihar may take up the constructions of hotels in phased manner to attract the tourist, in following manner.

Table: 8.1
Proposed Construction of Hotels

Sl. No.	Tourist Destination	Proposed Construction of Hotels in Phase Manner		
		3 Star	2 Star	1 Star
1.	Bodhgaya	2 (50)	1 (50)	1 (50)
2.	Rajgir	1 (50)	1 (50)	1 (50)
3.	Vaisali	1 (50)	1 (50)	1 (50)
4.	Bhagalpur	1 (50)	1 (50)	1 (50)
5.	Muzaffarpur	1 (50)	1 (50)	1 (50)
6.	Madhubani (Saurasth Sabha)	1 (50)	1 (50)	1 (50)
7.	Madhupura (Singheshwar Asthan Fair)	1 (50)	1 (50)	1 (50)
Total		6 (350)	7(350)	7 (350)

There is also a need to make Tourist Complexes, Youth Hostels and 3 Star/2 Star Hotels in all District Head Quarters and important Cities/Towns and important tourist destinations.



The hotels can be constructed by the private sector participation for which adequate subsidy and other facilities and incentives are required to be given to all the private entrepreneurs.

8.2 PHYSICAL INFRASTRUCTURE

Tourism on any substantive scale and in cohesive form will only take place in a destination if the fundamental infrastructures are properly available.

8.2.1 Water Supply

The water demand for tourists will definitely be higher than the normal requirement. Although the water requirement for domestic case is taken as 150 lpcd, for tourist purposes the same is assumed to be around 250 lpcd. Thus for the year 2021, the water requirement calculated on the basis of the available beds works out to be 0.24 MLd.

8.2.2 Sewerage

On an average the sewerage generation is 80% of the piped water supply. Thus, for the tourism population of 2021, the extra sewerage generation will be around 0.2 Mld. Provisions have to be made for the proper disposal of the same.

8.3 OTHER TOURISM FACILITIES

8.3.1 Help Line and Improved Health Facilities

In order to improve the qualities of facilities and make those accessible to tourists readily, helpline centres need to be set up at tourists spots. These helpline will be equipped with latest telecommunication equipments i.e. satellites telecom, internet etc.

Besides providing information these Helpline centres will also render emergency health services to the tourists, on the spot.

8.3.2 Centres imparting Hospitality education, Research & Training

For the promotion of tourism proper initiative should be taken to set up centers imparting training in hospitality education.

- Conduct short term courses or crash courses in identified areas for the existing manpower engaged in the tourism industry.
- Start new courses, vocational at the undergraduate level and regular courses of the post-graduate level in Hospitality Services and Tourism.
- Undertake scientific market research from time to time and devise marketing strategies for the development of this sector.
- Organise meet of the Government Department's industry and the associations of tourism and supportive industries for mutual interaction.



8.3.3 Tourists lifeline

The following tourist lifeline projects should be realized:

- Twenty four hours tourists lifeline – manned phones for assisting tourists to contact in case of emergency
- Program to launch the complaint and definite follow-up procedure to book the erring establishments
- Utilization of computers and other latest equipment in processing of all tourism based activities including police complaints etc. in order to process them at shortest time duration.

CHAPTER-9

IDENTIFICATION OF NEW TOURIST SITES

9.1 EXISTING CONDITION

Bihar has a wide range of tourism potential, which has not been utilized to its fullest because of the critical geographical location of the state, insecure environment and inaccessibility. Bihar in any depth, daunted by the poor tourist facilities but the State has plenty of cultural and natural resources. It is realized that a little can be done for the impacts of strategic location and insecure environment but the existing tourist sites and the travel circuits need to be strengthened, new tourist sites and travel circuits to be identified and made more accessible to enhance the state's tourism potential.

9.2 OPTIONS FOR DEVELOPMENT OF TOURISM PRODUCTS

While exploring the options for development of tourism products, the following aspects are to be kept in view.

- i) Tourist Composition
- ii) Tourist requirement/expectation on various tourism activities and facilities as revealed in the tourist survey
- iii) Future target segment
- iv) Potential tourism activities
- v) The Plan for Tourism Development should be in conformity with the plans mentioned in the IXth Five Year Plan, the State Governments development policies, the Industrial Policy for the State and the National Tourism Policy.
- vi) The overall development plan to take into account WTO's Bali declaration on tourism development which emphasizes that the Government should be committed to the preservation of cultural diversity in the world by incorporating cultural heritage principles into their development projects and related activities.
- vii) The tourist products identified should encourage local community participation and protection of cultural identification, awareness programmes for local participation and local commitment to the project. It should also encourage women folk' participation.

The basic tourist composition shows that majority of tourists are domestic. Choice of options does vary among the domestic and foreign tourists

A close examination of potential places, which have been identified through various surveys, reveals that, a lot of developments are possible to enhance tourism.

A destination must be perceived in the market place as being an attractive place to visit. Destination image is crucial.

9.3 STRATEGIES TO IDENTIFY AND DEVELOP THE TOURIST ATTRACTION

In order to provide an extensive range of tourist attraction features across the State, appealing to various tourist market segments. The Consultants have formulated strategies to identify and develop the tourist attractions.

a) Strategy to Identify Tourist Attractions

- Maintain and highlight the State's unique and special attributes
- Establish a strong sense of place and local identity
- Identify diverse base of special interest attractions in designated Notified Areas
- Create tourism magnets through integrated tourism based activities
- Minimise the adverse impact of tourism on the State's natural resources and cultural values
- Help in establishing quality visitor experiences which meet expectations and will encourage positive word of mouth promotion by those who have enjoyed visit to Bihar

b) Strategy to Develop Tourist Attractions

- Bring a balance of many attractions as per the categories given below:
 - natural features
 - historic and cultural heritage attributes
 - shopping and entertainment facilities

- educational and interactive learning facilities
- sport and recreational facilities
- Bring clusters of attractions to provide unique experiences to tourists and their involvement in the attractions
- Create tourism development which is low impact and non-degrading to the environment.
- Provide basic amenities and reliable services on all tourist circuits and in all tourist centers to be developed in the State
- Select and priorities those sites which embody qualities that attract broad market interest, have attributes which are unique to Bihar
- Package the State's array of attractions and tourist infrastructure in such a manner as to draw visitors to and disperse them to other tourist destinations in the State.
- Preserve the country's patrimony which enabling tourism to contribute to the social and economic well being of the Bihar

9.4 OPTIONS FOR TOURISM ATTRACTION

i. Eco-Tourism

This is a very popular tourism product and is widely accepted form of tourism. This essentially means, tourism activities related to the ecology and natural environment. This may include wildlife observation, trekking, bird watching, study tour on botany & zoology and so on. The Eco Tourism Options are as follows;

a) Jungle Safari

Jungle Safari is the ride in the dense forest on elephants or by jeep. Tourists enjoy the bold and beautiful creations of God – wild animals, sweet note of birds, and smooth sizzling sound of breeze passing between the pages of leaves give tourists a mixed feeling of enjoyment and adventure.



b) Camping/ Nature Camps

Camping/ Nature camps is one of the old concepts, older than the term "ecotourism" itself. Nature camps are meant mainly for enjoying the environment and adventure activities. Students, foreigners, and adventure tourists like to visit these places as excursion or in search of thrill. Safety of the campers needs taken care of. Campers often like to cook food for them. If attractive and delicious food options are accompanied with camps, these can also lead to increased employment opportunities to the local people.



c) Theme/ Amusement Parks

Theme parks in the area where no plantations are there will give a boost to grow the place as a major tourist destination. Some interesting concepts of artificial lakes for boating, different interesting rides like Water Shooters, Roller coasters, Ride in caves, toy train and rain dance will attract many tourists.



d) Filming (plus Viewing)

This can be a very prospective place for shooting of films where artificial sets can be made as per the requirement of the films. The place shall be on hire basis that would yield good revenue to the tourism department. Additionally, there could be an entry fee to the general public including tourists, for viewing the shooting of the movie. This shall provide added attraction to tourists. This will even be a very good promotion for the new tourist place in the making.



ii) Heritage Tourism

This form of tourism has gained immense popularity among the tourists. Bihar with its historical sites including Buddhist Monastries and Archeological sites can offer a great deal of potential for heritage tourism. As such, a reasonable part of the tourists, surveyed, has shown interest for heritage tourism. The activities

under this category include guided tour to forts, stupas, ruins of dynasties and cities and other archeological sites, arts & cultural events etc. This would attract both domestic and foreign tourists.

iii) Adventure Tourism

The state of Bihar offers excellent scope for adventure sports due to abundance availability of favourable natural condition. Sports/activities like scuba diving, snorkeling, paragliding, para sailing, yatching, river rafting, trekking and even sea surfing and many other similar activities can be explored. The tourist opinion survey revealed that a majority of foreign as well as domestic tourists favour such activities. This would attract both foreign and domestic tourists.

iv) Rural Tourism

A relatively new concept - rural tourism can be developed based on a model traditional Aruncahali village to attract tourism. This form of tourism may particularly enthuse foreign tourists, who take interest in ethnic lifestyle, day to day activities, cultural events and food habits.

v) Urban Haat concept: Urban Haat is an upgraded version of the traditional weekly market offering a delightful amalgam of craft, food & cultural activities. There would be adequate stalls in the Haat to sell authentic Indian cuisines of various regions in the country by rotation. Like Dilli Haat, same kind of Haat concept can be introduced in certain places of Bihar.

vi) Health Tourism

Ayurvedic health tourism is one of the major area for tourism development. In Kerala, Ayurvedic health tourism accounts almost 40 percent of the state's tourism revenue.

The 3000-year-old system of Ayurveda medicine as practiced in the Indian State of Kerala, is gaining immense popularity among those suffering from stress related symptoms and living life in the fast lane. Cardiologists from USA, stockbrokers from Vienna, retired couples from the UK, writers from South Africa, any number of senior executives from all over India – all visit these spas for physical, mental and spiritual cleansing.

Like Kerala, Bihar has also very good scope development of Ayurvedic health tourism. There are numerous plants having medical value. The state has also traditions that focus on the holistic healing of individuals and on elevation the individual to a higher plane of consciousness and awareness. The existing hot springs sites are useful for development of therapeutic tourism. These type of health resorts can offer exotic oil massages, yoga, meditation and organically grown food cooked in medicinal herbs and spices for physical, mental and spiritual cleansing.

REJUVENATIVE PROGRAMMES

Rejuvenation Therapy (Rasayana Chikitsa)

This therapy includes head and face massage with medicated oils and creams, body massage with herbal oil or powder by hand and foot, internal rejuvenative medicines and medicated steam bath. Herbal baths are also used. Includes intake of Rasayana (special Ayurvedic medicines and diet) and comprehensive body care programs. Precious herbs and herbal leaves are boiled and the steam is passed over the entire body for 10 to 20 minutes daily.

BODY-SLIMMING

Medicated herbal powder and medicated herbal oil massages, an Ayurvedic diet of herbal juices etc. are part of the programme.

BEAUTY-CARE

Herbal face pack, herbal oil massage, intake of herbal tea etc. improves complexion and beautifies the body.

Mental And Physical Well Being (Meditation and Yoga)

Mental and physical exercises meant to isolate the ego from the body and mind - designed to hone your concentration, improve health and help attain peace of mind through eight stages of training:

1. Disciplined behavior (yama)
2. Self purification (niyama)
3. Bodily postures such as the lotus position (asana)
4. Control of breathing (pranayama)
5. Control of the senses (pratyahara)
6. Fixing of the mind on a chosen object (dharana)
7. Meditation (dhyana) and
8. Samadhi - a state of being where you experience absolute tranquility and well being.

Overall Fitness (Panchakarma Treatment)

A five fold treatment for mental and physical well being - tunes the body, organs, mind, breath, nerves and purifies the blood.

Therapeutic Programmes

Treatment for chronic headaches, insomnia, mental tension and cases of hysteria, hallucination and insanity. (Dhara)

- Treatment to alleviate osteoarthritis, leukemia etc. (Snehapanam)
- Treatment for dryness of nostrils, mouth and throat, severe headaches, facial paralysis and burning sensation in the head. (Sirovasti)
- Treatment for spondilosis, rheumatic diseases like arthritis, paralysis, hemiplegia, nervous weaknesses and nervous disorders. (Pizhichil)
- Treatment for diseases like hemiplegia, paralysis, obesity and certain rheumatic ailments. (Udvarthanam)
- Treatment for musculo-skeletal ailments due to trauma or accidents. (Marma Chikitsa)
- Treatment for nasal ailments. (Nasyam)
- Treatment for ear ailments. (Karnapooranam)
- Preventing cataract and strengthening vision. (Tharpanam)
- Treatment for wasting of muscles, rheumatism, sports injuries, pain in the joints, emaciation of the body or parts of the body and certain kinds of skin diseases. (Njavarakizhi)



Apart from the development of new tourism products it is imperative that the existing travel circuits are to be strengthened and enhanced and for tourism development.

The conclusion of the above discussion is that aforementioned four categories are the basic tourism products, which if innovatively packaged could unleash a new era in the tourism sector of the state. But to make the efforts fruitful a set of strategies is believed to be a must, which shall provide the broad framework of guidelines to effectively initiate such activities.

Strategies

- i) **Creation of Special Tourism Area.** The new potential sites shall be suitably delineated and shall be declared Special Tourism Area. The purpose would be to draw the attention of private developers and tourists as well. Projects involving development of Special Tourism Area in the state should be taken up on a priority basis. Suitable tax incentives strategies could be formulated for private sector funding on development projects in these areas.
- ii) **Speedy development of infrastructure** i.e. roads, water supply system, sanitation, power and telecommunication facilities for connecting new areas with existing major urban nodes and transport hubs should be focus of policy.
- iii) **Exclusive marketing strategies** for promoting new areas and innovative tourism products.

9.5 APPROACH FOR IDENTIFICATION OF NEW AREAS

The consultants for identification of potential tourist centres have adopted a two-pronged strategy.

- i) Preparation of a long list of candidate sites through study of literature and opinion of local people.
- ii) Preparation of a shortlist of candidate sites through reconnaissance and evaluation of potential.

The Consultants have carried out an in-depth study of literature and views of local people, collected through opinion surveys and on-the-spot reconnaissance to assess the ranges of tourist's destinations in the state which are still unaccessed and unexplored. As a result of which following potential sites have been identified.

9.6 CANDIDATE SITES

The Consultants have identified a few candidate sites, which are proposed to be included in the existing tourist circuits. These are mentioned in Red Font with the existing tourist places in the circuits.

Buddhist Circuit

Bodhgaya – Rajgir – Nalanda – Patna – Vaishali – Gusei – Balukaram - Ashok Dham – Amethi – Bakraur – Sanda – Bhikna Thori

Jain Circuit

Vaishali – Rajgir – Pawapuri – Parsnath – Luchuar - Nawada

Ramayan Circuit

Vaishali – Valmikinagar – Punaura – Sitakund – Sitamarhi – Ahirauli – Ahalya Asthan – Gidheshwar – Balirajpur – Singrikh - Sangrampur

Islamic/ Sufi Circuit

Maner Sharif — Dargah Sharif – Biharsharif – Hajipur - Phulwari Sharif – Amarapur – Jandaha - Goraila

Temple Circuit:

Bodhgaya – Vishnupad – Singheshwar – Ramnagar – Brahampur – Kusheshwar Asthan – Makranda – Bhelawar – Bhaik – Chandisthan – Ramnagar – Andhrathurhi – Bhawanipur – Sourath – Uchaita – Phulhar – Sonapur – Pupri – Deomarkandey – Thawe – Chandisthan – Deo – Deokund – Umga – Basaithi – Madanpur – Belwa – Malinagar – Vidyapatinar – Deokuli – Sultanganj – Baikapur – Banarsi – Seonar – Ular – Dewan Ban Mandir – Dharhara – Nauhatta – Tara Asthan – Ukahi – Jaimangalgarh – Birpur – Baidyanath – Ramgarh – Rajkhand – Muzaffarpur – Ramnagar – Barasthan – Konhara Bhawanipur

Historical Circuit:

Motihari – Brindavan – Betia – Bhitharwa – Patna – Kumrahar – Palasi – Daudnagar – Bhagwanpur – Chainpur – Dalaur – Bibiganj – Jagdishpur – Chausa – Kharika – Bhojpur Kadim – Dumraon – Darbhanga – Arsi Kalan – Hathwa – Mirganj – Bhaikh – Baldiabari – Nawabganj – Basudevpur – Bisti – Jainagar – Sugrampur – Munger Fort – Ambara Chowk – Katra Garh – Khudi Ram Bose Memorial – Giriak Bahbalpur – Sugauli – Someshwar Fort – Amaur – Banaili – Kursela – Rohtasgarh – Darauli – Jiradei – Koriapatti

9.7 TOURISM POTENTIAL OF CANDIDATE SITES

A list of potential candidate sites capable of attracting more tourists along-with types of attractions and district where they are located obtained through opinion of local people, which are existing, underutilised and/or unexplored is given below.

Table No. 9.1
Potential Sites of Tourist Attraction

SI No	Tourist Centre	District	Tourism Potential
1	Gusei	Gaya	Buddhist
2	Balu Karam	Vaishali	Buddhist
3	Ashok Dham	Lakhisarai	Buddhist
4	Amethi	Gaya	Buddhist
5	Bakraur	Gaya	Buddhist
6	Sanda	Nalanda	Buddhist
7	Bhikna Thori	East Champaran	Buddhist
8	Luchuar	Jamui	Jain
9	Nawada	Nawada	Jain
10	Goraila	Patna	Sufi/ Muslim
11	Phulwari	Patna	Sufi/ Muslim
12	Amarpur	Siwan	Sufi/ Muslim
13	Jandaha	Vaishali	Sufi/ Muslim
14	Gidheshwar	Jamui	Ramayan
15	Baliratpur	Madhubani	Ramayan
16	Sringirikh	Munger	Ramayan
17	Sangrampur	Nalanda	Ramayan
18	Vishnupad	Gaya	Temple
19	Singheshwar	Gaya	Temple
20	Ramnagar	Gaya	Temple
21	Brahampur	Buxar	Temple
22	Brahmpur	Darbhanga	Temple
23	Kusheshwar Asthan	Darbhanga	Temple
24	Makranda	Darbhanga	Temple
25	Bhelawar	Jehanabad	Temple
26	Bhaik	Jehanabad	Temple
27	Chandisthan	Madhepura	Temple
28	Andhrathurhi	Madhubani	Temple
29	Bhawanipur	Madhubani	Temple
30	Somrath	Madhubani	Temple
31	Uchaita	Madhubani	Temple
32	Sonapur	Saran	Temple
33	Pupri	Sitamarhi	Temple
34	Deomarkandey	Rohtas	Temple

SI No	Tourist Centre	District	Tourism Potential
35	Thawe	Gopalganj	Temple
36	Chandisthan	Munger	Temple
37	Deo	Aurangabad	Temple
38	Deokund	Aurangabad	Temple
39	Umga	Aurangabad	Temple
40	Basaithi	Araria	Temple
41	Madanpur	Araria	Temple
42	Belwa	Katihar	Temple
43	Malinagar	Samastipur	Temple
44	Vidyapatnagar	Samastipur	Temple
45	Deokuli	Sheohar	Temple
46	Sultanganj	Bhagalpur	Temple
47	Baikalpur	Patna	Temple
48	Banarsi	Patna	Temple
49	Seonar	Patna	Temple
50	Ular	Patna	Temple
51	Dewan Ban Mandir	Saharsa	Temple
52	Dharhara	Saharsa	Temple
53	Nauhatta	Saharsa	Temple
54	Tara Asthan	Saharsa	Temple
55	Ukahi	Saharsa	Temple
56	Jaimangalgarh	Begusarai	Temple
57	Birpur	Begusarai	Temple
58	Baidyanath	Begusarai	Temple
59	Ramgarh	Begusarai	Temple
60	Deo	Bhojpur	Temple
61	Singheshwar	Madhepura	Temple
62	Ramnagar	Madhepura	Temple
63	Phulhar	Madhubani	Temple
64	Rajkhand	Muzaffarpur	Temple
65	Muzaffarpur	Muzaffarpur	Temple
66	Ramnagar	West Champaran	Temple
67	Bhawanipur	Purnea	Temple
68	Barasthan	Purnea	Temple
69	Bhawanipur	Purnea	Temple
70	Konhara	Vaishali	Temple
71	Baghi Math	Sitamarhi	Spiritual/ Religious
72	Sabhagachhi Sastha	Sitamarhi	Social
73	Pakri	Patna	Other Religious
74	Mandan Bharti Asthan	Saharsa	Spiritual
75	Mahpura	Saharsa	Spiritual
76	Don	Siwan	Mahabharat
77	Bhagalpur	Bhagalpur	
78	Kumrahar	Patna	Mauryan Period
79	Palasi	Araria	Pandava period
80	Daudnagar	Aurangabad	Aurangzeb period
81	Dumravan	Banka	Buddhist Excavations

SI No	Tourist Centre	District	Tourism Potential
82	Naulagesh	Begusarai	Excavations
83	Bhagwanpur	Bhubua	Shershah
84	Chainpur	Bhubua	Akbar
85	Dalaur	Bhojpur	British
86	Bibiganj	Bhojpur	British
87	Jagdishpur	Bhojpur	British
88	Chausa	Buxar	Sher shah
89	Kharika	Buxar	British
90	Bhojpur Kadim	Buxar	Raja Bhoj
91	Dumraon	Buxar	Dumraon Raj
92	Darbhanga	Darbhanga	Maharaja of Darbhanga
93	Arsi Kalan	Gaya	Sringa Rishi
94	Hathwa	Gopalganj	Hathwa Raj
95	Mirganj	Gopalganj	Saint Mir Sahib
96	Baldiabari	Katihar	Nawabs of Murshidabad & Purnea
97	Nawabganj	Katihar	Mughal Fort
98	Balirajpur	Madhubani	King Bali
99	Basudevpur	Madhubani	Kingdoms of Bhara & Gandha
100	Bisfi	Madhubani	Maithili Poet
101	Jainagar	Madhubani	Allauddin Hussain
102	Sugrampur	Munger	British
103	Munger Fort	Munger	Mughal
104	Ambara Chowk	Muzaffarpur	Amrapali
105	Katra Garh	Muzaffarpur	Mughal
106	Khudi Ram Bose Memorial	Muzaffarpur	Khudi Ram Bose
107	Begampur	Nalanda	Unexcavated Mounds Tanks
108	Giriak Bahbalpur	Nalanda	King of Magadh
109	Sugauli	Nalanda	Nepalese Treaty
110	Someshwar Fort	East Champaran	Fort
111	Amaur	Purnea	Amaur Estate
112	Banaili	Purnea	Banaili Estate
113	Kursela	Purnea	Kursela Estate
114	Rohtasgarh	Rohtas	Akbar
115	Sonepur	Saran	Cattle Fair
116	Darauli	Siwan	Mughal
117	Jiradei	Siwan	Rajendra Prasad
118	Koriapatti	Supaul	Koriapatti Estate
119	Bhimbandh		Hot Spring

Further, potential tourism activity in identified tourism destination is given below:

1) District Araria

- i) **Basanthi:** 16 kms from the block H.Qs at Raniganj. The place is renowned for its ancient temple of Lord Shiva around which a large fair, lasting for 20 days, is held annually on the occasion of Shivaratri.
- ii) **Madanpur:** 10 kms. north-east of Araria. The village has a temple of Lord Shiva, known as Madaneshwar Nath temple.

2) District Aurangabad

- i) **Deo:** 10 kms south-east of Aurangabad, has a temple dedicated to the Sun, which is known as Surya Mandir. In Chatta festival, people from the vicinity and the neighbouring districts come in thousands for performing puja.
- ii) **Deo Kund:** Deo kund is reported to be an important historic place of antiquity. An ancient temple of Mahadev and an old tank is situated here.
- iii) **Umga:** 24 kms. east of Aurangabad is famous for its Vaishnava temple. There are 3 images within the temple, Viz. the Ganesh, the Surya and the Shiva.
- iv) **Daudnagar:** The town was founded by Daudkh, the Governor of Bihar, under Aurangh. He also got a palace built for him, which was named after him. Remain of fortress built by Ahmad Khan, to grand son of Daud Khan and his tomb nearby, bear testimony to there.

3) District Begusarai

- i) **Birpur:** 10 kms from Begusarai Ancient stone images of Lord Vishnu and other deities were discovered in the bed of an old tank in 1959.
- ii) **Jaimangalgarh:** Ancient images of Barah, Badri Narayan, Shiva and Parwati located in the temple here.
- iii) **Baidyanath:** Shiva temple is built during the late Pratihad dynasty.
- iv) **Ramgarh:** Famous Mundeshwari temple, built on a summit of a hill at a height of about 600-ft.
- v) **Naulagesh:** 14 kms. from Bhagvanpur block. There are a number of mounds here. In the course of excavations some fine sculptural remains in black stone big earthen jars, broken pieces, ancient pots.

4) District Bhagalpur

- i) **Sultanganj:** 26 kms. West of Bhagalpur. Ajgabinath temple is situated on a hillock in the bed of the Ganges. A large number of people visit this place during the month of Sravana (July-August) to fresh water from Ganges, which they pour over Lord Baidyanath at Deoghar.

5) District Bhojpur

- i) **Deo:** The village has the remains of a temple of Son God, believed to have been built by the Sea God – Indra, and Kuber are enshrined in it. The temple was ravaged by Mahmud Ghazni.
- ii) **Dalaur:** 2 kms. east of Jagdishpur. It is noted as the site of the final battle between Babu Kuar Singh and the British forces in 1857.
- iii) **Bibiganj;** 6 km west of Arrah on the Arrah Shahpur Road, has a bridge, which is famous as the site of a battle between the Britishers and Babu Kuar Singh in 1857.
- iv) **Jagdishpur:** The birthplace of Babu Kuar Singh

6) District Buxar

- i) **Brahampur:** The village contains the famous Brahmareshwar temple, which existed at the time of invasion of Mahmud Ghazni, who destroyed it. The temple is said to have been re-built by Raja Man Singh.
- ii) **Chausa:** The famous site of battle fought between Humayun and Sher shah in 153 A.D.
- iii) **Kharika:** 6 kms. south west of Rajpur. It is noted for the fierce battle between the forces of Babu0Kuer and the British in the year 1857
- iv) **Bhojpur Khadim:** Situated 5 kms from Dumraon the place was said to be the seat of Raja Bhoj.
- v) **Dumraon:** The town is best known in Connects with the Dumraon Raj, to which family, it has given its name. These principal buildings are the palace and pavilion of the Raj, bath excellent examples of modern Hindu architecture.

7) District Darbhanga

- i) **Brahmpur:** 8 kms. from Kamtaul. The village is noted for the Gautam Kund and a temple of Gautam Rishi.
- ii) **Kusheshwar – Asthan:** 22 kms. north-east of Hasanpur Road Railway Station. It is noted for the temple of Lord Shiva. The origin of this temple is traced to the epic period.
- iii) **Makranda:** 5 kms. south of Manigachhi Railway station. The place is known for its old temple called Banwaristhan.
- iv) **Darbhanga:** Darbhanga is the seat of the maha of Darbhanga. The Raj areas is a well developed and beautiful laid-out complex of palaces, temples, offices, parks, gardens and ponds. There are a number of palaces built by successive Maharajas. The Maharaj of Darbhanga have traditionally been very great patrons of art and literature and through their magnificence have always provided encouragement to the scholars of Maithili and Sanskrit.

8) District Gaya

- i) **Vishnupad:** Important place of pilgrimage by the Hindus all over India. Pilgrim far and near comes to offer ablutions to their deceased fore-fathers. The present building of the famous Vishnupad was built by Rani Ahilya Bai. Inside the temple, there are marks believed to be the footprints of Lord Vishnu.
- ii) **Gusei:** 10 kms. south –west of Guma block. A large number of images of Lord Buddha have been found in this village.
- iii) **Amethi:** Lord Buddha is believed to have stayed in the place for a day.
- iv) **Bakraur:** 14 kms south of Gaya. It is believed that Lord Buddha on his penance and eventual enlightenment was offered Khir by Sujata here. There is a mound in the village known as Sujata Kutir, said to cover the site of her original home. Buddhist and others often come to the village to see the historical mound.
- v) **Arsi Kalan:** 3 kms. west of Gurna block. The place is considered to be holy. It was the traditional place of abode of the ancient sage Shringi Rishi.

9) District Gopalganj

- i) **Thawe:** 6 kms south of Gopalganj. The place is dedicated to Goddess Durga

ii) **Hathwa:** 4 kms. west of Mirganj. The place is closely associated with the Hathwa Raj.

ii) **Mirganj:** 16 kms. north west of Siwan. It was named after a saint Mir Saheb, who lived there for a long time.

10) District Jamui

i) **Gidheshwar:** 13 kms. south of Jamni. The epic fight between the vulture Jatayu and the demon Ravana, while the latter was abducting Sita, took place here.

ii) **Luchuar:** Lord Mahavia, the 24th Jain Tirthankar was associated with this place.

11) District Jehanabad

i) **Bhelawar:** 11 kms. south east of Jehanabad. It is known for its ancient temple of Lord Shiva, Sculptures of Hindu and Muslim periods have been discovered here.

ii) **Bhaikh:**

11 kms. from Mukhdamjour. It Contains a hillock known as Sidheshwar North, on the summit of which there is the divine emblem of Lord Shiva. The hill contains two caves, Karnachaupar and Sudama, attributed to Emperor Ashoka. The third is believed to be the abode of sage 'Lomash Rishi' and is named after him. Nearby is a lake called Patal Ganga, said to have been excavated by Emperor Ashoka. The place was visited by Chinese pilgrim 'Huien Tsang' and is mentioned in his travel accounts.

12) District Katihar

i) **Belwa:** 8 kms. south of Barsoi. It has remains of ancient buildings and some stone images of Lord Shiva and Goddess Saraswati.

ii) **Baldiabari:** 2.5 kms. from Manihari. It is noted the site of a battle saught between Nawab Siraj-ud-daula of Murshida and Nawab Shankat Jung, govern of Purnea

iii) **Kursela:** Erstwhile seat of Kursela Estate

13) District Lakhisarai

i) **Ashok Dham:** Important Religious place.

14) District Madhepura

i) **Chandisthan:** 8 kms. north of Murliganj Railway Station. The place is famous for its temple of Goddess Chandrika.

ii) **Singheshwar**

7 kms. north of Madhapura. The place is noted for its temple of Lord Singheshwara (Mahad)

iii) **Ramnagar:** 16 kms. from Murliganj Railway Station famous for the Temple of Kali.

15) District Madhubani

i) **Andhrathurlu:** 19 kms. from Jhangharpaur railway station. It has an old temple known as Kamladitya. The temple contains images of Surya, Vishnu, Lakshmi and Astacal Kamal.

ii) **Balirajpur:** 25 kms. north-east of Madhubani. Tradition ascribes the fort to King Bali of the epic period.

iii) **Bhavanipur:** 5 kms. away from Pandal Block. The place is noted for its temple of Ugranath and traditional

association with famous Maithili poet, Vidyapati.

- iv) **Bisfi:** 9 kms. from Ramtaul Railway Station. Famous for the birthplace of Maithili poet, Vidyapati.
- v) **Sourath:** Famous for Somnath Mahadev temple. It owes its importance to the annual Sabha held by Maithili Brahmins for negotiation marriages.
- vi) **Phulhar:** 6 kms. west of Harlakhi block. Famous for Goddess Girja temple. Princess Sita used to come here every day to worship the goddess. Lord Rama saw her for the first time at this place.
- vii) **Jainagar:** It contains the remains of a mud built fort, now in ruins. It is probably one of the several forts, which alauddin Hussain, King of Bengal constructed from Kamrup in Assam to Bettiah in order to resist, the incursions of the hill tribes.
- viii) **Vasudevapur:** 16 kms. east of Madhuban. It was an important centre of the old Raj kingdoms of Bhara and Candha.
- ix) **Uchaita:** Sanskrit renowned poet Kalidas was blessed by Bhawati at this place.

16) District Munger

- i) **Sringirikh:** 30 kms. south west of Munger. The great sage Sringi, who performed the putraysthi Yajna for King Dashrath.
- ii) **Chandisthan:** Famous for Goddess kali temple.
- iii) **Sugrampur:** A battle waged between the insurgent Santhals and the British troops
- iv) **Munger Fort:** Remnants of Palaces, built by Nawab Mir Kasim

17) District Muzaffarpur

- i) **Rajkhand:** Famous for Bhairaw Nath temple
- ii) **Muzaffarpur:** Famous for Garibnath temple of Lord Shiva.
- iii) **Ambara Chowk:** 40 kms. from Muzafferpur. The home of Amrapali, the famous court dancer of Vaishali.
- iv) **Katra Garh:** 35 kms. north-east of Muzafferpur during the reign of Akbar, Katra Garh was one of the state so the Mughal empire.
- v) **Khudi Ram Bose Memorial**

18) District Nalanda

- i) **Sanda:** 5 kms. south-west of Islampur railway station. It was an ancient centre for Buddhist studies. Rest of stupas, temples, pillars and stone-stabs with inscriptions have been found in the place.
- ii) **Sangrampur:** The epical fight between Lord Ramchandra and his two sons Lava and Kush took place.
- iii) **Begampur:** 5 kms. north of Nalanda Railway station. It has many unexcavated mounds believed to cover further ruins of ancient University of Nalanda. It has two big tanks known as Dighi and Sanaroaha
- iv) **Sugauli:** Here Nepalese Treaty of 1815 was signed during the last Nepalese war.

- v) **Giriak Bahbalpur:** 21 kms, south of Nalanda town, the Giriak Rajgir hill and starts from the western pari this place. The hilltop comes a round temple, traditionally believed to have been built by Jarasandh, the King of Magadh during the Mahabharat age.

19) District Nawada

- i) **Nawada:** It is a place of pilgrimage for the Jains of both sects – Digamber & Swetamber.

20) District West Champaran

- i) **Ramnagar:** 43 kms. north of Bettiah. Famous for Shiva temple, constructed about 100 years age by the Raja of Ram Nagar.
- ii) **Bhikna Thori:** lying on the fringe of Valmiki Tiger Reserve forests on the Nepal border is said to be a corruption of its ancient name 'Bhikshu-Thaur' (a resting place for monks)

21) District East Champaran

- i) **Someshwar Fort:** The fort stands on the summit of the Someshwar hill. The fort is none in ruins.

22) District Patna

- i) **Baikunthpur:** Famous for Shiva temple, and have been built by Raj Man Singh.
- ii) **Banarasi:** 3 kms. north of Bash Railway Station. It is noted for its old temple of Umanath.
- iii) **Goraila:** 5 kms. south of Naubalpur. It is famous for the tomp of the father of Makhadum Saheb of Biharsharif Mohammadans pilgrimage centre.
- iv) **Pakri:** 1.5 kms. south of Nanbatpur. It is noted for Hindu pilgrims, who congregate oblation to their deceased ancestors.
- v) **Seonar:** 1.5 kms. west of Mokamah. Famous for Nilkanth Mahadev temple.
- vi) **Ular:** 13 kms. south of Bikram. It is famous for its temple of Sun God.
- vii) **Phulwari:** An old mosque, build by Emperor Humayun in 1533 A.D.
- viii) **Martyr's Memorial:** Historic struggle for independence in August 1942.
- ix) **Kumrahar:** A part of the renowned ancient capital of Patliputra. The most important find is the three pillared hall of the Mauryan period.

23) District Purnea

- i) **Bhawanipur:** 40 kms. south-west of Purnea. Famous for Bhawani Devi Asthan temple, constructed by the Derbhanga Raj in 1928 A.D.
- ii) **Barasthan:** The temple was set up in 1948 after a stone image of Baraha, an incarnation of Lord Vishnu, was discovered while ploughing a field.
- iii) **Bhawanipur:** 8 kms. south-west of Purnea Town. This place is famous for its temple of Goddess Kamakhya.
- iv) **Amaur:** 40 kms north of Purnea. It is the seat of Amaur Estate established about 150 years ago.

v) **Banaili:** It is noted as the seat of former Banaili estate

24) District Rohtas

i) **DeoMarkandey:** 8 kms. north of Nassiganj in Sasaram. It is famous for temples of Lord Vishnu and Surya. It is said that the temple was built in 6th Century A.D. by the queen of Raja Phoolchand Cheroo.

ii) **Rohtasgarh:** It was the headquarters of Akbar's viceroy of the eastern provinces

25) District Saharsa

i) **Dewan Bai Mandir:** One Shiv Ling is established in the temple. It is said that the Ling was established by Maharaja Shalivahan sometime in 100 B.C.

ii) **Darhara:** Famous for Lord Shiva Temple.

iii) **Nauhatta:** The place has a 'Shiva Temple' about 80 feet in height

iv) **Madan Bharati Asthan (Mahishi):** The place is situated in village Mahishi. It is said that a religious discourse (Shastrarth) was held between Shankaracharya and the local scholar Mandan Mishra. Barti, wife of Mandan Mishra, who was also a great scholar, was named as judge for the discourse. It is also said that Shankaracharya, after Mishra, was Challenged by Bharti, was outwitted by her and accepted defeat.

v) **Tara Asthan:** 16 kms. west of Saharsa. Famous for an ancient temple of Bhagwati Tara is built.

vi) **Ukahi:** It contains an ancient image of Goddess Durga, discovered during excavation.

vii) **Mahapura:** Saint, Baba Karu Khishav Ashram is situated in this place.

26) District Samastipur

i) **Malinagar:** 35 kms. south-west of Lahenasarai famous for Mahadev temple.

ii) **Vidyapatingar:** This place is famous for Maithili poet Vidyapati, who breathed his last in search of Lord shiva.

27) District Saran

i) **Sonapur:** Famous for Harihar Nath temple and is internationally famous for the large Cattle fair.

28) District Sheohar

i) **Deokuli:** 19 kms. west of Sitamarhi. Famous for Shiva temple at Deokuli (or Dhekuli). Legends have it that Draupadi, the wife of the pandavas was born here.

29) District Sitamarhi

i) **Baghi Math:** 7 kms northeast of Sitamarhi. There is a big Hindu monastery, which contains 108 rooms.

ii) **Pupri:** Famous Baba Nageshwarnath temple is here. It is said that Lord Shiva himself had appeared here as Nageshwar Nath Mahadev.

iii) **Sabhagacchi Asthan:** This is sacred place where the Mathil Brahmins gather every year and hold matrimonial negotiation on a large scale, which finally leads to the marriages being performed. This is a symbol of the ancient culture of Mithila. This place is some 20 kms. west of Sitamarhi town.

30) District Vaishali

- i) **Konhara:** A Ghat at the confluence of the Gandak and the Ganges in Hajipur. It is believed to be the place, where the mythical elephant was caught by a crocodile and Lord Vishnu got it released.
- ii) **Jandaha:** 7 kms. from Mahnar. This place contains a mazar of Hazrat Saheb Saib, said to be about 400 years old.
- iii) **Balu Karam:** 30 kms north of Hajipur. The sixth world Buddhist conference was held here.

9.8 POTENTIAL TOURISM ACTIVITY

Bihar has immense potential for various tourism activities, first and foremost being religious tourism. The history of Bihar indicates a rich heritage inherited from various dynasties & great personalities.

The archaeological & historical value of this heritage still remains to be explored & recognized in the international scenario although there is an influx of foreign tourists in the present situation. The wildlife, birds & sanctuaries hold vast potential for nature based eco-tourism. The river Ganga, all along its stretch offers potential for water based sports & riverfront activities. Based on their potential, various tourist places have been identified for tourism development. (Refer Map 9.1)

9.8.1 Religious Tourism

9.8.1.1 Buddhist Tourism

The development of the Buddhist sites, rich in history, holds the promise of becoming the hub of tourism. There is a need to develop the network as one grid. (Refer Map 9.2)

Table: 9.2 Identified Buddhist Tourist Sites

SI No	Tourist Centre	District
1	Balu Karam	Vaishali
2	Bakraur	Gaya
3	Sanda	Nalanda
4	Amethi	Gaya

9.8.1.2 Jain Tourism

Jainism is a pre-aryan religion which is preached by the Tirthankaras (Gods). Jains believe that in every Kal (Period or Cycle of Time), there are 24 Tirthankaras. Bhagwan Mahaveer was the 24th Tirthankara. The most religious places for Jains are places associated with Tirthankaras & places where they have attained Nirvan. Bihar comprises of many places associated with Bhagwan Mahavir and hence is a religious destination for Jains from all over the world. (Refer Map 9.3)

Table: 9.3 Identified Jain Tourist Sites

SI No	Tourist Centre	District
1	Nawada	Nawada

9.8.1.3 Sufi/ Muslim Tourism

Muslim pilgrimage places in Bihar comprise of Islamic cultural centres, Dargahs/ Tombs & Mosques. Apart from Biharsharif, the following places have been identified as Muslim pilgrimage centers. (Refer Map 9.5)

Table: 9.4 Identified Muslim Tourist Sites

SI No	Tourist Centre	District
1	Amarpur	Siwan
2	Phulwari Sharif	Patna
3	Goraila	Patna

9.8.1.4 Hindu Tourism

1) A number of places associated with Lord Rama & Sita and the epic 'Ramayan' are in this state. Refer (Map 9.4)

SI No	Tourist Centre	District
1	Balirajpur	Madhubani

2) Bihar has a vast untapped potential for religious tourism for Hindus from all over the world. There are innumerable temples dedicated to Lord Siva spread throughout the state. (Refer Map 9.6)

Table: 9.5 Identified Hindu Tourism Sites

SI No	Tourist Centre	District
1	Vishnupad	Gaya
2	Singheshwar	Gaya
3	Ramnagar	Gaya
4	Brahampur	Buxar
5	Brahmpur	Darbhanga
6	Kusheshwar Asthan	Darbhanga
7	Makranda	Darbhanga
8	Bhelawar	Jehanabad
9	Bhaik	Jehanabad
10	Chandisthan	Madhepura
11	Andhrathurhi	Madhubani
12	Bhawanipur	Madhubani
13	Sourath	Madhubani
14	Pupri	Sitamarhi
15	Deomarkandey	Rohtas
16	Thawe	Gopalganj
17	Chandisthan	Munger
18	Deokund	Aurangabad
19	Umga	Aurangabad
20	Madanpur	Araria
21	Belwa	Katihar
22	Malinagar	Samastipur
23	Vidyapatnagar	Samastipur
24	Deokuli	Sheohar
25	Sultanganj	Bhagalpur
26	Baikalpur	Patna
27	Banarsi	Patna
28	Seonar	Patna
29	Ular	Patna
30	Dewan Ban Mandir	Saharsa
31	Dharhara	Saharsa
32	Nauhatta	Saharsa
33	Tara Asthan	Saharsa
34	Jaimangalgarh	Begusarai
35	Birpur	Begusarai
36	Baidyanath	Begusarai
37	Ramgarh	Begusarai
38	Deo	Bhojpur
39	Singheshwar	Madhepura
40	Ramnagar	Madhepura

SI No	Tourist Centre	District
41	Phulhar	Madhubani
42	Rajkhand	Muzaffarpur
43	Muzaffarpur	Muzaffarpur
44	Bhawanipur	Purnea
45	Bhawanipur	Purnea
46	Konhara	Vaishali
47	Baghi Math	Sitamarhi
48	Sabhagachhi Sanstha	Sitamarhi
49	Pakri	Patna
50	Mandan Bharti Asthan	Saharsa
51	Mahpura	Saharsa
52	Giriak Bahbalpur	Nalanda

9.8.2 Heritage Tourism

9.8.2.1 Historical

According to the Archaeological Survey of India at Agra, recently led excavations at Kesaria in East Champaran is unearthing what is now believed to be the largest stupa in the world. Archaeologically, Champaran is full of "Burial Mounds" concealing relics of Buddha's antiquity. ASI experts believe that a stupa is concealed roughly every 4 miles from Vaishali to Lauriya Nandangarh. (Refer Map 9.7)

Table: 9.6 Identified Tourist Sites

SI No	Tourist Centre	District
1	Daudnagar	Aurangabad
2	Dumraon	Buxar
3	Chainpur	Bhabua
4	Dalaur	Buxar
5	Bibiganj	Buxar
6	Chausa	Buxar
7	Kharika	Buxar
8	Darbhangha	Darbhangha
9	Baldiabari	Katihar
10	Nawabganj	Katihar
11	Jainagar	Darbhangha
12	Sugrampur	Bhagalpur
13	Don	Siwan
14	Darauli	Siwan
15	Someshwar Fort	West Champaran
16	Munger Fort	Munger
17	Begampur	Rajgir/Nalanda
18	Dumravan	Buxar
19	Naulagesh	Begusarai

9.8.2.2 Memorials

Khudi Ram Bose, a revolutionary in the Independence movement, was executed in 1908 at Muzaffarpur Jail. The memorial, along with development of other activities of tourist interest, is a likely tourist site.

Table: 9.7 New Memorial Sites

SI No	Tourist Centre	District
1	Khudi Ram Bose Memorial	Muzaffarpur

9.8.3 Rural Tourism

9.8.3.1 Arts & Crafts & Rural Tourism

Mithila paintings are famous the world over for their intricate designs and motifs. The folk paintings of the women of Mithila are the exclusive monopoly of the women artists. The studies about tribal art tend to show formal similarities with the ancient drawings found in some grottos.

Table: 9.8 Art & Craft Sites

SI No	Tourist Centre	District
1	Darbhangha	Darbhangha
2	Madhubani	Madhubani

9.8.3.2 Fairs & Festivals

The cattle fair at Sonapur is very popular. Chhau is the most vibrant and popular dance form of Bihar performed by the men only. This traditional dance form can be promoted as a cultural element of rural tourism.

Table: 9.9 Fair & Festival Sites

SI No	Tourist Centre	District
1	Sonapur	Saran
2	Basaithi	Araria

9.8.4 Cultural Centres

These identified centers have a great deal of potential for spreading cultural awareness among people and promoting tourism through culture.

Table: 9.10 Cultural Centres

SI No	Tourist Centre	District
1	Ambara Chowk	Muzaffarpur
2	Deo	Aurangabad
3	Banaili	Katihar
4	Bisti	Madhubani

9.8.5 Health Tourism

- i) Hot Springs: The hot springs containing sulphur cures physical ailments and promotes good health. These places have potentiality for development of therapeutic tourism, by using mineral water & other elements of curative quality. Thus health tourism has immense potential at these places.

Table: 9.11 Hot Spring Sites

SI No	Tourist Centre	District
1	Sitakund	East Champaran
2.	Makhdumkund	Nalanda

9.8.6 Waterfront Tourism

The river 'Ganges' offers potential for development of water based sports & activities along its stretch. Riverfront development has to be undertaken at the identified places to promote tourism. Extensive cleaning of the river based on the Ganga Action Plan is necessary to control pollution in the river.

Table: 9.12 Waterfront Sites

SI No	Tourist Centre	District
1	Patna	Patna
2.	Bhagalpur	Bhagalpur
3	Konhara	Patna

9.8.7 Shopping Tourism

Bhagalpur is known for world famous silk. Silk shopping can be promoted at markets in major tourist centers in Bihar. Bhagalpur has potential to be developed exclusively as a silk market.

Table: 9.13 Shopping Sites

SI No	Tourist Centre	District
1	Bhagalpur	Bhagalpur

9.9 TOURIST REGION

The tourist region may be formed in accordance with the travel distances covered by the Tourist and their duration of stay. The tourist demand is good accommodation facilities and covering maximum tourist destinations.

9.9.1 Primary & Secondary Tourist Destinations

Primary Tourist Destination

Primary destinations are that which have maximum tourist destination within the location and it also has maximum number of tourist facilities.

Secondary Tourist Destination

Secondary Tourist destination are that which are situated in a distance that tourist can visit the place it in a day and return to its primary destination.

The purpose of the division of the tourist places is to tap the maximum visit of the tourist to place, financial feasibility and viability of tourist project, to reduce the burden on government to provide facilities in both the destination.

PRIMARY TOURIST CENTRES: SECONDARY TOURIST CEENTRES

1. Gaya

- Bodh Gaya
- Pretshila Hill
- Vishnupad
- Gusei
- Amethi
- Bakraur
- Singheshwar
- Arsi Kalan
- Bakraur
- Nawada (Dist. Nawada)
- Bhelawar (Jehanabad Dist.)
- Bhaikh (Jehanabad Dist.)
- Kako (Jehanabad District)

2. Rajgir/Nalanda

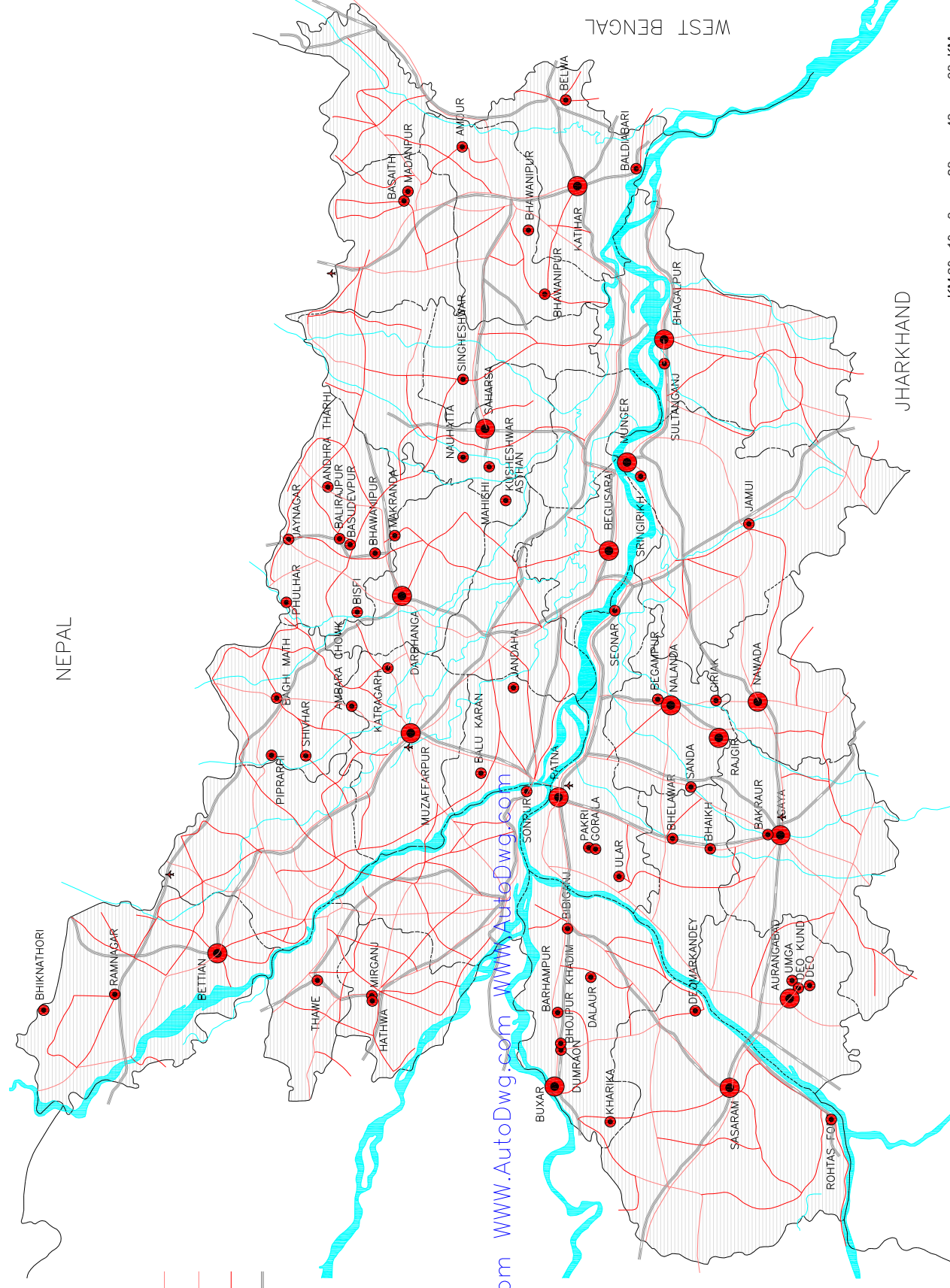
- Rajgir
- Samosaran (Pawapuri)
- Biharsharif
- Sanda
- Sangrampur.
- Begampur
- Sugauli
- Kako (Jehanabad District)

- Giriak Bahbalpur
- 3. Sasaram**
 - Deo Markandey
 - Rohtasgarh Fort
 - Aurangabad (Aurangabad District)
 - Madanpur (Aurangabad District)
- 4. Buxar**
 - Brahampur
 - Chausa
 - Kharika
 - Bhojpur Khadim
 - Dumraon
 - Bislam (Bhojbur Dist)
 - Masadh(Bhojbur Dist)
 - Deo Dist (Bhojpur Dist)
 - Dalaur: (BhojpurDist.)
 - Bibiganj; (BhojpurDist.)
 - Jagdishpur(BhojpurDist)
- 5. Patna**
 - Hajipur (Vaishali Dist)
 - Baikunthpur:
 - Banarasi
 - Goraila
 - Pakri
 - Seonar
 - Ular
 - Phulwari
 - Konhara (Vaishali Dist)
 - Jandaha (Vaishali Dist)
 - Sonapur (Dist. Saran)
 - Balu Karam (Vaishali Dist)
- 6. Muzaffarpur**
 - Vaishali (Dist. Viashali)
 - Ambara Chowk
 - Katra Garh
 - Sitamarhi (Dist. Sitamarhi)
 - Baghi Math (Dist. Sitamrhi)
 - Sitakund/Madhuban(W Champaran)
- 7. Champaran/Betia**
 - Lauriya Nandangarh
 - Valmikinagar
 - Ramnagar
 - Bhikna Thori
- 8. Darbhanga**
 - Brahmpur
 - Kusheshwar–Asthan
 - Makranda
 - Madhubani (Madhubani Dist)
 - Andhrathurlu (Madubani District)
 - Balirajpur(Madubani District)
 - Bhavanipur(Madubani District)
 - Bisfi (Madubani District)
 - Sourath. (Madubani District)
 - Phulhar(Madubani District)

-
- 9. Begusarai**
- Jainagar(Madubani District)
 - Vasudevpur(Madubani District)
 - Uchaitha(Madubani District)
- 10. Saharsa**
- Kabar Lake
 - Birpur
 - Jaimangalgarh
 - Baidyanath
 - Ramgarh
 - Naulagesh
- 11. Katihar**
- Madan Bharati Asthan (Mahishi)
 - Tara Asthan
 - Ukahi
 - Mahapura
 - Chandisthan Dist. (Madhepura)
 - Singheshwar (Madhepura Dist)
 - Ramnagar (Madhepura Dist)
- 12. Bhagalpur**
- Goga-bill Bird Sanctuary
 - Belwa
 - Baldiabari
 - Nawabganj
 - Manihari
 - Bhawanipur (Dist. Purnea)
 - Barasthan (Dist. Purnea)
 - Bhawanipur(Dist. Purnea)
 - Amaur(Dist. Purnea)
 - Banaili(Dist. Purnea)
 - Araria (Araria Dist)
 - Basnathi (Araria Dist.)
 - Madnapur(Araria Dist.)
- 13. Jamui**
- Sultanganj
 - Champanagar
 - Nathnagar
 - Maunghyr (Dist. Munghyr)
 - Sringirikh(Dist. Munghyr.
 - Chandisthan(Dist. Munghyr
 - Sugrampur(Dist. Munghyr
 - Mandar Hill (Dist. Banka)
- Gidheshwar
 - Luchuar
 - Lakhisarai

LEGEND:-

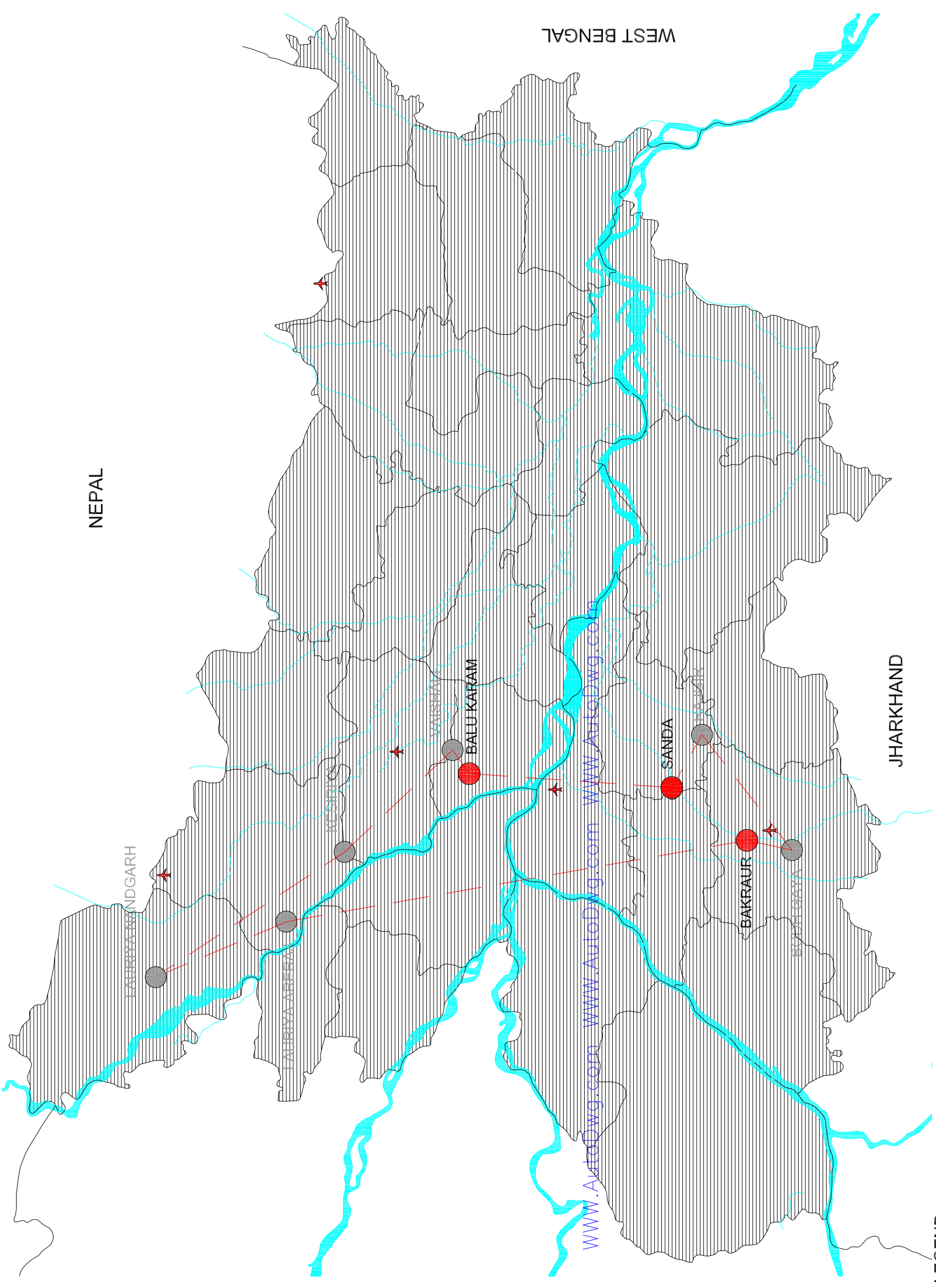
1. Primary Tourist Center ●
2. Secondary Tourist Center ●
3. National Highway —
4. Major Road —
5. Other Road —
6. Railway —
2. Aerodrome ✈



www.AutoDwg.com

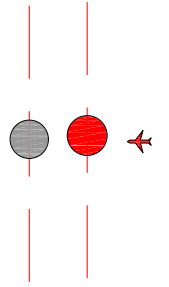
MAP NO. 9.1

IDENTIFIED TOURIST CENTERS



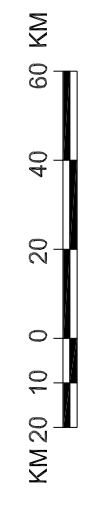
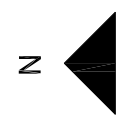
LEGEND :-

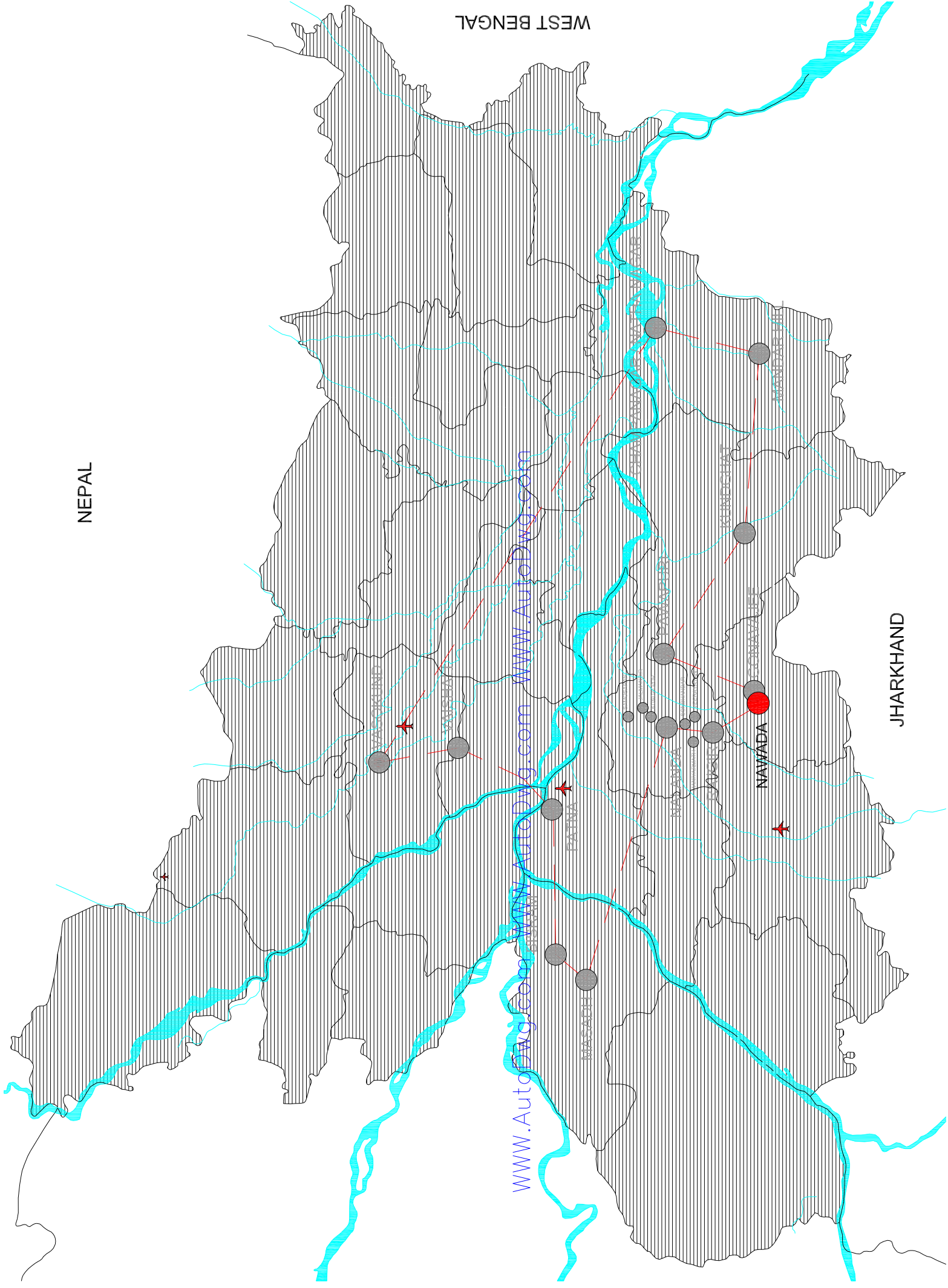
- Existing Buddhist Circuit
- Identified Buddhist Circuit
- Aerodrome



MAP NO. 9.2

BUDDHIST CIRCUIT SHOWING IDENTIFIED SITES





NEPAL

WEST BENGAL

JHARKHAND

LEGEND :-

- Existing Jain Circuit
- Identified Jain Circuit
- Aerodrome

JAIN CIRCUIT SHOWING IDENTIFIED SITES



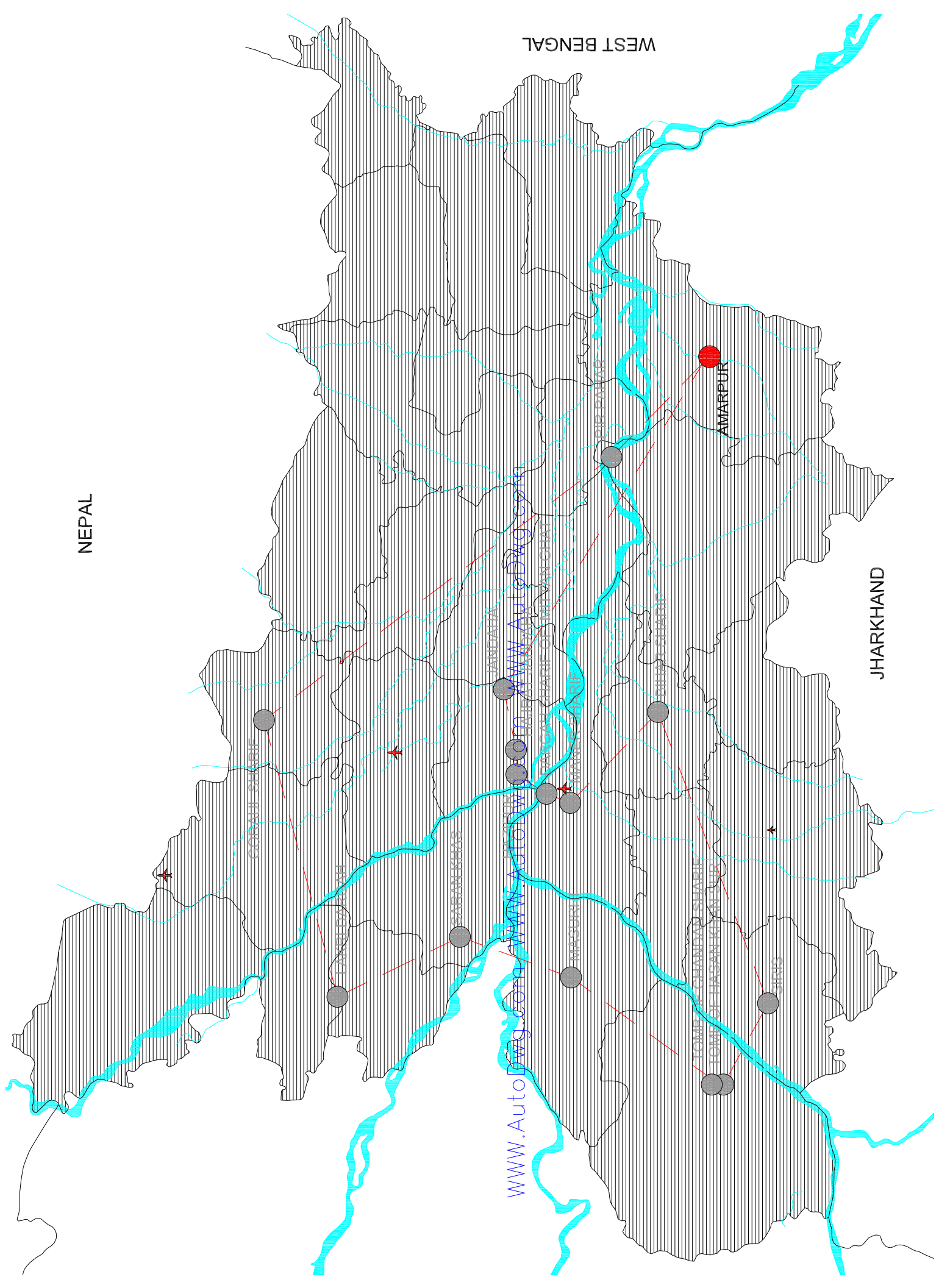
WWW.AutoDwg.com

WWW.AutoDwg.com

WWW.AutoDwg.com

WWW.AutoDwg.com

WWW.AutoDwg.com

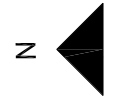


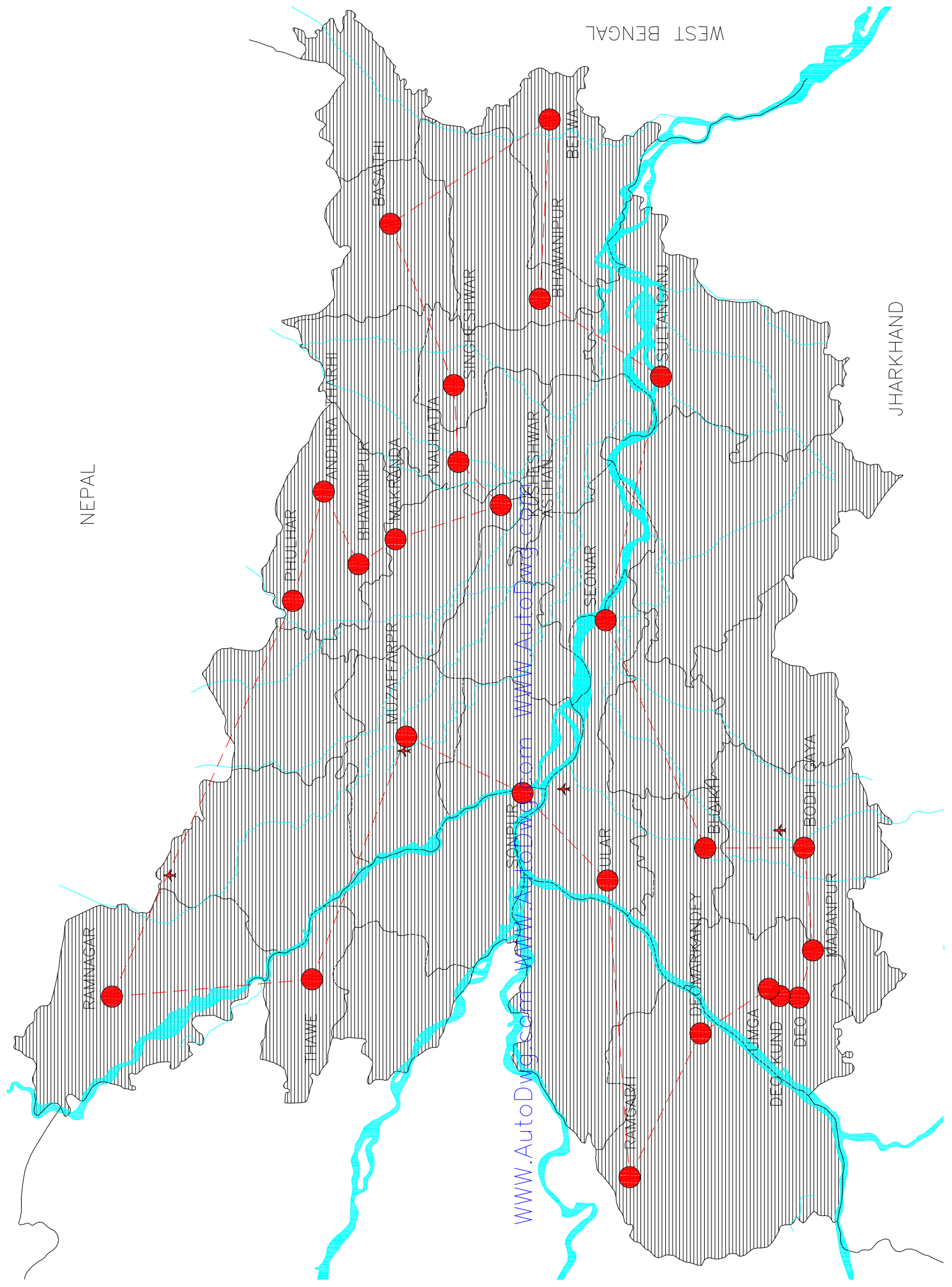
LEGEND :-

- Proposed Sufi Circuit —●—
- Identified Sufi Circuit —●—
- Aerodrome ✈

MAP NO. 9.5

MUSLIM / SUFI CIRCUIT SHOWING IDENTIFIED SITES





LEGEND :-

Temple Circuit

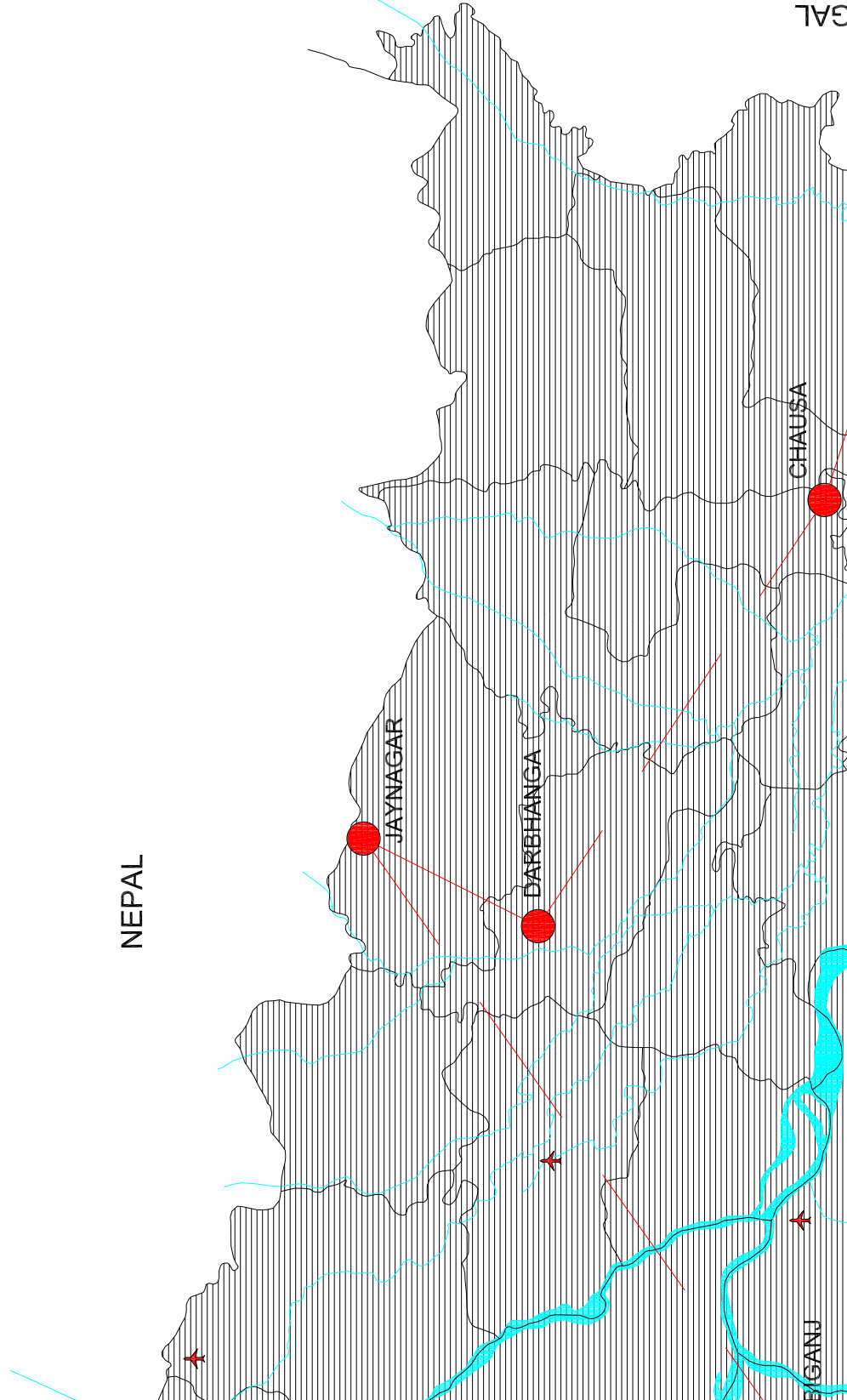
Aerodrome

MAP NO. 9.6

TEMPLE CIRCUIT BIHAR



WWW.AutoDwg.com WWW.AutoDwg.com WWW.AutoDwg.com





CHAPTER-10

Proposed Tourism Projects and Costing

After reviewing the tourism potential of the candidate sites and the centrally sponsored or state sponsored schemes already in pipeline for those sites, a new set of tourism development proposals for the state of Bihar has been identified.

10.1 MAJOR IDENTIFIED PROJECTS

For formulation of projects for the Archeological and historical candidate sites, the activities may be classified re-furbishment, Upgradation-cum-expansion of existing tourist facilities, Protection and Management activities, consolidation activities etc.

10.1.1 Identified Projects for Archaeological and Historical Sites

Rationale of the Projects

The State of Bihar has monuments that are so still and yet dissonantly alive. Some of them like Nalanda, Vikramshila are breathtaking in stateliness and vibrant with life. The ruins of these and many other monuments even in its silent sleep remind of its rich and colorful past. Archaeological Survey of India (ASI) has been mainly concentrating on the conservation it could not make the monument attractive with proper landscaping and providing basic amenities. Department of Tourism (DoT) in this respect can play meaningful role to refurbish it and make it very attractive.

Types of Activities needed

- i) **Entrance Gate:** The entrance Gate of monument, which helps to form the first impression of what, is inside. An artistically designed gateway by incorporating architectural elements should be provided at the site.
- ii) **Garden:** Charming garden with lush green landscape will add elegance to the whole complex.
- iii) **Cultural notice board:** Cultural notice boards are the tongue of the monuments that enables it to communicate with the tourist.
 - a. Quoting the opinion of travelers who visited the site
 - b. The designed boards along with the historical details also should have drawings of the structures as it was in ancient days.
- iv) **Designed Electrical Poles:** All the electrical & telephone poles in the area should be replaced with artistically designed beautiful ancient looking poles.
- iv) **Stone Benches with shade.** The benches in the heritage area should be artistically designed.
- v) **Consolidation and demarcation of the Site area**

There are several sites where no any boundary has been established. To protect the monument from encroachment it is required to establish a demarcation boundary with fencing.



PROJECT 1: Development of Garden & theme park around Buddhist Stupa at Rajgir, District Nalanda (Bihar)

Project Rationale:

The recently excavated mound near southern gateway of ancient fortification at Rajgir believed to be the one built by Ajatsatru over the relics of Lord Buddha. The site can be developed a Theme Park making models of pre-historic caves, hunting method, community life, religious worship etc. Tourists will have an occasion not only to see pre-historic environment and activities but also the actual tools itself in its natural setting.

	<i>Scope</i>	<i>Estimated Cost</i>
1.	Development of theme park	Rs. 50 lakh
2.	Development of garden including laying of pathways for movement	Rs. 10 lakh
	Total Cost	Rs. 60 lakh

PROJECT 2: Development of Garden in Ancient Vikramshila University at Antichak, Bhagalpur

Project Rationale:

The Vikramshila University built by the rulers of Pala Dynasty during the last quarter of 8th century AD. The Pala king Dharampala built the Vikramshila Mahavihara which due course of time developed into full-fledged university. The ruins of Vikramshila monastery are a complete quadrangle and measures 330 sqm. At present, the site needs infrastructure and refurbishment to attract tourist. The consultant proposes to develop a garden depicting the ancient glory of the monument.

	<i>Scope</i>	<i>Estimated Cost</i>
1.	Landscaping and laying of internal roads and pathways	Rs. 20 lakh
2.	Drainage and Irrigation for maintenance of landscape	Rs. 20 lakh
3.	Development of garden	Rs. 20 lakh
4.	Maintenance of garden & monuments	Rs. 50 lakh
5.	Public utilities a) Toilet blocks, b) Drinking water facilities with pumping facilities.	Rs. 2.5 lakh Rs. 1.0 lakh
6.	Fitting and Fixtures including electric poles, benches, notice board etc.	Rs.5.85 lakh
7.	Provision of Approach Road from main road to the monument	Rs. 1.0 lakh
	Total Cost	Rs. 120.35 lakh

PROJECT 3: Development of Garden around Tomb of Sher Shah Suri at Sasaram, Distt. Rohtas

Project Rationale:

The mausoleum of Sher Shah built in red stone is one of the noblest specimens of Afghan architecture and a chief attraction of Bihar State. The monument is extended in an area of 1100X850 ft. The items of work require being development and improvement of garden around tomb of Sher Shah and land adjoining parking area across the road.



	Scope	Estimated Cost
1.	Development and improvement of garden around the tomb of sher shah and tank	Rs. 10 lakh
2.	Pathways and Internal Roads for movement of visitors	Rs. 15 Lakh
3.	Maintenance of garden	Rs. 25 lakh
4.	Public utilities a) Toilet blocks, b) Drinking water facilities with pumping facilities.	Rs. 2.5 lakh Rs. 1.0 lakh
	Fitting and Fixtures including electric poles, benches, notice boards etc	Rs. 5.85 lakh
	Total Cost	Rs.59.35 lakh

PROJECT 4: Development of Garden around excavated remains of ancient Vaishali at Kolhua, District Muzaffarpur

Project Rationale:

Located at Kolhua, 11 metre high Ashokan Pillar (supported a single lion) with stupa to its north, large water tank, a chaitaya with kutagashala on the south, a monastery to the west. Items of work required for the development of Garden around excavated remains of ancient Vaishali at Kolhua, District Muzaffarpur as follows;

	Scope	Estimated Cost
1.	Development of garden including landscaping and laying of pathways	Rs. 22 lakh
2.	Drainage and Irrigation	Rs. 10 Lakh
3.	Cafeteria	Rs. 5.0 lakh
4.	Maintenance of garden and monuments	Rs. 30 lakh
	Total Cost	Rs. 67 lakh

PROJECT 5: Development of Herbal Garden and tanks in ancient Site of Patliputra at Kumrahar

Project Rationale:

Kumrahar the Surviving exposed remains of ancient Patliputra have been brought into protection and honoured as monument of National importance. Due to change in landform, rapid urbanisation and fluctuation of in sub-soil water table, the site is facing threat of submergence under water. A portion of the site besides important structure like AROGYA VIHARA and EIGHTY PILLERED HALL sometime remain submerged causing damage to the monument. At the same time, excess water in the garden causing damage to the garden.

Framework of the Project:

a) Development of Garden:

The garden around the site is not attractive it requires to reshape the lawn avoiding water logging by raising the ground level. The ground level should be raised by appropriate filling to provide base for development without water logging effect. HERBAL GARDEN should be developed adjacent to the Arogya Vihara area by planting the medicinal plant with appropriate literature in accordance with its type and species.

b) Development of Tanks

There is wide scope for beautification and development of existing tank can be strengthened by arrangement of proper lighting system and stylistic wooden bridge etc.



c) Drainage Management:

The Site is facing the problem of water logging for a considerable period. To avoid the problem of water logging an effective drainage system can be plant and execute it.

	Scope	Estimated Cost
1.	Development of Herbal garden	Rs. 25 lakh
2.	Drainage and Irrigation	Rs. 15 Lakh
3.	Two rooms Herbal Clinic/Rejuvenation centre	Rs. 25 lakh
4.	Museum and Library for Herbal Research	Rs. 20 lakh
5.	Light & Sound (in small scale)	Rs. 30 lakh
6.	Public utilities	Rs. 2.5 lakh
	a) Toilet blocks, b) Drinking water facilities with pumping facilities.	Rs. 1.0 lakh
7.	Fittings and Fixtures including electric poles, iron gate, pillar and notice boards	Rs.5.6 lakh
	Total Cost	Rs. 124.1 lakh

PROJECT 6: Development of Garden around remains of fort of Nand Dynasty rulers, Nandangarh.

Project Rationale:

Located at a distance of 22 km from Betia Town and 3 km away from Lauria Nandangarh, the Ashokan Pillar. The only remains of nand dynasty should be preserved and develop it as a heritage.

	Scope	Estimated Cost
1.	Development of garden including landscaping	Rs. 10lakh
2.	Drainage and Irrigation	Rs. 10 Lakh
3.	Maintenance of garden and monuments	Rs. 35 lakh
4.	Cafeteria	Rs. 4 lakh
5.	Public utilities	Rs. 2.5 lakh
	a) Toilet blocks, b) Drinking water facilities with pumping facilities.	Rs. 1.0 lakh
6.	Approach Road – 1 km from the main road (Valmikinagar –Betia Road) to the monument including electric pole	Rs. 80 lakh
	Total Cost	Rs. 142.5 lakh

PROJECT 7: Consolidation and Development of Lauriya Nandangarh.

Project Rationale:

Located at a distance of 25 km from Betia Town. There is single lion Ashokan Pillar and several mounds of dissected stupas which has great significance due to falling within the route of national Buddhist Circuit linking Kushinagar to Bodhgaya. Further the site is located on the way to Valimiki National Park.

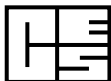
Project Framework:

a) Consolidation Activities

It has become very important to demarcate the area by fixing boundary pillars at suitable distances.

b) Development Activities:

- **Approach Road:** The site is situated at a stretch of half km from the main road connecting Betia town to Valmikinagar. Approach road should be upgraded to easy access to the site.
- **Gardening:** The site is required to make more attractive by proper gardening.
- **Public Utilities:**



	Scope	Estimated Cost
1.	Consolidation / Survey and Demarcation Activities	
a	Consolidation of Boundary pillar	Rs. 5 lakh
b	Demarcation line	Rs. 1 lakh
2	Development of garden including landscaping	Rs. 10 lakh
3	Drainage and Irrigation	Rs. 10 Lakh
4	Maintenance of garden and monuments	Rs. 35 lakh
5	Cafeteria	Rs. 4 lakh
6	Public utilities a) Toilet blocks, b) Drinking water facilities with pumping facilities.	Rs. 2.5 lakh Rs. 1.0 lakh
7	Approach Road – 1/2 km from the main road (Valmikinagar –Betia Road) to the monument including electric pole	Rs. 40 lakh
	Total Cost	Rs. 108.5 lakh

10.1.2 Identified Development Projects

PROJECT 8: Development of Goga Bill Pakshi-Vihara (Bird Sanctuary), Katihar

Project Rationale:

Goga-Bill an oxbow lake formed by River Kankar is a feeding and molting area of more than 300 species & sub-species of birds which migrate from Siberia (Russia). As per the special treaty on the 8th October 1984 between India and erstwhile USSR for the protection of these migratory birds and their foraging ground. The Department of Forest & Environment, Govt. of Bihar has declared this bird Sanctuary as a closed area in order to take special measures in the above context. But for the protection of these migratory and resident species of birds, establishing mere a closed area is not enough. It is recommended to declare this Pakshi Vihara at Goga Bill as BIRD SANCTUARY, which harbors special aquatic vegetation and attracts rare fauna. The wetland Goga Bill should be developed as a sanctuary whose dominating features should be natural exhibition of wildlife, conservation of natural resources of the region. It has a tremendous prospect to encourage indigenous and international tourists.

The following measures can be taken to develop the Bird Sanctuary;

- Respect international treaty of 8th October 1984 between India and Russia
- Preserve and develop landscape with its flora & fauna in its natural condition for the posterity.
- Provide recreation facilities of diverse types in an unpolluted and naturally open area for the tourists.
- Provide opportunities to the interested scientist, naturalists for the study of bird-behaviour, their ecology, breeding biology and all other aspects of natural historicity.
- Encourage domestic and international tourist by offering unique type of recreational cum educational centres where visitors can have glimpses of typical cultural landscape of rural north Bihar.
- Provide visual education of historical places. In this connection it may be mentioned that the Kosi Region doesn't have any historical museum / Botanical/ecological garden or any recreational facilities of modern standard.
- The economy of the region will be boosted through the development of Goga Bill.

Along with the development of Goga-Bill Bird Sanctuary, the near by historical places should be developed; These places are;



Sl. No.	Places of interest	Characteristics
1	Manihari	Mythological importance, lord Krishna has come to this place and lost valuable jewels.
2	Baldia - Bari	Battlefield of Nawab Saukat Jung and Nawab Sirajuddaula
3	Nawabganj	Famous for Fort
4	Raja Virat	Famous for Black Stone
5	Muswar	Where Pandavas used to keep their bows and arrow-Armery

Framework of the Project:

a) Consolidation Activities

The government of Bihar has declared it as a closed area. Now it has become very important to demarcate the area by fixing boundary pillars at suitable distances. Approximately more than 87 ha of land would be surveyed.

b) Development Activities

- **Approach Road:** The Goga Bill is situated 33 km south east of Katihar town. The Approach Road from Katihar is good but from Manihari to Goga Bill is awful. In fact there is no metal road from Surapar mor to Gogabill a distance of 4 km. This will have to be constructed a new metal road and the existing metal road from Manihari to Surapar will have to be repaired.
- **Perching Place:** At present there is no perching place for the birds, suitable trees would be planted on both side of the road and each bend of the road, lake view gardens to be constructed to provide the visitors a pleasant view and enjoyable walk.
- **Boating and water Skiing facilities:** Boats are required for patrolling against poaching and water Skiing. Equipment for Skiing is also required.
- **The Wetland hydrological and food behavior of birds Study:** A study is needed as the water in this lake is a product of direct rainfall run off of adjacent slopes and overflows of stream slight modification of these water supplies make corresponding change in vegetation and animal life. So far as no specific study in respect of food preference of the bird has been carried out.
- **Cafeteria-cum rest house:** For the comfortable stay of the visitors, cafeteria cum rest house would be constructed.

c) **Rehabilitation Activities:** In order to makes the home of bird free from threats it would be essential to make the surrounding area vibrant.

- **Development of Ponds for Fish Rearing:** the fishermen of manihari and Amdabad Block have acquired possession of a good number of ponds, which have been settled with them by the Block development Authorities. It is proposed to develop these ponds in to modern fishponds by Department of Tourism in association with the forest Department (the possessor of the Bill) and Department of Fisheries area.
- **Duck Rearing:** Duck farming is another important income generation activity which to be introduced in this area. Good variety of Duck can be reared not only to generate income but also for the visitors.
- **Raising makhana, Singhara, Ramdana** which has great value in the market

d) Conservation Activities:

- **Soil and water conservation:** Considering the increasing carrying capacity of the area, the silt and gully erosion is common. About 100 acres of land would need soil and water conservation measure such as ridge planting and silt control measure.



	<i>Scope</i>	<i>Estimated Cost</i>
1.	Consolidation / Survey and Demarcation Activities	
a	Survey	Rs.0.104 lakh
b	Consolidation of Boundary pillar	Rs. 0.75 lakh
c	Demarcation line	Rs. 0.25 lakh
2.	Roads	
a	Approach Road – 4 km from Surapar mor to Goga Bill	Rs. 300 lakh
b	Upgradation of Road from Manihari to Surapr mor (10 km)	Rs. 200 lakh
3	Ridge Plantation	Rs. 17 lakh
4.	Silt control	Rs. 18.3 lakh
5.	Hydrological studies including purchase of instruments	Rs. 1.25 lakh
6.	Ecological studies including purchase of instrument	Rs. 2.0 lakh
7	Construction of hideout	Rs. 2.5 lakh
8.	Cafeteria	Rs. 4.0 lakh
9.	Public toilets & Drinking water facilities	Rs. 2.5 lakh
10.	Upgradation and expansion of existing rest house	Rs. 30 lakh
11.	Boat & Water Skiing instruments	
a	3 Paddle Boat (Fibre Glass make)	Rs. 2 lakh
b	One motor-boat	Rs. 10 lakh
Total		Rs. 590.65 lakh

PROJECT 9: Development of Kabar Lake Bird Sanctuary, Begusarai

	<i>Scope</i>	<i>Estimated Cost</i>
1.	Consolidation / Survey and Demarcation Activities	
a	Survey	Rs.2.3 lakh
b	Consolidation of Boundary pillar	Rs. 0.75 lakh
c	Demarcation line	Rs. 1.0 lakh
2.	Roads	
a	Approach Road – 3 km	Rs. 200 lakh
3	Plantation	Rs. 17 lakh
	Clearing the lake from water hyacinth	Rs. 1 lakh
4.	Silt control	Rs.48.0 lakh
5.	Hydrological studies including purchase of instruments	Rs. 1.25 lakh
6.	Ecological studies including purchase of instrument	Rs. 2.0 lakh
7	Construction of hideout	Rs. 10.0 lakh
8.	Cafeteria	Rs. 4.0 lakh
9.	Public toilets & Drinking water facilities	Rs. 2.5 lakh
10.	Upgradation and expansion of existing rest house	Rs. 10 lakh
11.	Boat	
a	5 Paddle Boat (Fibre Glass make)	Rs. 2.5 lakh
b	2 Motor Boat	Rs. 20 lakh
Total Cost		Rs. 322 Lakh



PROJECT 10: Development of Health Tourism

Holistic Healing cum Rejuvenation Centre at Sita kund, Munger

Project Rationale: The development of therapeutic tourism, by using mineral water of spas and other elements of curative quality, and that of health tourism in general, is based on different sorts of health centers, providing a range of services, such as thalassotherapy centers, spa centers etc..

Munger town contains a hot spring known as the Sita-Kund spring. The hot spring is now enclosed in a masonry reservoir and is visited by large numbers of pilgrims, especially at the full moon of Magh. The water is beautifully clear and limpid, and sends up numerous bubbles from its rocky bed. The temperature of his spring varies in a remarkable manner and goes to the highest of 138⁰ F and even above.

It has a large potential, which needs to be explored and developed to attract tourists for Therapeutic tourism. A Holistic Healing cum Rejuvenation Centre is proposed where the focus will be on traditional and natural healing of individuals from every dimension-physical, mental, emotional and spiritual.

The project will involve the following activities:

	Scope	Project Cost
1.	Health Resort	Rs. 40 lakh
3.	Tourist Information Centre	Rs. 10 lakh
4.	Hospital (treatments based on natural Therapies) of 50 bed capacity- 0.5 ha	Rs. 500 lakh
	Total Cost	Rs. 550 lakh

PROJECT 11 & 12: River Front Development and Floating Restaurant, Patna and Bhagalpur

The project will involve the following activities:

	Scope	Project Cost
1.	Floating Restaurant (on Steamer) Size: 400 sq.m (area: Double Deck) Type of construction: Steel floating steamer with wooden deck & colored PVC sheet roofing complete with table chair, bar table & Kitchen	
a)	Cost of Construction: 400 @ 10,000/sqm	Rs. 40 lakh
b)	Cost of fitting & fixture @ 80% of construction cost	Rs. 32 lakh
c)	Furniture	Rs. 10 lakh
d)	Navigational and mechanical unit	Rs. 50 lakh
2.	Development of Ghats x 2	Rs. 40 lakhs
	Total Cost	Rs. 172 lakh

PROJECT-13 Tourist Resort at Manihari, Katihar

Project Rationale:

Manihari, which is situated at 26 km from Katihar has mythological importance where Lord Krishna lost his mani (precious jewels). Located on northern bank of the River Ganga, Manihari gives a picturesque view of both the River Ganga and Rajmahal Hill on the opposite Bank. The Site can be developed as major attraction along with several historical Sites such as Battlefield of Shaukat jung



and Nawab Shirajuddaula at Baldia Bari and the fort at Nawab ganj. The famous Gogabill bird sanctuary is just 6-7 km away. At regional level, the Kosi region is devoid of major tourist destination. The Site is well linked with metreguage, Broad Gauge and motorable road to other major cities of the Country.

	Scope	Project Cost
1.	Amusement Park	Rs. 100 lakh
2.	Development of garden including excavation, weeding, manure fuel, plants etc.	Rs. 12 lakh
3	Laying of layout of garden and pathways for movement of visitors	Rs. 10 lakh
4	Drilling of bore-well and laying of pipeline including providing & fixing diesel motor pump for the irrigation of the garden	Rs. 10 Lakh
5.	Maintenance of garden for 5 years including cost of labour, manure, fuels, plants etc @ Rs. 7 lakh/ year	Rs. 35 lakh
6	Cafeteria	Rs. 4 lakh
	Total Cost	Rs.171 lakh

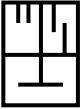
PROJECT-14 & 15 Urban Haat centers at Madhubani and Bhagalpur, Like Dilli Haat, same kind of Urban Haat has proposed at the mentioned places. Madhubani is world wise famous for Mithila paintings & Bhagalpur is for silk. These places have good scope for developing Urban Haat. There will be provision for stall for showing various arts, crafts and textile, Products of the -state lined traditional art & Culture.

	Scope	Project Cost
1.	Construction Cost @ Rs. 20 lakhs X 2	Rs. 40 Lakh
2.	Air-conditioned Auditorium of 50 people's seating arrangement	Rs. 100 lakh
3.	Arrangement for promotion and organization of Arts & Cultural programmes, and showing dramas, movies, documentaries. @ Rs.5 lakh X 2	Rs. 10.0 lakh
	Total Cost	Rs. 150.0 lakh

PROJECT-16 & 17: Theme Park at Rajgir and Bodh Gaya

Project Rationale:

	Scope	Project Cost
1.	Amusement Park	Rs. 100 lakh
	Total Cost	Rs. 100 Lakh

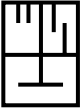


10.2 IDENTIFIED PROJECTS FOR SECONDARY TOURIST SITES

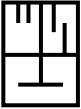
As mentioned in chapter 10, secondary tourist centers are those, which are situated at a distance that tourist can visit the place in a day and return to its primary destination. The following table shows the projects identified for the secondary tourist sites along with its costing.

Table: 10.1 Projects for Secondary Tourist Site with Costing

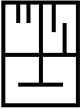
Sl No.	Destination/ Place	District	Development Scheme	Estimated Cost (in Rs.)	Details of Expenditure	Remarks
Buddhist Circuit: Bodhgaya – Rajgir – Nalanda – Vaishali – Balu Karam – Amethi – Bakraur – Sanda						
1	Balu Karam	Vaishali	Museum	10 lakh	Hall, 2 rooms, office	Sixth World Buddhist Conference
2	Amethi	Gaya	Museum/ Spiritual Centre	20 lakh	Museum & Meditation Hall	Associated with Lord Buddha
3	Bakraur	Gaya	Spiritual Centre	20 lakh	Meditation Hall	Historical Mound Sujata
4	Sanda	Nalanda	Museum, Land Development	20 lakh	Museum & Landscaping near Ruins & Temple	Remains of stupas, pillars, temples & stone slabs with inscriptions
Jain Circuit: Patna - Vaishali – Rajgir – Nalanda – Vasokund - Bisram - Masadh - Mandar Hill - Champaganagar - Pawapuri - Nawada						
5	Nawada	Nawada	Accommodation	12 lakh	Dharamshala (8 rooms)	Place of pilgrimage for Jains
Muslim/ Sufi Circuit: Maner Sharif --- Dargah Sharif – Bihar Sharif – Hajipur - Phulwari Sharif – Amarpur – Goraila						
6	Goraila	Patna	Land Development	10 lakh	Garden around Tombsite	Tomb of father of Makhdum Saheb at Bihar Sharif
7	Phulwari Sharif	Patna	Land Development	7 lakh	Garden around Mosque	Old Mosque by Humayun
8	Amarpur	Siwan	Land Development, Riverfront Development	10 lakh	Development of Ghats	Ruins of mosque of red brick on the banks of river Ghagra
Ramayan Circuit: Vaishali – Valmikinagar – Punaura – Sitakund – Sitamarhi – Ahirauli – Analya Asthan – Bairajpur						
9	Bairajpur	Madhubani	Land Development	10 lakh 50 lakh	Landscaping of fortress area, Sound and Light show (in small scale)	Remains of old fortress known as 'Baligarh'
Temple Circuit: Bodhgaya Vishnupad – Singheshwar – Ramnagar – Brahampur – Kusheshwar Asthan – Makranda – Bhelawar – Bhaik – Chandisthan – Ramnagar – Andhrathurhi – Bhawanipur – Sourath – Pupri – Deomarkandey – Thawe – Chandisthan - Deokund – Umga – Madanpur – Belwa – Malinagar– Deokuli – Sultanganj – Baikalpur – Banarsi – Seonar – Ular – Dewan Ban Mandir – Dharhara – Nauhatta – Tara Asthan –Jaimangalgarth –Baidyanath – Ramgarh – Rajkhand – Muzaffarpur – Ramnagar – Bhawanipur						
10	Vishnupad	Gaya	Land Development, Accomodation	5 lakh 12 lakh	Garden around Temple, Dharamshalas	Temple of Vishnupad Pilgrimage for oblations to deceased
11	Ramnagar	Gaya	Land Development	5 lakh	Garden around Temple	Ancient Temple of Lord shiva
12	Brahampur	Buxar	Land Development	8 lakhs	Garden around Temple	Brahmeshwar Temple



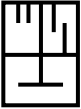
SI No.	Destination/ Place	District	Development Scheme	Estimated Cost (in Rs.)	Details of Expenditure	Remarks
13	Brahmpur	Darbhanga	Land Development	10 lakh	Garden around Temple	Gautamkund Temple of Gautam Rishi
14	Kusheshwar Asthan	Darbhanga	Land Development	10 lakh	Garden around Temple	Temple of Lord Shiva
15	Makranda	Darbhanga	Land Development	10 lakh	Garden around Temple	Old Temple
16	Bhelawar	Jehanabad	Land Development	10 lakh	Garden around Temple	Ancient Temple of Lord Shiva Sculptures of Hindu & Muslim periods
17	Bhaik	Jehanabad	Temple on hillock	10 lakh	Temple	Hillock with divine emblem of Lord Shiva
18	Chandisthan	Madhepura	Land Development	10 lakh	Garden around Temple	Temple of Goddess Chandika
19	Andhrathurhi	Madhubani	Land Development	10 lakh	Garden around Temple & Library	Old Temple known as Kamladiya
20	Bhawanipur	Katihar	Land Development	10 lakh	Garden around Temple	Temple of Ugranath Association with Maitihili poet, Vidyapati
21	Sourath	Darbhanga	Land Development, Community facilities	10 lakh 10 lakh	Garden around Temple, Community & Congregation Halls	Somnath Mahadev Temple Annual Sabha for negotiating marriages by Maitihili Brahmins
22	Pupri	Sitamarhi	Land Development	8 lakh	Garden around Temple	Baba Nageshwarnath Temple
23	Deomarkandey	Sasaram	Land Development	10 lakh	Garden around Temple	Temples of Lord Vishnu & Surya of 6th c AD
24	Thawe	Gopalganj	Land Development	10 lakh	Garden around Temple	Goddess Durga
25	Chandisthan	Munger	Land Development	10 lakh	Garden around Temple	Temple of Goddess Kali
26	Deokund	Aurangabad	Land Development & Beautification of Tankside	10 lakh 5 lakh	Garden around Temple	Ancient Temple of Mahadev Tank
27	Umga	Aurangabad	Land Development	10 lakh	Garden around Temple	Vaishnava Temple with images of Ganesh, Surya & Shiva
28	Madanpur	Araria	Land Development	10 lakh	Garden around Temple	Madaneshwarnath Temple
29	Belwa	Katihar	Road Development	100 lakh	2 km road from Mukursa to the site, Temple with garden	Remains of ancient buildings Stone images of Lord Shiva & Goddess Saraswati
30	Malinagar	Samastipur	Land Development	10 lakh	Garden around Temple	Mahadev Temple
31	Deokuli	Sheohar	Land Development	10 lakh	Garden around Temple	Shiva Temple Birthplace of 'Draupadi' wife of Pandavas
32	Sultanganj	Bhagalpur	Riverfront Development, Land Development	20 lakh 20 lakh	Garden around Temple, Development of Ghats	Ajabinath Temple on hillock on bed of Ganges Sacred water collected from July-August to pour on Lord Baidyanath at Deoghar
33	Baikalpur	Patna	Land Development	15 lakh	Garden around temple	Shiva Temple built by Raja Mansingh
34	Banarsi	Patna	Land Development	15 lakh	Garden around temple	Old Temple of Umanath
35	Seonar	Patna	Land Development	10 lakh	Garden around Temple	Nilkanth Mahadev Temple



SI No.	Destination/ Place	District	Development Scheme	Estimated Cost (in Rs.)	Details of Expenditure	Remarks
36	Ujar	Patna	Land Development	10 lakh	Garden around Temple	Temple of Sun God
37	Dewan Ban Mandir	Saharsa	Land Development	15 lakh	Garden around Temple	Shiv Ling in Temple
38	Dharhara	Saharsa	Land Development	15 lakh	Garden around Temple	Lord Shiva Temple
39	Nauhatta	Saharsa	Land Development	10 lakh	Garden around Temple	80' high Shiva Temple
40	Tara Asthan	Saharsa	Land Development	10 lakh	Garden around Temple	Ancient temple of Bhagwati Tara
41	Jaimangalgath	Begusarai	Land Development	15 lakh	Garden around Temple	Temple with ancient images of Barah, Badri Narayan, Shiva & Parvati
42	Baidyanath	Bhabua	Land Development	15 lakh	Garden around temple	Shiva Temple
43	Ramgarh	Bhabua	Land Development	10 lakh	Landscaping around Temple	Mundeshwari Temple on hill
44	Deo	Bhojpur	Land Development	10 lakh	Garden around Temple	Remains of Temple of Sun God
45	Singheshwar	Madhepura	Land Development	20 lakh	Garden around Temple	Temple of Lord Singheshwar
46	Ramnagar	Madhepura	Land Development	15 lakh	Garden around Temple	Temple of Kali
47	Phulhar	Darbhanga	Land Development	10 lakh	Garden around Temple	Temple of Goddess Girija Associated with Lord Rama & Sita's first meet
48	Rajkhand	Muzaffarpur	Land Development	10 lakh	Garden around Temple	Bhairavnath Temple
49	Muzaffarpur	Muzaffarpur	Land Development	15 lakh	Garden around Temple	Garibnath Temple of Lord shiva
50	Bhawanipur (40 km south west of Purnea)	Muzaffarpur	Land Development	10 lakh	Garden around Temple	Bhawani Devi Asthan Temple
51	Bhawanipur (8 kms southwest of Purnea)	Katihar	Land Development	10 lakh	Garden around Temple	Temple of Goddess Kamakhya
52	Chandi Asthan	East Champaran	Land Development	15 lakh	Garden around Temple	Temple of Goddess Chandī
53	Baghi Math	Muzaffarpur	Spiritual Learning Centre	20 lakh	Library	Big Hindu Monastery with 108 rooms
54	Sabhagachhi Sashta		Community Facilities	20 lakh	Community & Congregation Halls	Annual Matrimonial negotiations & ceremonies Symbol of ancient culture of Mithila
55	Pakri	Patna	Accommodation	12 lakh	Dharamshala	Hindu pilgrims offer oblation to ancestors
56	Bhagalpur	Bhagalpur	Land Development	10 lakh	Development of Ghats near Burhanath Temple on banks of Ganges, Garden around Burhanath Temple, Jain Mandir & Mayaganj Gufa	Ancient Burhanath Temple on the bank of Ganges Jain Mandir at Champanagar Mayaganj Gufa Karnagrah at Nathnagar Kumar Bibi's Tomb



SI No.	Destination/ Place	District	Development Scheme	Estimated Cost (in Rs.)	Details of Expenditure	Remarks
57	Giriak Bhabalpur	Rajgir/Nalanda	Road Development, Land development	100 lakh 20 lakh	Access road to Temple from base to hilltop, Landscaping around Temple	Temple on hilltop
Historical Circuit: Patna - Nalanda - Vikramsila - Kumrahar - Daudnagar - Dumraon - Chainpur - Dalaun - Bibiganj - Chausa - Kharika - Darbhanga - Baldiabari - Nawabganj - Jainagar - Sugrampur - Khudi Ram Bose Memorial - Don - Someshwar Fort - Munger Fort - Begampur - Dumraon - Naulagesh						
58	Kumrahar	Patna	Museum, Land Development	20 lakh 15 lakh	Landscaping around Pillared Hall, Museum near Pillared Hall	Pillared Hall of Mauryan period
59	Daudnagar	Aurangabad	Land Development	10 lakh	Garden around Palace Landscaping of fortress area Garden around Tomb	Palace Ruins of Ahmad Khan's Fortress Tomb
60	Dumraon	Buxar	Land Development	10 lakh	Garden around Palace & Pavilion	Palace & pavilion of the Raj
61	Chainpur	Bhabua	Development of Tourist Sites	20 lakh		Great Mausoleum of Bakhtiar Khan Fort
62	Dalaun	Buxar	Consolidation of Battlesite	10 lakh		Site of final battle between Babu Kuwar Singh & British in 1857
63	Bibiganj	Buxar	Consolidation of Battlesite	10 lakh		Site of a battle between Babu Kuwar Singh & British in 1857
64	Chausa	Buxar	Consolidation of Battlesite	15 lakh		Site of battle between Humayun & Shershah
65	Kharika	Buxar	Consolidation of Battlesite	10 lakh		Site of battle between Babu Kunwat & British
66	Darbhanga	Darbhanga	Land Development	15 lakh	Landscaping of complex	Well developed & beautifully laid out complex of palaces, temples offices, parks, gardens & ponds Seat of Maharaja of Darbhanga
67	Baldiabari	Katihar	Consolidation of Battle site	10 lakh		Battlesite between Nawab Siraj-ud-daula & Nawab Shaukat Jung
68	Nawabganj	Katihar	Land Development	10 lakh	Landscaping around ruins	Ruins of palace of Nawab Shaukat Jung
69	Jainagar	Darbhanga	Land Development	10 lakh	Landscaping of fort area	Ruins of mud built fort by King of Bengal
70	Sugrampur	Bhagalpur	Consolidation of Battlesite	15 lakh		Battle site between Santhals & British troops
71	Khudi Ram Bose Memorial	Muzaffarpur	Land Development	10 lakh	Garden around Memorial	Memorial
72	Don	Siwan	Land Development	10 lakh	Landscaping of fort area	Remains of Fort associated with Acharya Dronacharya of Mahabharat
73	Darauli	Siwan	Development of Ruin Site	15 lakh	Information Boards, Sound & Light shows, Museum	Ruins of Mughal Period



SI No.	Destination/ Place	District	Development Scheme	Estimated Cost (in Rs.)	Details of Expenditure	Remarks
74	Someshwar Fort	West Champaran	Land Development	10 lakh	Landscaping of fort area	Ruins of Fort on the summit of Someshwar hill
75	Munger Fort	Munger	Land Development	10 lakh	Landscaping near ruins	Ruins of palaces of Nawab Mir Kasim
76	Begampur	Rajgir/Nalanda	Beautification of Tanksite	15 lakh		Unexcavated mounds covering ruins of University of Nalanda Two big tanks 'Dighi' & 'Sanaroha'
77	Dumravan	Buxar	Museum	12 lakh	Museum near Ruins	Remains of Stupas
78	Naulagesh	Begusarai	Museum	12 lakh		Mounds Sculptural remains of ancient pots, jars
Cultural Centres: Sonepur - Ambara Chowk - Deo - Banaili - Bisti						
79	Ambara Chowk	Muzaffarpur	Art and Cultural Centre	25 lakh	Dance School, Auditorium	Home of Amrapali, court dancer of Vaishali
80	Deo	Aurangabad	Land Development	10 lakh	Identification & Development of Festival Grounds	Surya Mandir Chatta Festival
81	Banaili	Purnea	Sanskrit Learning Centre, Land Development	20 lakh	Artisan's Village, Garden around temple, Library, Sanskrit College	Seat of Banaili Estate Ruins of old temple & fortress Seat of Sanskrit learning & Maithili cult
82	Bisti	Madhubani	Cultural Centre	25 lakh	Library, Auditorium, Literature & Poetic College	Birthplace of renowned Maithili poet Vidyapati
Fairgrounds: Sonepur - Basaithi						
83	Sonepur	Patna	Land Development	10 lakh 5 lakh	Garden around Temple, Development of Fair Grounds	Hariharnath Temple Large Cattle Fair
84	Basaithi	Araria	Land Development	10 lakh 20 lakh	Garden around Temple, Utilities & Services for Fairground (Water Supply, Electricity, Sanitation, Drainage)	Ancient Temple of Lord Shiva Large Annual Fair of 20 days during Shivaratri
Riverfront Development: Konhara - Patna - Bhagalpur						
85	Konhara	Patna	Land Development, Riverfront Development	20 lakh	Park, Development of Ghats	Ghat at confluence of Gandak & Ganges in Hajipur

(Note: The new Identified Tourist Places are indicated in Red Font)



10.3 MISCELLANEOUS PROJECTS

Some facilities are considered a requisite at all the tourist sites such as a small refreshment center, public utilities and tourist information center.

Tourist Facility & Information Centre

The Consultants propose to establish Tourist Information Centres at all Primary Tourist Centres. This includes: Bettiah, Chausa, Sasaram, Aurangabad, Nawada, Nalanda, Darbhanga, Begusarai, Jamui and Katihar. The cost of one Tourist Information Centre is assumed to be Rs. 8 lakhs. Hence total cost of providing Tourist Information Centres at these twelve primary tourist centers is Rs. 80 lakhs

Refreshment Centres

The Consultants propose to develop refreshment centers at all the secondary tourist sites as identified above in table 10.1. The cost of a refreshment center is considered as 1 lakhs. Hence, total cost of providing refreshment centers is 85 lakhs.

Public utilities

It is proposed to provide public utilities at all the secondary tourist sites as identified above in table 10.1. The cost of Toilet blocks is considered as Rs. 1.5 lakhs and Drinking water facilities with pumping facilities is considered as Rs. 0.75 lakhs. Hence total cost of provision of toilet facilities and drinking water facilities is considered as Rs. 127.5 lakhs and Rs. 64 lakhs respectively.

10.4 IMPROVEMENT OF TRANSPORTATION LINKAGES

The following table shows the proposed accessibility between the secondary and primary tourist sites along with the cost involved.



Table: 10.2 Proposed Accessibility

SI No.	Destination/ Place	Primary Tourist Centre	Existing Connectivity between Primary and Secondary Tourist Centre	Proposed Connectivity	Cost (Rs.in Lakhs)
1	Balu Karam	Patna	Connected by Major Roads		
2	Bakraur	Gaya	Connected by Major Roads		
3	Sanda	Bakraur/Patna/Nalanda	Connected by Major Road to Bakraur, Nalanda and Patna		
4	Nawada	Gaya/Nawada	Connected by Major Roads and Railway		
5	Goraila	Patna	Connected by Other Roads	(Upgradation) Major District Road between Goraila and Patna (21.7 km)	434.0
6	Ramnagar (West Champaran)	Champaran/Betia	Connected by Other Roads and Railway	(Upgradation) Major District Road between Nandangardh to Ramnagar (21.8 km)	436.0
7	Brahampur (Buxar)	Buxar	Connected by Major Roads		
8	Kusheshwar Asthan	Darbhanga/Saharsa	Not Accessible	New Major District Road between Biraal and Kusheshwar Asthan (17.4 km)	696.0
9	Makranda	Darbhanga	Connected by Major Roads and Railway		
10	Bhelawar	Gaya	Connected by Major Roads and Railway		
11	Bhalk	Gaya	Connected by Major Roads and Railway		
12	Andhrathurhi	Darbhanga	Connected by Major Roads		
13	Bhawanipur	Darbhanga	Connected by Major Roads and Railway		
14	Deomarkandey	Sasaram	Connected by Other Roads	(Upgradation) Major District Road between Dehri and Deomarkandey (23.6 km)	472.0
15	Thawe	Betian	Connected by Major Roads		
16	Deo (Aurangabad)	Sasaram	Connected by National Highway		
17	Deokund	Aurangabad	Connected by National Highway		
18	Umga	Aurangabad	Connected by National Highway		
19	Madanpur	Sasaram / Aurangabad	Connected by National Highway		
20	Belwa	Katihar	Connected by Railway	New Major District Road between Belwa and Katihar (34.3 km)	1372.0
21	Sultanganj	Bhagalpur	Connected by Major Roads		
22	Seonar	Patna	Connected by National Highway		
23	Ular	Patna	Connected by Other Roads	(Upgradation) Major District Road between Masaurhi and Ular (27.9 km)	558.0



SI No.	Destination/ Place	Primary Tourist Centre	Existing Connectivity between Primary and Secondary Tourist Centre	Proposed Connectivity	Cost (Rs.in Lakhs)
24	Nauhatta	Saharsa	Not Accessible	New Major District Road between Nauhatta and Saharsa (15.0 km)	600.0
25	Deo (Bhojpur)	Buxar	Connected by Major Roads		
26	Singheshwar (Madhepura)	Saharsa	Connected by Major Roads		
27	Phulhar	Darbhanga	Connected by Other Roads	(Upgradation) Major District Road between Phulhar and Darbhanga (9.7 km)	194.0
28	Muzaffarpur	Muzaffarpur			
29	Bhawanipur (40 km south west of Purnea)	Katihar	Connected by Other Roads	(Upgradation) Major District Road between Purnia to Bhawanipur (36.0 km)	720.0
30	Bhawanipur (8 kms southwest of Purnea)	Katihar	Connected by Major Roads		
31	Baghi Math	Muzaffarpur	Connected by Major Roads		
32	Pakri	Patna	Connected by Other Roads	Upgradation Major District Road between Pakri to Danapur (18.9 km)	378.0
33	Bhagalpur	Bhagalpur			
34	Dumravan (Banka)	Buxar	Connected by Major Roads		
35	Darbhanga	Darbhanga			
36	Baldiabari	Katihar	Connected by Other Roads and Railway	(Upgradation) Major District Road between Baldiabari and Katihar (22.9 km)	458.0
37	Nawabganj	Katihar			
38	Balirajpur	Darbhanga	Connected by Other Roads and Railway	(Upgradation) Major District Road between Balirajpur and Darbhanga (22.0 km)	440.0
39	Bisfi	Darbhanga	Not Accessible	New Major District road between keotranvay and Bisfi (8.5 km)	340.0
40	Jainagar	Darbhanga	Connected by Major Roads		
41	Ambara Chowk	Muzaffarpur	Connected by Major Roads		
42	Giriak Bhabalpur	Rajgir/Nalanda	Connected by National Highway		
43	Sonepur	Patna	Connected by Major Roads		
44	Darauli	Chausa/Muzaffarpur	Connected by Other Roads		



CHAPTER 11

INVESTMENT PLAN & SOURCE OF FUNDING

11.1 BACKGROUND

The Perspective Tourism Plan phased out in 20 years requires Investment Planning as the cost is envisaged in infrastructure based on the existing, proposed and future tourism plan, CES has worked out a summary of financial and sectoral plan for investment to create tourist facilities based on tourist in flow:

11.2 SECTORAL CLASSIFICATION

In a tourism plan, capital expenditure is required to be allocated in the following sectors:

11.2.1 Basic Physical Infrastructure

a) Accommodation Services

Hotel, Motel, Holiday Home, Youth Hostel, Heritage Hotel, Forest Lodge/Rest House, Paying Guest Accommodation, Letting Services, sharing apartment and camping services.

b) Transport Services

Road services, connectively and linkages with Air, Rail and Water Transport and Passenger Transport Services; Transport Rental Services, Servicing, Maintenance & Repair services

11.2.2 Support Infrastructure

Tourist Guide & Tour Operation Services

Tourist Information and Guide Services, Tour Operator Services, Travel Agency Services, Tourism Services /Passport, Visa, Guide and Escort Services, Financial/Insurance services, Health/ Accident Insurance, Foreign Exchange Services, Security and Safety Services.

11.2.3 Tourism Product Services

Religious, Historical, Heritage Sites and Museum, Sports, Recreation, Cultural and Entertainment Services.

Adventure, Mountaineering, Water Rafting, Fishing/Angling, Wild Life Sanctuaries, Music, Dance, Performing of Arts, Amusement/ Theme Park, Fairs/Exhibition

11.2.4 Human Resource Development

Hospitality Services – Food, Catering, Drink and Beverages

11.2.5 Marketing & Promotion of Tourism Product

11.3 SOURCES OF FUND

The tourism facilities can be funded through the following sources:

- 1) State Government
- 2) State Government with the assistance Central Financial Assistance;

The Department of Tourism in a recent statement indicated conditional support to the States towards tourist development. The Centre will be assisting only those States who help themselves in promoting tourism. Tourism can not be taken into isolation and there is ample scope for coordination and collaboration between business houses and the Government. The Central Government have decided to



withhold financial assistance to religious places unless the State Government take immediate steps to improve the management of religious places by instituting the Board of management.

- 3) Institutional Finance also from UNESCO to the approved/ recognized heritage centres. The Tourism Finance Corporation of India (TFCI) (Tourism Advisory Services) help assist the State Governments in developing Master Plan for the development of tourism in various circuits such as Pilgrimage Circuit. TFCI have also decided to fund entertainment projects like Multiplexes, Indoor Sport Complexes and in the expansion of Tourism Advisory Services.
- 4) Private Investment through a package of incentives.

11.4 INVESTMENT PLAN & FUNDS REQUIREMENT

11.4.1 Sector Wise Fund Requirements

The required sizable capital investment for development of basic infrastructure, tourism infrastructure, tourism product development, human resource development and marketing and promotion development. As per broad estimates an aggregate sum of Rs 375.0 crores would be required for the 20 year Tourism Plan for the Perspective Year - 2021, bifurcated into immediate phase, short term phase and long term phase are;

The details of investment in phases and requirement of funds for respective tourism sectors has given in Annexure-1. A summary of the financial and Sectoral plan, indicating phasing of funds requirement for the perspective plan is given below.

Rs in Crore

Sl. No.	Sector	Phasing of Fund Requirement			Total
		Short Term (2002-5)	Medium Term (2006-10)	Long Term (2011-21)	
1.	Basic Infrastructure	24.12	32.42	48.70	105.12
	a) Road Network	31.50	52.38	116.00	200.00
2.	Tourism Infrastructure	0.13	0.325	0.85	1.30
3.	Tourism Product Development	8.10	13.50	28.40	50.00
4.	Human Resource Development	0.078	0.13	0.30	0.508
5.	Promotion & Marketing	2.85	4.75	10.25	17.85
	Total	66.78	103.5	204.5	375.06

The details could be seen in Annexure – 1

11.4.2 Phasing of Capital Expenditure

The phasing of capital expenditure of the Perspective Plan into immediate phase, short term phase and long term phase has been made as under:

- a. Short Term (2002-2005)
- b. Medium Term (2006-2010)
- c. Long Term (2011-2021)

11.4.3 Sectoral Annual Requirement of Fund

The estimated Sectoral annual requirement of fund for the Promotion and Development of Tourism in Bihar is given below:



In Crore

Year	Basic Infrastructure	Tourism Infrastructure	Tourism Product Development	Human Resource Development	Promotion & Marketing	Total
Short Term (2002-2005)						
2003	10.50	----	2.70	0.026	0.95	14.17
2004	22.56	0.065	2.70	0.026	0.95	26.30
2005	22.56	0.065	2.70	0.026	0.95	26.30
Total	55.62	0.13	8.10	0.078	2.85	66.77
Medium Term (2006-2010)						
2006	16.56	0.065	2.70	0.026	0.95	20.30
2007	16.56	0.065	2.70	0.026	0.95	20.30
2008	16.56	0.065	2.70	0.026	0.95	20.30
2009	16.56	0.065	2.70	0.026	0.95	20.30
2010	18.56	0.065	2.70	0.026	0.95	22.30
Total	84.80	0.325	13.50	0.13	4.75	103.50
Long Term (2011-2021)						
2011	14.56	0.065	2.70	0.026	0.95	18.30
2012	14.56	0.065	2.70	0.026	0.95	18.30
2013	14.56	0.065	2.70	0.026	0.95	18.30
2014	14.56	0.065	2.70	0.026	0.95	18.30
2015	14.56	0.065	2.70	0.026	0.95	18.30
2016	14.56	0.065	2.70	0.026	0.95	18.30
2017	14.56	0.065	2.70	0.026	0.95	18.30
2018	14.56	0.065	2.70	0.026	0.95	18.30
2019	14.56	0.065	2.70	0.026	0.95	18.30
2020	14.56	0.065	2.70	0.026	0.95	18.30
2021	19.10	0.200	1.40	0.040	0.75	21.79
Total	164.70	0.850	28.4	0.300	10.25	204.79
Grand Total	305.12	1.30	50.00	0.508	17.85	375.06

It will be seen from the analysis above that Basic Infrastructure which is lacking presently in Bihar have been emphasized allocating almost 81.3 per cent of the total allocation followed of Tourism Product Development at 13.7 per cent.

It may be mentioned here that during 2000-2001, the Government of Bihar expenditure for the development activities were slightly more than 60 per cent of the total State Government spending.

11.5 FINANCIAL / INVESTMENT ANALYSIS

The breakup of the suggested Investment Analysis is given below:

Rs in Crore					
Sl. No.	Sector	Central	State	Private	Total
1.	Basic Infrastructure	---	120.00	185.20	305.20
2.	Tourism Infrastructure	---	----	1.30	1.30
3.	Tourism Product Development	15.00	35.00	----	50.00
4.	Human Resource Development	0.15	0.35	----	0.50
5.	Promotion & Marketing	5.40	8.85	3.75	18.00
	Total	20.55	164.20	190.25	375.00

It would seen from the above that the Private Sector Share is maximum at 50.7 per cent followed by the State Government at 43.8 per cent and balance 5.5 per cent for the Central Government.

The Private Sector is highest mainly because the Hotel (accommodation) has been suggested entirely in the Private Sector. This is mainly because financial health of the State Government is not very encouraging and their budget constraint. This has further been promoted by the aggressive Disinvestments Policy of the Central Government. Out of 26 Hotels owned by ITDC, 6 joint venture with the State Government and 4 Restaurants, 18 Hotels have already been sold. The Private Sector participation, therefore, would require special encouragement by way subsidies and incentives.

Improvement Road-Network is a must for tourism development, the State Government has already initiated action in this direction and more is required to be done. Central assistance normally available for the development of NHs, not



for the renovation, improvement and expansion of other roads. However, assistance could be available under Prime Minister Gram Sarak Yojana. Wherever applicable and the Private Sector Participation may also be examined.

The Tourism Product Development and Human Resource Development has been suggested to share proportionately between Centre and State Governments and Promotion and Marketing between Centre, State and the Private Sector.

11.6 FUNDING MECHANISM

The plan schemes for the development of tourism infrastructure and improvement of tourism products mainly consist of the following:

- i) Central Financial Assistance to State Govt. for developing tourist facilities and product development.
- ii) Institutional Assistance.
- iii) Package of incentives for promoting private investment in the tourism sector.

The source funding of tourism development could normally be from three main sources:

11.6.1 CENTRAL FINANCIAL ASSISTANCE TO STATE GOVERNMENT

The Central Government provides assistance to States for developing tourist facilities including the infrastructure development and tourist product development. Recently the Central Government has announced that the funding will be selective meaning thereby that the fund will be released provided the initiative has been taken by the State Governments.

The Cabinet Committee on Tourism is initiating a plan for integrated development of tourism for overall development to attract both domestic and foreign tourists.

A Working Group is proposed to set up to study and formulate the legal framework for tourism and auxiliary activities in Northern Region. The Confederation of State Tourism Department will be constituted jointly to market the tourist activities. Funds will be pooled for participating fairs and marts and Common Tourist Offices will be set up.

The proposal envisages that each State in the Northern Region would identify tourism areas for developing new inter-state circuits for focusing for both domestic and foreign tourists. Specific inter-state circuits might be identified for religious, adventure, leisure, eco-tourism, heritage and cultural tourism.

In due course of Tax Structure would be rationalized to create Common Economic Zone with Common Taxation Policy for Hotels & Tourist Transport in Northern Region.

The partnership programme will include besides the State Governments, the Archeological Survey of India, the Survey of India and the Private Sector for the maintenance and development.

The Budget Allocation for the 10th Five Year Plan (2002-7) for the Tourism Sector is Rs 2,900 Crore. Estimated State allocation will be roughly Rs 870 Crore of which Bihar is likely to get around Rs 40 Crore which would mean around Rs 8 Crore per year during 2002-7.

11.6.1.1 Tenth five year plan(2002-07) and Annual Plan (2002-03)

Tourism sector has great potentiality in the state of Bihar. There are two important schemes under this sector ie Committed liabilities in respect of continuing and centrally sponsored schemes relating to infrastructure development and new schemes relating to renovation/refurbishment of existing infrastructures. In different sectors of tourism such as fairs and festivals besides Rajgir Mahotasava(Rajgir) , Buddha Mahotasava(Bodhgaya), there is also need to organize Vaishai Mahotasava, Mithila Mahotasava, Sun festival at Deo, Koshi Mahotasava and Ang Mahotasava at Bhagalpur. Government has also proposed for the up-gradation of food and craft institute, Patna. For Publicity and exhibition , there is a proposal of extension



service, hoardings/signage and printing of literature. The details of proposed expenditure on each item is given in the table below:

S.No	Item	Total proposed amount (in Rs.) Xth Five Year Plan (2002-07)	Total proposed amount (in Rs.) Annual plan (2002-03)
1	Development of Historical, religious and tourist spots	7846 lakh .	-
2	Maintenance of tourism assets of department of tourism	660.12 lakh	-
3	Fairs and festivals	475.00 lakh	75 lakh
4	Beautification & modernization of tourist information centre	220.00 lakh	20.00 lakh
5	Publicity and exhibition	645.00 lakh	45.00 lakh
6	Construction of building of Institute of Hotel management	176.00 lakh	6.00 lakh
7	State share for continuing and centrally sponsored schemes	533.00 lakh	133.00 lakh
8	Beautification of Kanvar lake at Begusarai	-	15.00 lakh
9	Training of departmental staff	46 lakh	6 lakh
10	Strengthening of approach road	4200 lakh	200.00 lakh
11	Construction of tourist complex	4720 lakh	-
	Total	19521.12 lakh	500 Lakh

11.6.1.2 Criteria for Central Assistance

The Ministry of Tourism extends financial assistance to States/UTs for augmentation of tourist infrastructure facilities, production of publicity material and for celebration of certain identified fairs & festivals that are important from tourists interest point of view. Assistance is provided every year on the basis of specific proposals received from the State/UT Govts., and in respect of the projects that are short-listed for consideration during that particular year.

Central financial assistance is based on the following criteria:

- a) Tourism potential of the place in terms of unique attractions and the volume of present traffic
- b) Inclusion of the place in the travel/water-way circuits, list of specified areas identified by the Ministry for intensive development or in the list of Pilgrim Centres identified for development of infrastructure facilities in cooperation with charitable institutions, trusts or local bodies.
- c) Existing shortage of tourist facilities at the place as established by feed back from tourists, travel intermediaries, tourist offices or as per master plans prepared for its development.
- d) Past performance of the State/UT in timely implementation of projects sanctioned by the Central Govt.
- e) Priority assigned to tourism by the State/UTs and their capacity to absorb central assistance i.e., financing state/UT components of the assisted projects.
- f) Projects in potential tourist places where basic amenities and infrastructure like roads, transport, water, electricity, sewerage, telecom facilities etc., are available and they can be developed with minimum investment.
- g) Proposals where all preliminary formalities for taking up of the projects (like land acquisition, approval of plans etc.) have already been completed and the work can be started immediately after sanction of the project.



11.6.1.3 Pattern of Financial Assistance

Specified projects taken up for financial assistance under various schemes of the Ministry, are assisted either under normal funding pattern or under 'equity' pattern. In normal funding, while the Ministry of Tourism the cost of land meets the cost of construction/acquisition of the asset up to the amount prioritized for it,, external facilities, furnishing, etc. are met by the State/UT Governments. Projects of developmental nature are assisted under normal funding pattern.

All commercially viable projects and projects of State/UT tourism Development Corporations are assisted under equity scheme under which 28% of the project cost is provided by the Ministry of Tourism, 12% by the State/UT Governments or Tourism Development Corpn. And the balance 60% funded by loan assistance from financial institutions.

11.6.1.4 General guidelines applicable to all Infrastructure projects

- a) Proposals should be duly approved by the State/UT Secretary/Director (Tourism) and submitted in the prescribed Performa.
- b) In case the project is approved, central assistance is released to the concerned State/UT Director Tourism /MD Tourism Development Corporation who is responsible for ensuring effective and timely utilization of the funds.
- c) Only proposals, which have been short-listed for consideration during the relevant year, are entertained.
- d) The State/UT Govt. should make available details (project costs, dates of sanction, reasons for non-utilization etc.) of the Central Govt. funds remaining unutilized with them for the projects sanctioned more than a year back.
- e) Proposals should be self-contained covering all the information necessary for their consideration and approval.
- f) While projects costing upto Rs. 50 lakhs can be got executed by any State/UT Govt. agency, those costing above Rs 50 lakh but and upto Rs 1 crore should be executed by State/UT PWD or Construction Corporation, State tourism corporation (with construction wing). Project costing Rs 1.00 crore and above would be executed only by CPWD, if specific no objection is not given by it.
- g) In the cases of infrastructural projects, the States/UTs should provide approach road, water & sewerage system, electricity, transport, telecom and other essential facilities (if not already available) in the proposed project site. The Govt. should also meet, the liability on site development, compound wall/fencing of the site, architect's fee, tentage/agency charges (where CPWD or ASI is not the executing agency), furniture and furnishing, normal recurring and non-recurring expenditure (like staff salary, normal repairs and maintenance etc.) liability on account of time and cost over-runs of the project would also be met by them.
- h) The assets created will remain the property of Government of India with the right of inspection but they will be given to the State/UT Govt. for operation and management on payment of Rs 1/- p.m.



- i) The State/UT Government would be free to charge for the facilities/services provided and surplus revenue earned from the project would be used for creation of additional facilities of for improvement of the facilities already created.
- j) The State/UT will not sub-lease of assets to a third party without specific approval of the Ministry.
- k) The State/UT Govts. Should follow the cordial formalities (like competitive tendering, expenditure guidelines etc.) prescribed in the relevant rules and regulations of the Govt.
- l) State/UT Govts. are not free to change the location or scope of the project after the Central Govt approves it.
- m) Funds released for a specific purpose should be utilised strictly for the same purpose and as per the terms and conditions attached thereto.
- n) The State/UT Govt. should start the work on the project within 6 months from the date of project within a maximum period of one year.
- o) The State/UT Govt. will make available to the Ministry of Tourism in the first week of April and October every year reports on the physical and financial progress of the project.

11.6.1.5 Equity Scheme

This scheme is mainly intended to provide assistance to State/UT. Govts. and tourism Development Corporations for taking up projects which are commercially viable. Assistance under the scheme is provided on merits on case-to-case basis. The salient features of the scheme are as under:

- State/UT Govts. or Tourism Development Corporations as the case maybe would prepare the project proposals and approach the concerned Financial Institutions viz. SFCs or SIDCs, in cases of projects with capital cost upto Rs 3.00 crores and TFCI in cases of projects costing more than Rs 3.00 crores for appraisal of the projects and approval of loan assistance of at least 60% of the project cost.
- The equity capital would be up to 40% of the project cost
- Assistance from the Ministry of Tourism would be limited to 28% of the project cost and it would be released to the concerned State/UT Govt. as a grant
- The concerned State/UT Govt. or Tourism Development Corporation would provide the balance of the equity capital i.e. 12% of the project cost.
- As per the present norms adopted by the Financial Institutions, only up to 10% of the Project cost would be reckoned towards the value of land.

After the financial institution has approved the project for loan assistance, the State/UT Government would approach the Ministry of Tourism for approval of its share of the project cost in principle. The central assistance that may be approved would be released in two installments viz. 50% after the State/UT Government/ Tourism Development Corporation as the case may be has brought in its share of the project cost and the FI has released at least 50% of the term loan sanctioned by it and the balance after disbursement of the full loan by the Financial institution and assessment of the physical and financial progress of the work.

11.6.1.6 Assistance for Promotion & Publicity

In addition to assistance for creation of tourist infrastructural facilities, the Ministry of Tourism also extends financial assistance to States & UTs under the following two schemes boosting their promotion and publicity efforts.



1) Assistance for Production of Literature:

This scheme has been devised to meet the needs of States/Union Territories in the Northeastern region and Jammu & Kashmir to promote their tourist destinations. The features of the scheme are:

- a) Literature to be produced by the State/Union Territory Government should not be the same or similar to those produced by the Ministry of Tourism
- b) Adequate amount of material should be produced and a specified quantity the same should be given to the Ministry of Tourism for its use.
- c) Competitive tendering system has to be followed
- d) Assistance will be upto 50% of the total cost of production excluding sales tax.

2) Assistance for Promotion of Fairs & Festivals:

Under the second scheme, assistance upto 50% of the expenditure incurred on creation of permanent/semi permanent structures, setting up of stage, production of posters and pamphlets and release of advertisements in two national newspapers subject to an overall ceiling of Rs. 5 lakhs per festival is extended by the Ministry of Tourism. The assistance is given only for celebration of certain selected festivals, which are important from tourism angle. The assistance is subject to the following conditions:

- a) The State/UT Govt. should give a brief write-up on the tourist importance of the festival.
- b) The State/UT Governments should follow all the cordial formalities like competitive tendering etc. prescribed in the rules before incurring any expenditure.
- c) Only 50% of the approved assistance would be given as advance. The balance amount would be released only as reimbursement after full details of expenditure (including State/UT components) and utilization certificate for the amount released by MOT and a brief note on the advantages gained as a result of the celebrations are furnished to the MOT within 6 months of conclusion of the Fair/Festival.
- d) No assistance will be given for creation of permanent/semi-permanent assets in the same place where creation of such assets was financed earlier by the MOT either in connection with the same or a different festival.
- e) Prior approval of the Ministry should be taken before committing any expenditure. No assistance would be extended on ex-post facto basis.

11.6.1.7 Development of Pilgrim/Tourist Centres and Major tourism Projects

Composite projects for identified Tourist Centre/Pilgrim Centres would be considered for Central Financial Assistance. Funding for the major projects costing more than one crore would be considered subject to there being a proper Master Plan. Funds would be provided for identified components such as:

- 1) Internal small link roads, internal water supply, internal drainage and waste disposal systems/signage,
- 2) Lands capping and development, Development of parking areas,
- 3) Development, conservation and restoration of heritage properties,
- 4) Development of Ghats and Lakes,
- 5) Development of Skis Slopes,
- 6) Construction of ropeways and ski-lifts,
- 7) Development of Tourist bus stands, tourist parking areas,



- 8) Development of Tourist Computer Centre,
- 9) Construction of jetties,
- 10) Restoration of old fountains,
- 11) Development of picnic spots,
- 12) Flood lighting of monuments,
- 13) Health resorts,
- 14) Toilets,
- 15) Budget accommodation/Tourist Bungalows/Tourist Reception Centers etc.
- 16) Cafeteria

The maximum assistance is provided up to Rs 2-00 crores for each project. And the release is made in phased manner.

11.6.1.8 Up gradation and Development of Golf Courses

The Ministry of tourism extends financial assistance for Up gradation and development of facilities in certain identified golf courses in the country. The golf course to be assisted will be selected by the Golf promotion Committee headed by the Director General (Tourism). Assistance for Up gradation/development/modernization of golf courses, will be subject to the following conditions:

- a) The golf course must be well planned and designed and located in identified travel circuits/places of historic or cultural importance or of natural scenic beauty but not in metro cities.
- b) The courses must be well equipped with dining and bar facilities of high standard, a pro-shop with reasonable amount of equipments, good transport and communication links with the nearby city, adequate and active local membership of golfers to sustain their activities and the financial capacity to maintain them in improved conditions after completion of the developmental works.
- c) The proposal should be sponsored by the State-UT governments that should also accept the responsibility for the efficient and timely utilization of the funds and overall supervision of the developmental activities of the courses.
- d) The title/lease hold rights of the golf course on the land from where it is functioning, should be confirmed by the local revenue authorities and the area has to be protected by suitable compound wall/fencing by the Golf Course Management at its own cost.
- e) The proposal for financial assistance should be accompanied by audited statements of accounts of the golf course for the previous three years, income tax clearance certificate and a brief note on its financial health and whether it will be able to maintain the facilities after completion of the development works.
- f) Financial support will normally be restricted to a maximum of Rs 20 lakhs for provision of specified facilities namely good irrigation system, improvement of greens and fairways/club house facilities, course maintenance equipments and cost of a maximum of five golf sets of international standards as assessed by a committee setup for the purpose by the MOT.
- g) Prior to release of any assistance the management has to enter into an agreement with the Central Govt. (on non judicial stamp paper) for the efficient management of the facilities and also to abide by the terms and conditions attached to the assistance. The agreement should also be registered with the appropriate authorities.



- h) Central assistance, if approved, will normally be released in 3 installments in the ratio of 30:50:20 depending on the requirements as certified by the Golf Promotion Committee. Release of the last installment will be in the form of reimbursement after completion and commissioning of the whole project (including the components not assisted by the MOI) and fulfillment of all the conditions attached to the assistance as confirmed by the Golf Promotion Committee.
- i) The beneficiary golf course must have adequate finance for maintenance of the capital works sanctioned by the government and where such funds do not exist the club must raise the membership as well as membership fees to adequate levels to raise the sources required.

The Govt. of India retains the right to inspect the facilities as and when needed and give directions wherever considered necessary for promotion of golf tourism in the country.

11.6.1.9 INSTITUTIONAL ASSISTANCE

The institutional assistance for developing tourism facilities is available from domestic financial institutions viz. TFCI, IFCI, SIDBI, SFCs, HUDCO, NEDFI (North-Eastern Development Finance Corporation Ltd.) and multilateral institutions viz. OECF (now called Japan Bank of International Cooperation (JBIC) etc.

i) Assistance from Tourism Finance Corporation of India (TFCI)

TFCI is a specialized all India development finance institution to cater to the needs of the tourism and related activities, facilities and services viz. hotels, restaurants, holiday resorts, amusement parks & complexes, safari parks, ropeways, cultural centres, convention halls, transport, travel and tour operating agencies, air, taxi service etc. The salient features of providing assistance by TFCI are:

- Providing all forms of financial assistance for new, expansion, diversification and renovation projects, related activities, facilities and services.
- Providing assistance by way of rupee loans, direct subscription/underwriting of public issues of shares/debentures.
- Providing financial assistance to projects with capital cost of Rs 3 crores and above; projects costing upto Rs 3 crores are financed by TFCI along with the state level institutions/banks, major projects are financed with other All India Institutions like IFCI, IDBI, ICICI.
- General norms of assistance are:
 - a. Minimum Promoters' contribution 30% of project cost
 - b. Debt: Equity Ratio - 1.5:1
 - c. Interest Rate band 13% to 17% p.a.
 - d. Repayment period 8 to 12 years

ii) Assistance from Overseas Economic Corporation Fund (OECF) (now JBIC)

OECF is the Japanese government's bilateral Official Development Assistance (ODA) leading agency to governments and governmental institutions. The salient features of OECF assistance are as under:

- Assistance is available to finance upto 85% of the eligible components of the total project cost.
- Items ineligible for OECF finance are:
 - a) Cost of land
 - b) Compensation/rehabilitation cost
 - c) Duties and taxes
 - d) Interest during construction



- Terms and conditions of the loan to States would be as per the instructions issued from time to time by Ministry of Finance, Deptt. of Economic Affairs regarding loans and advances by the Central Government.
- External assistance is passed on to the State Govt. as 70% loan and 30% grant.

11.7 STATE GOVERNMENT INCENTIVES TO THE PRIVATE SECTOR

To attract the Private sector participation in tourism related projects, the Consultants propose that the State Government may also provide State support by providing need based incentives including the following:

1. Land

- Acquisition of land : Government land may be provided, at concessional rates. Where it is not possible for private investors to obtain land required for the project on their own, the state government may acquire the land required for project charging concessional administrative charges.
- Interest – free loan for the site development relating to tourism development activities.

2. Accommodation

- Paying Guest Accommodation-The Government may give necessary publicity through its various offices and ensure that commercial tariffs are not charged from the owners of such units for electricity/water use etc.
- Units may not come under the purview of the local taxes such as sales tax, luxury tax etc; since the units are required to provide the facility of only bed and breakfast.
- Incentive may be provided by the government for the conversion of any heritage building into heritage hotel.

3. Infrastructure Services

- Upgradation of Air, rail, road access, improvement of power by setting up power generating systems and water supply by making available portable water.
- Tourist buses,conducting package tours etc ,can be handed over to the private sector by the state government. The government shall introduce some innovative packages for the private sector.
- Subsidy by the state government on captive power generation set including non conventional energy generator set.
- Subsidy on telephone connection- 50% subsidy on one time investment on telephone connection.
- Incentives may be provided to the private sector for activities connected with adventure tourism such as hang gliding, Para sailing, river rafting, boating, trekking.

4. Tourist while traveling through states , the inter-state travel taxes to tourist vehicle be abolished.
5. **Luxury tax-** New projects may be exempted from Luxury Tax for five to ten years from the date of commencement of commercial operations.
6. **Sales Tax** -New projects may be exempted from Sales Tax for five to ten years from the date of commencement of commercial operations.
7. **Entertainment Tax-**Entertainment centres may be exempted from Entertainment Tax for five to ten years from the date of commencement of commercial operations.
8. **Tax holidays-** A tax holiday of 5-10 years in respect of following taxes may be made available upto 100% of capital investment to various tourism projects located in Special Tourism Areas.



9. **Stamp duty**-An exemption of 50%-75% of stamp duty may be provided to assist entrepreneurs in executing deeds for financial assistance from bank/Financial institutions.
10. Exemption from payment of extra tax on machines, equipment, capital goods and construction material procured for implementation of infrastructure projects.
11. Tourism development fund should be created for financial incentives such as loans and grants which would be provided for private and public tourism investment projects .

11.8 PRIVATE SECTOR PARTICIPATION (PSP)

a) Background

It has been well known established fact that Govt. is retreating from owning and operating infrastructure and focusing, now, more on regulating and facilitating infrastructure services provided by private sectors. This offers the promise of more efficient investment in and operation of infrastructure services provided by private sectors. This offers the promise of more efficient investment in and operation of infrastructure services, as well as the potential to shift the burden of new investment from public budgets to the private sectors. The PSPs in development of infrastructures increased along with the development of new operational concept including build-own-operate (BOT), build-own-operate-transfer (BOOT), and concessions.

b) Governing Parameters to Promote PSP

However, to promote private sector participation/investment in infrastructure, the Consultants have identified the following governing parameters to make PSP fully effective.

- Government should specialize in planning, structuring, and regulation while the private sector should specialize in management, investment, construction and financing.
- The transfer of responsibility to the private sector should be accomplished through deregulation and open competition of well established contractual arrangements including management contracts, capital leases, concessions, sale of assets and rights to operate.
- Economic regulation should be applied where there is insufficient competition but it should be transparent and predictable while still accommodating the concerns of the affected parties.
- Long term domestic financing sources must be developed
- Commercial risks should be assigned to the private sector but other risks should be assigned according to which party is able to mitigate the risks.

C) State Government's Objectives and Strategy for Privatisation of Tourists Properties

The Consultants propose that the State Government should have following objectives, while transferring the tourism infrastructure projects to private sector:

- Benefit the consumers,
- Reduce state/national debt,
- Stimulate domestic capital market,
- Reduce capital and operating subsidies,
- Invest in new infrastructure or rehabilitate existing infrastructure,
- Improve quality of services,
- Increase range of services,
- Reduce price for services,
- Client oriented operations and more effective marketing



All the above objectives could be achieved by the State government under the following guidelines:

- There are two ways of privatization of tourist properties. The state government can either give the whole property in lease/sale to the private sector or it can allow the private sector to provide tourists services /facilities in the place of tourist attractions.
- The private sector has always been playing a bigger role in the field of tourism. The Government should therefore aim to encourage the private sectors especially in building and managing the required tourist facilities in all places of tourist interest, ensuring preservation and protection of tourist attractions.
- State Government will have to co-ordinate the efforts of other concerned Departments and concentrate in infrastructural development in selected areas as well as provide special incentives to the private sector to set up tourism facilities of international standards.
- Department of Tourism, Bihar should set up a Land Bank under the Bihar Tourism Development Corporation to provide land belonging to the various departments of the government, municipalities, village panchayats to the private investors for setting up tourism units.
- Identified Bihar Tourism Development Corporation properties should also being licensed to the private sector for management. The identified land and buildings will be provided to the entrepreneurs by a transparent process of two-stage bidding, either by way of lease/licensing agreement or by sale.
- Joint venture can also be formed with reputed companies in the field of tourism and trade for setting up of tourism units in old government properties. Detailed terms and conditions for this bidding process have been formulated.
- The Government should recognize that private participation in infrastructure projects requires the projects to be commercially viable. The Government should make efforts to ensure that the projects are conceived with the objective that they are commercially viable before offering them to private investors.

D) Project Selection Criteria for PSP

In order to make the PSP effective and successful to achieve the above objectives, the Consultants suggest some of the important factors about tourism infrastructure projects.

- i) Size and complexity of the infrastructure sector.
- ii) Rate of growth in demand and the competitiveness of the market
- iii) Legal regime regarding ownership of land and other critical assets
- iv) Capacity for economic regulation

With a view of above issues, objectives and selection guidelines, the Consultants have proposed tourism projects with the involvement of private sector in Bihar as stated below:

- **Wildlife-tourism:** The State Government should also propose to harness the tourism potential of forests and wild life sanctuaries .There are around 10 wildlife sanctuaries and 2 parks in the state. Camping sites with adequate infrastructure facilities for trekking trails, bird watching towers, rain-shelters, public conveniences and parking shall be developed. A reasonable fee shall be determined by the government to the private sector for use of camping sites for the maintenance and conservation of these forests.

- **Art and craft/cultural tourism**

Bihar has rich cultural heritage. The famous art of the state is the Mithila paintings done by women of Mithila. The traditional dances of Bihar are the chhau dance and the Jat- Jatin dance. The products of art and craft can further be promoted by provision of art and craft center, cottage industries run by private sector .



- **Highway Tourism:** There is a good network of State and National highways which criss-cross the State and a large number of travellers prefer road journey. Because of large geographical expanse of the State, these journeys tend to be quite long and boring. There is a need for creating necessary facilities like hotels, motels, restaurants, picnic spots, water parks etc. along the highways at suitable intervals for the highway travellers to relax.. Highway facilities and wayside amenities are so well developed in some states that this has become the mainstay of tourism. State shall encourage private investors to create such facilities on highways.
- **Village Tourism:** Village tourism also needs to be encouraged to broaden the base of tourism industry and provide employment opportunities in the rural areas. The procedure for registration of village tourism and farmhouses shall be simplified. Farm houses, Small village tourism units should be constructed, adequate facilities should be provided within the village . Private parties can either adopt the village or can provide infrastructural facilities within the village.
- **Pilgrimage Tourism:** Large number of tourists visits sacred Buddhist centres, Jain centres, places associated with Shri Rama and Sit and cultural centres for Sufis. The state Govt. Should propose to encourage development of cheap accommodation, parking, Sulabh Shauchalayas, STD/ISD facilities, air, rail and hotel bookings, drinking water, garbage disposal etc at these religious places by private participation.
- **Entertainment Industry:**

To make visit to Bihar is pleasant experience and to prolong the stay of visitors/ tourists, there is a need to provide facilities for entertainment in the State. Efforts should be made to develop the entertainment industry in the State in a big way so that amusement parks, ropeways, film cities, etc. should be developed in a planned manner in different parts of the State. Private sector will be encouraged to invest in entertainment industry. The State Government will provide govt. land on reasonable terms or acquire private land for such projects.



CHAPTER-12

CONSERVATION OF HERITAGE AND BIO-DIVERSITY

12.1 CONSERVATION OF HERITAGE AREA

Bihar is enriched with heritage sites of various religions including temples, stupas, masjids, tombs and ruins of various dynasties and cities. These heritage sites need to be conserved against any development activities to retain its originality and heritage value.

12.1.1 Archaeological Sites/Monuments

Archeological monuments in Bihar have been declared protected by Government of India in the "Ancient Monuments and Archeological Sites and Remains Preservation Act, 1957". Some of them have been declared as world Heritage Sites. Some of the monuments have been declared as protected monuments by the State Government.

- Ancient Site of Kumrahar
- Nalanda Temple
- Ancient University of Nalanda
- Buddhist Stupa Rajgir
- Ancient Vikramshila University
- Tomb of Shershah Suri
- Ashoka Pillar
- Lion Pillar of Ashoka, Lauriya nandangarh
- Stupa at Kesariya
- Areraj
- Lion Pillar of Ashoka at Kolhua, Vaishali
- Budh Stupa I&II, Vaishali
- Vishwa Shanti Stupa, Vaishali
- Nalanda Mahavihara
- Bimbsara Jail,
- Mahabodhi Tree
- Maniyar Math
- Jain Temple Rajgir
- Pathar ki Masjid, Patna
- Jal Mandir Pawa puri.

Some of the Monuments have been protected by the State Government such as Jalalgarh fort, Golghar etc.

Areas of conservation need very special effort to maintain their ambience; the introduction of different development controls and building regulations does help but has its limitations.

12.1.2 Strategy for conservation

i) Conservation, Development & Tourism is an ongoing process and integrated with the planning which could identify significant period of a town or an area for its uniqueness, characteristics and its



contribution to society. The guidelines for which depend upon the following criteria.

- Identification of periods or style in which the historic, architectural, periods could be documented for their continuity, protection or maintenance and could be retained for public or tourist interest.
- This may include individual structures, group of buildings, Streetscape, Roofscape or some composite structures etc. The various elements of structures could be identified for their unique features. These may become part of strategic consequences.
- Any alteration or redevelopment depends upon the inference drawn from this strategy for positive contribution.
- Any new development or infill development on vacant sites or extension to the rear or adjoining areas depends upon the uniqueness of the area and the nature of extension required, if the structure has been adjudged for its merit for protection. A set of guidelines may allow a variety of architectural interpretation, which will remain compatible of its historicity

ii) Building Envelope of Historic Structures & Settlement

Historic structures were built under the patronage of the rulers or by merchants and were governed by basic norms for their aspiratory nature exploring icons employing artisan works of the times. They must be recognized in the same context for their ambience.

- However when new structures are planned adjoining these structures, special studies need to be conducted for their likely impact on the surroundings, appropriate solutions have to be examined and looked into. Areas within 100m radius of the historic temples, churches & other such buildings should be declared as conservation zone.
- The building regulations such as FAR or ground coverage may not be the answer for any development in the historic areas if they are designated as such. Special areas once designated, should have a set of guidelines for keeping their historicity intact.
- Zoning with incentive could be framed to promote the necessary development for the promotion of tourism etc.
- The term historic may be used if such structures, areas, sites, traditional centers happen to be part of Historical records or events that give them their significance. In the wake of urbanization or expansion programme, such pockets could be earmarked and can be termed as historic areas, or precincts etc.
- These areas however modest they may be in scale, but have contributed to the social and cultural aspect of the community or part of human collective memory must come under protection.
- Planning and development of historic towns should be based upon a preliminary multi-disciplinary study involving a wide range of specialists. The Conservation/Preservation or Restoration plans must take into account the economic and financial resources of the Region. The community residents should support the plans. Administrative and financial measures are necessary to attain their objectives.
- Sympathetic understanding of the value of historic structures historic towns and areas of natural, scenic or of archeological, art and architectural values must be expressed and given full publicity for public awareness.
- Key areas of such values must be taken up for systematic studies.



The tourists' areas/natural area, zones or historic settlements can be earmarked for their specific values.

12.1.3 Establishment of Bihar Heritage Foundation

The Consultants suggest for the establishment of "Bihar Heritage Foundation". This should be under the chairmanship of a very senior Govt. functionary with the expert members (like conservation specialist) and other concerned from the Government.

Aims & Objectives of the foundation

- i) To frame and implement policies for conservation of Built and Natural heritage to be protected, nourished and nurtured by all citizens and pass it on to the coming generations.
- ii) To promote conservation of the civic and urban heritage which includes.
 - Architecturally significant and artisanary works.
 - Historical Landmarks
 - Focus on technical & scientific significance of civic and urban heritage.
 - Living monuments having socio-cultural value, and
- iii) To protect and improve environmental assets of the state.
- iv) To conserve and improve historically significant streets and roof scapes.
- v) To promote reuse of old buildings for appropriate utilization.
- vi) To promote conservation as an attitude to the development process.
- vii) To provide assistance to individuals, institutions and NGOs in their efforts to save all or in parts components of urban heritage.
- viii) Conservation of heritage buildings, heritage zones and areas of significant value.
- ix) To recommend guidelines related to special areas as designated by the Foundation.
- x) To review the policies and programmes of areas as designated by the Foundation.

Functions of the Foundation

The foundations shall perform the functions with reference to the Urban Heritage in the following manner;

- i) To alter, modify or relax provisions of existing regulations, with the approval of Govt / Authority if it is needed for protection, conservation, preservation or retention of historical, aesthetic, architectural quality of any heritage building, heritage precincts or zones as well as natural assets of Bihar.
- ii) To permit major alterations to heritage or areas excluding those which are under ASI, only in exceptional cases, without changing the character, architectural/historical features of the building or areas.



In addition, the Foundation shall also exercise the following powers:

- iii) To do all such other acts and things either alone or in conjunction with other Organisations or persons as the Foundation may consider necessary incidental or conducive to the attainment of the objectives.
- iv) To form an Advisory Committee comprising of experts in the filed of conservation members form government and Local Bodies, Institutions and NGOs associated with heritage to advise on matters related to the Foundation.

12.2 BIO – DIVERSITY CONSERVATION

The state covers an area of 173,877 sq. km with a population of 86.37 million. After bifurcation of State, Bihar has very limited forest resources. In another word it remains only with the form of Sanctuaries and parks. The State has one national park, 10 Sanctuaries and one Biological Park. Proper management of these protected areas is crucial for the success of conservation programs.

12.2.1 Wild life Sanctuaries and National Parks

The important wild-life include Panthera Pardus, Jungle Cat, Civet, Striped Hyaena, Mongoose, Wolf, crapped langur clouded leopard elephants, tiger, gaur, musk deer, red panda, Himalayan black bear, hillock, gibbon, hornbills, Sloth Bear, Wild Dog, Otter, Honey Badger, pheasants, and host of other migratory birds.

National Park

1. Valmiki National Park

The wild life sanctuaries are:

1. Bhimbandh Sanctuary
2. Rajgir Sanctuary
3. Kaimur Sanctuary
4. Gautam Budha Sanctuary
5. Udayapur Sanctuary
6. Vikramshila Gangetic Dolphin Sanctuary
7. Kabar Jheel Bird Sanctuary
8. Gogabil Bird Sanctuary
9. Nakti Dam Bird Sanctuary
10. Nagi Dam Bird Sanctuary

Biological Park

11. Sanjay Gandhi Biological Park, Patna

12.2.2 Existing scenario and threat to bio-resources

Forest covers in the state remain very less after bifurcation of the State to Jharkhand. Consequent flooding and less area under forest makes the state environmental threat. Soil erosion and felling of agricultural and forestlands under the rivers are major threat to both human beings and wild life. Every year thousands of hectare of lands is degraded and becomes wastelands. No reclaiming efforts are being made to protect these natural resources.



12.2.3 Government effort to protect bio – resources

With the realization of importance of forests and wildlife, legislative exercises were carried out. These legislative were also implemented in the State of Bihar.

The Indian Forest Act, 1927, the Wild Life (Protection) Act, 1972 and the Amendment Act, 1991 to the wild life protection Act are important legislative landmarks in the field of wildlife conservation while *The Indian forest Act, 1927* laid down procedures for the conservation of reserved and protected Forest.

Indian Forest Act, 1927 was enacted with a view to consolidate the law relating to forests and the transit of forest produce. This Act was made applicable to Bihar State also. The Section 2 of the Act defines the cattle, and forest, where the forest produce includes among other things wild animals.

Wild Life Protection Act, 1972 enacted after the resolution passed by the houses of Bihar legislatures laid down the provision to restriction on hunting of wild animals, constitution of wildlife sanctuaries, national parks and closed areas and prohibition of trade or commerce in trophies, animal articles.

Further the Wildlife Protection (Amendment) Act, 1991 framing the some salient features; such as prohibition on hunting of all wild animals, prohibition on destruction or removal of Wildlife from sanctuary just as in the case of national park, and ban on import of ivory and articles made therefrom.

12.2.4 Strategies for the restoration of bio – diversity

For developing a comprehensive network of bio – diversity conservation in the state of Bihar, it is required to conserve the forests and wild animals in order to maintain sustainable ecosystem in the state. It includes a number of varied natural habitats and is rich in communities, in species, in varieties and in endemic. Ironically, very little has been done to either study or project these areas in the past.

The Consultants have suggested the following restoration measures:

- To make a detail programme and a realistic approach to implement it for conservation of bio-diversity, it is quite essential to assess the strength and varieties of flora and fauna found in the region.
- It has also been observed that, while preparing conservation action programme of bio-diversity, often the large animals like Rhinos, Tigers and Elephant get priority in conservation while the other species specially the lower vertebrates, and invertebrates, and plant kingdom remain unattended. Thus the Consultants suggest here that the single species management should be replaced by conservation of bio-diversity as a whole. It means, we need to conserve various habitat types, in various geographical locations to ensure that maximum number of bio-diversity are covered and protected in the process.
- Some key forest habitats can be identified for declaration as sanctuary or National Park in order to get more protection. Similarly, some evergreen forests can be brought under the Protected Area Network to enhance the chance of bio-diversity conservation including the threatened flora and fauna.



- Important wetland in a region can be conserved in order to maintain sustainability of bio-diversity of the region.
- Initiate Environmental Orientation and small-scale community support Programme. The Community Support Programmes includes handloom development programme, a community forest development programme, training for plantation and for raising the forest to raise forest for their own need and reduce the villages, dependency on the forest. Such acts will also help the concerned authority to win back the support of the local people the poor fringe villagers as needed for the protection of the park/sanctuary/forest. The community support programme will help in to eradicate easy money culture of fringe villagers i.e. money earned by unlawful jobs for the flora and fauna.
- Awareness camp can also be organized with village-people to make them understand the importance of conservation of flora and fauna.



CHAPTER- 13

SOCIAL AND ENVIRONMENTAL IMPACT ASSESSMENT

13.1 INTRODUCTION

Tourism development at both the national and international levels can make a positive contributions to the life of a nation provided the supply is well planned and of high standard and protects, respects the cultural heritage and values and the natural, social and human development. It indirectly indicates that in no way should the carrying capacity of a particular site be exceeded. Tourism has to be related to this, not that we should indiscriminately, inject tourists into a particular site, which has got a limited or no carrying capacity at all. Tourism must be directly correlated to the resources that are available and this aspects needs to be closely looked into very carefully. So it is high time that we should develop and manage tourism from the resource point of view so that it is compatible with the environment and does not degrade it, is a major factor in achieving of sustainable development.

Development of tourism itself has some positive and some negative effects.

13.2 SOCIO-CULTURAL IMPACT

Tourism can bring both benefits and problems to the local society and its cultural patterns. Although more difficult to measure than economic or environmental effects, socio-cultural impacts are major considerations in developing tourism in many places. These impacts can be especially critical in countries like India and regions like Bihar that still have strong historical and cultural traditional society.

13.2.1 Socio-cultural benefits

If tourism is well planned, developed and managed in a socially responsible manner, it can bring several types of socio-cultural benefits. These include the following:

- i) Tourism improves the living standards of people and helps pay for improvements to community facilities and services, if the economic benefits of tourism are well distributed. The development of tourism will enhance the living standard of people by increasing employment opportunities and developing other economic benefits. Fishing, agriculture and animal husbandry and other sectors of activities will expand to respond to additional needs.
- ii) Tourism too conserves the cultural heritage of Bihar which otherwise might be lost as a result of only general development taking place. The old historical and Cultural patterns of music, dance, drama, dress, arts and crafts, customs, ceremonies, life styles, traditional economic activities and architectural styles of the state are important attractions for tourists. Tourism helps justify their conservation and can be the impetus for revitalizing cultural patterns.
- iii) Tourism helps develop and maintain museums, churches, and other cultural facilities through the income generation by charging entry fee and entertainment expenses from tourists.
- iv) Tourism reinforces or even renews a sense of pride by residents in their culture, when they observe tourists appreciating it.
- v) Tourism provides the opportunity for cross-cultural exchanges between tourists and residents who learn about, and come to respect, one another's cultures. These exchange can best be achieved through educational and other types of special interest tours, village tourism and home visit programmes whereby tourists can arrange to visit local families.



13.2.2 Socio-cultural problems

Tourism can generate some socio-cultural problems if not well planned, developed and managed, which include the following-

- i) **Overcrowding by tourists and loss of convenience for residents**, which leads to their resentment and **sense of hostility toward tourism**. In peak season periods, attractions and amenity features, restaurants, shopping and transportation facilities become so overcrowded by tourists that local people, particularly in places like Patna cannot easily use them.
- ii) **Cultural degradation and lessening of a sense of cultural identity**: Deterioration of important archaeological and historical forts and important beaches is resulting from overuse by tourists.
- iii) **Demonstration effect** of residents, especially young people, imitating the behavioural patterns and dress of tourists will adversely affect Bihar culture. Also, misunderstanding and conflicts arise between tourists and Tamil people because of different languages and customs.
- iv) Social problems of drug abuse, excessive alcoholism, crime and prostitution may be worsened by tourism.

13.2.3 Preventing socio-cultural problems

As a general policy, tourism should be developed on a gradual basis so that the society has time to adapt to it, be educated about it, and learn how to participate in its benefits. Local residents should be involved in the planning and development process of tourism so that they can influence its decision-making and feel that they are part of tourism. Some specific socio-cultural impact control measures can be applied in tourism areas as under:-

- i) Maintain the authenticity of dance, music, drama, arts, crafts and dress, even though they are somewhat adapted for presentation to tourists.
- ii) Preserve existing distinctive local architectural styles and encourage new development, including tourist facilities, to use local architectural motifs.
- iii) Make certain that residents have convenient access to tourist attractions, amenity feature, and other facilities and apply visitor control measures to prevent over crowding.
- iv) Provide inexpensive or subsidized facilities for local residents to use. Residents may be allowed to pay lower admission fees to attraction features than those paid by foreign tourists.
- v) Public awareness programmes about tourism may be organised, utilising radio, television, newspapers, magazines and public meetings to combat agitation by NGOs against tourism.
- vi) Inform tourists about the local society - its customs, dress codes, acceptable behavior in religious and other places, courtesies to observe in taking photographs, tipping policies, and any local problems.
- vii) Train employees to work in tourism effectively, including language and social sensitivity training where needed.
- viii) Apply strict control on drugs, crime and prostitution.

13.3 ENVIRONMENTAL IMPACTS

Tourism can bring both benefits and problems to the environment. Environmental impact is the major consideration in any development activity.



13.3.1 Positive Environmental Impacts

- i) Tourism helps justify and pay for conservation of important natural areas and wildlife, including riverine environment, and development of parks, historical monuments, protected and reserve forests and parks, because these are major attractions for tourists.
- ii) Tourism helps improve the envisaged environmental quality of the area as tourists like to visit places that are attractive, clean and non-pollutant. Well sited and designed tourist facilities, themselves can contribute to the attractive appearance of both urban and rural environments. Improvement of infrastructure, especially of water supply and sewage and solid waste disposal, also contribute to improved environmental quality.
- iii) Tourism helps in revival of dying arts and crafts. It is due to enhanced tourism only that all our rare artistic wealth is finding its way to prosperous countries through both legitimate and illegitimate channels.

13.3.2 Negative Environmental Impacts

If tourism development is not well planned, developed and managed, it can generate several types of negative environmental impacts.

- i) Development of mountainous tourist spots will involve construction and development of Roads and Highways through forest areas. This in turn is likely to increase the vehicular traffic along with the pedestrian in this region. This activity is likely to create environmental disturbances, which will directly have an adverse impact on the surrounding vegetation and mountain ecology. This does not mean that road in the hills are not important, but they need to be constructed in coherence with the terrain, nature of geological functions etc.
- ii) Development of Tourism indirectly has an impact on the wildlife, which is likely to be affected due to large scale hunting, by the invasion of tourists into natural habitat for photography and filming etc. Then impact on large scale mammals and birds is apparent. If tourism is to be handled on a sustainable basis we must pay much attention for the maintenance of tourism infrastructure and maintenance as well as of the wildlife. Large-scale invasion of tourists to national parks, wildlife sanctuaries and reserve forests also affects the feeding and breeding habitats of the wild animals.
- iii) Another major impact of increased tourist activity is that large scale of tourist developments also bring a large number of people together which leads to marked changes that are detrimental to the eco-system as a whole. The influx of large number of tourists is also likely to increase the piles of litter and garbage. These will attract rodents, which in turn draw bigger animals and birds which alters the entire habitat.
- iv) With the increase in the number of tourists due to availability of better infrastructure facilities, the needs and demands of the tourists also increases. Thereby there is an increase in the demand of wildlife souvenirs, furs skins, ivory ornaments, horns, tails, key rings made from hooves, so on and so forth. This results in the indiscriminate slaughtering of wild animals along with birds for the above said purposes.
- v) Water pollution resulting from improper development of sewage and solid waste disposal systems for hotels and other facilities. There has been severe pollution of river, lake and beaches from sewage outfall lines, and of ground water by seepage of waste material. Sewage disposal is also effected either through septic tanks and absorption pits or as in tourist projects, disposal of waste water through biochemical treatment plants, into inland drainage which may have detrimental effects on the fauna in areas of disposal owing to certain substances that may be contained in the disposed effluent.
- vi) Air pollution resulting from excessive use of internal combustion vehicles (cars, taxis, buses, motorcycles, etc.) in tourism areas.



- vii) Noise pollution generated by a concentration of tourists and tourist vehicles.
- viii) Visual pollution resulting from poorly designed hotels and other tourist facilities, badly planned layout of facilities, inadequate landscaping of facilities, use of large and ugly advertising signs etc.
- ix) Ecological disruption of natural areas by overuse and misuse by tourists and damage to archaeological and historic sites by overuse or misuse by tourists.
- x) Water supply is in most cases gained from bore holes in the ground. At the same time, in the area, absorption pits are used for disposing off effluent or percolation to the ground in areas irrigated by treated water from biochemical system, as stated at point (i) above. The danger of polluting underground water, if such practice is intensified, is imminent.
- xi) Garbage disposal seems to be the most acute problem contributing to soil and environmental pollution. Usually, only scanty service for collection exists and therefore every hotelier solves the problem by burying the waste in ditches. During the monsoon, when sunshine is rather poor, contamination of the adjacent area is possible.
- xii) Thus environmental hazards and land use problems resulting from poor planning, siting and engineering of tourist attractions and facilities, could be serious.

It can be seen that with the boom of tourist traffic into those areas where there is poor planning, the tourist traffic, itself becomes counter productive to the tourist industry. Though the increase in tourism is a boom for the economic development of a nation, it can not survive on its own. Tourism, economic development and environment should go hand in hand and a symbiotic relationship should exit between these three aspects. Tourism should not affect our eco-system for whatever they are worth. The equilibrium between these three aspects is very delicate and their relations should not be strained further by adding of other new elements for whatsoever reason may be so.

13.4 VARYING PERSPECTIVES ON CARRYING CAPACITY

- i) In its most traditional sense, the concept refers to the maximum number of tourists or tourist use that can be accommodated within a specified geographic destination. In this sense, it refers to a specified limit, 'ceiling', or 'threshold' which tourism development should not exceed. Carrying capacity indicators which describe such benchmarks, are given in terms of volume, density or market-mix (e.g. number of visitor units relative to resident units).
- ii) An environmentally based perspective suggests that carrying capacity management involves maintaining a balance between physical/environmental and visitor experiences. Carrying capacity in this context refers to the maximum number of people who can use a site without an unacceptable alteration in the physical environment, and without an unacceptable decline in the quality of the experience gained by visitors. This implies some prior designation of conditions upon which unacceptable levels of tourism impact can be judged.
- iii) Tourism carrying capacity may be market driven, critical carrying capacity thresholds appear to occur when tourist numbers approach levels which strain the capability of the destination to provide quality tourist experience. At this stage, for any number of physical, economic, social, environmental, psychological or political reasons, tourists begin to display apathy toward the destination.
- iv) A community based perspective suggests that carrying capacity concerns a destination area's capability to absorb tourism before negative effects are felt by the community, levels at which their impact standards are established can be based on values determined by the community on the basis of how they perceive the effects of tourism.



13.5 COMMUNITY INVOLVEMENT

There is growing interest in the belief that early and continued involvement of local communities in decision making concerning tourism development in their locality can help to alleviate many of the tourists negative impacts. This notion is founded on the symbiotic relationship that exists between visitors, local communities and destination areas. These three elements interact with each other and create the negative and positive economic, socio-cultural and environmental impacts discussed in earlier chapters. Host communities vary in their ability and willingness to absorb and benefit from tourist activity. Nevertheless, there are practical measures that can be taken to involve host communities more in their local tourism systems, for example the establishment of local tourism forums where ideas can be exchanged and issues aired, concessionary admission schemes for local people to tourist attractions and facilities, and public awareness programmes highlighting the benefits of tourism to communities.

13.6 VISITOR MANAGEMENT

Whether or not the number of tourists to an area constitutes a sufficient problem to threaten its carrying capacity, all visitors to resorts, attractions and destinations need to be managed in some way. This may be no more than arranging the safe transfer between an arrival and departure points viz. railway station, bus stand and airport and the tourists resort accommodation. In areas of high tourism demand, however, visitor management becomes a tool that can be used to minimize the tourist's adverse environmental, cultural and social impacts. The planners and managers of tourism can influence tourists movement patterns and behavior with the help of sign posting, information leaflets and broadcasts, visitor centres, zoning of areas, temporary restrictions on entry, way marked routes, audio-visual displays, promotion of public transport services and range of similar other measures.

13.7 DEVELOPMENT CONTROL AND PLANNING

i) Each Hotel or other development should have adequate sewage system. As it is the practice now, biological treatment plants should be the minimum requirement. Such plants have compulsory tertiary treatment process adopting the following standards of treated water:

- biological oxygen demand (BODS) 10 mg/1
- suspended solids (SS) 10 mg/1
- turbidity 3 NTU

Control of the operation of the system should be exercised regularly to safeguard satisfactory results. Water treated to be reused for irrigation of the gardens contributing in economies on water consumption.

- ii) Boreholes for water supply to be abandoned as soon as connection with piped water is effected. In new projects such connection is made available prior to the operation of the hotel.
- iii) On completion of the construction of any tourist facility the whole site should be properly landscaped in a manner compatible with the environmental character of the surroundings. No construction should commence without having secured the consent of the appropriate authority for the provision of infrastructural services, i.e electricity, telephone, road access, water, etc.
- iv) Control of advertisements is also essential to protect environment from visual pollution in all areas, urban and rural.
- v) Areas of archaeological value and historic buildings or sites to be declared monuments to be adequately protected from:
 - damages because of lack of adequate maintenance
 - other building activities taking place in adjoining areas
 - destruction on natural environment surrounding each area



Further, accessibility to these sites and other "nature reserves" should be provided and in cases this is available, it should be improved.

- vi) The use of speedboats and other engine operated means for water recreation in lakes and in rivers should be controlled so that noise or water pollution from oil spills is avoided. Large boats and other vessels in deep waters should also be controlled so that danger of pollution through their effluent or oil spills is again eliminated.
- vii) Rivers should also be protected from similar dangers of pollution. Dumping of waste into the river should be prohibited.
- viii) Industrial activities should be under constant control and check so that smoke, chemical effluents or other pollutants are eliminated. The tendency to diversify industry and substitute existing heavy and polluting industries with industries of high technology, which are environmentally sound, should be encouraged.
- xi) In order to ensure an upgrading of the quality in tourism accommodation, it is recommended that hotel regulations expand to include minimum requirements in space used by the public, i.e. lobbies, sitting halls, restaurants, etc. according to requirements of each class. Also, minimum qualification for the manager in each class to be defined.
- x) Each hotel must have a adequate garbage storage facility or incinerator for the destruction of garbage, respectively, as the case may be. It is essential that garbage disposal is not solved on an individual basis. In order to make sure that disposition of waste is not detrimental to the environment, each local body should undertake to provide waste collection services.
- xi) Special training programmes and educational institutions should be promoted so that services offered by hotels correspond to their classification.

13.8 ENVIRONMENTAL IMPACT DUE TO NEW PROJECTS IN BIHAR

Though the state has unparallel potential as far as natural resources, places of scenic beauty with numerous places of historical and cultural significance to attract a significant number of domestic and international tourists. No positive or significant planning approach has been taken up by the any of development authorities of the state in this direction to develop the tourist destinations with sufficient recreational support system.

But recently the state Govt. of Bihar has taken up adequate positive steps in this direction to provide for an extensive range of tourist attraction features across the state of Bihar catering to various categories of tourist demand. The various strategies of identifying and developing these facilities have been detailed out in Chapter 10 (Proposed Tourism Project and Costing) of this report.

As these selected tourism sites have been identified for the development of tourist infrastructure facilities. Development of these tourist infrastructure facilities in the form of promoting Wildlife Tourism, Eco Tourism, Health Tourism, Adventure Tourism, Historical/Archeological Tourism, Cultural Tourism are likely to have some impact on the surrounding environment of whatsoever scale it may be so. Thus in the following sections some of the project specific impacts have been discussed in details along with their respective mitigation measures.

13.8.1 Tourist Resorts

Existing tourist resorts like **Hazaribagh, Giridhi, Netarhat, Maithan Dam, Panchet Dam, Tilaiya Dam and Konar Dam** and those proposed to be developed in **Manihar, Katihar and Floating Restaurant sites at Patna and Bagalpur and Theme Park at Rajgir and Bodhgaya.**

With its planned new tourist infrastructure development these tourists destinations are likely to face the problem common to many tourists destinations in developing countries with the certain inclusion of a tourist population into a



under developed area of special interests and attraction which can permanently damage the area of interest if the development is not treated with great care. Introduction of Recreational Tourism activities like Golf Course, Tennis Court and other such sporting activities, water sports, Hand gliding trekking and Rock Climbing has a great potential of degrading the fragile ecosystem which houses some of the endemic species of wildlife which exist in coherence.

Restricted Tourism and controlled activity should be promoted in these areas as excess tourist influx to these places will put excess pressure on the water supply and will generate excess of wastewater, solid waste which the existing facility will not be able to cater to, thereby affecting the fragile ecosystem. The wildlife may also be affected by large influx of people at the critical time of migration, feeding, breeding and nesting. Whereas on the other hand "eco-tourism" projects can combine conservation of natural and cultural sites with economic and recreational benefits. Their success depends on informed site selection, sound design and follow up of the operating guidelines which take into account the sensitivity and capacity of the resources which form the tourist attraction. Consequently a major concern in planning and other types of development and analyzing their impacts is to avoid far closing tourism development options by degrading resources especially well suited to it. Comprehensive environmental and landuse planning can identify options and alternatives over the long term and balance single and multiple use concepts. Sites such as Bhalukpong which is considered as one of the most attracting angling centre, located on the banks of Jia-Bhareli along with its Orchid garden and hot spring at Tipi can also be identified as one of the ecological fragile zone. Consequently tourism constitutes an additional development pressure in areas already used for various recreational activities. The environmental effects of seasonal population increases can be particularly significant on the river sites, from its aquatic life point of view.

13.8.2 Historical and Cultural Tourism

Some of the environmental impacts which are likely to be faced by these proposed historical and cultural tourism sites of **Rajgir, District Nalanda; Vikram Shila at Antichak, District Bagalpur; Sasaram, District Rohtas; Vaishali District Muzaffarpur; Nandangarh and Lauriya Nandangarh** and the existing historical and cultural tourist sites of the state due to the development of the various recreational and cultural activities are discussed in the following paragraphs given below:

Socio-cultural consideration is particularly important in environmental assessment to tourism projects. Various tourist activities archeological sites may conflict with local religious beliefs. The influx of large number of foreigners (tourist or migrant workers) into a local cultural site of archeological religious importance is likely to generate clash of contrasting life styles that result and have serious impact on existing local culture. There is also the risk of exploitation of indigenous culture, music and folklore. Related developmental activities associated with tourism development like hotel construction may also cause displacement and involuntary resettlement. Indirect linkages between tourism and local cultures, business, resident populations and work force are potential problems. Failure to recognize them can diminish project benefits as well as inflict adverse socio-economic impacts on the local population. For example commercialization of traditional artisans can lead to loss of authenticity with declining returns for the artisans and possibly for buyers as well.

13.8.3 Health Tourism

Holistic healing and health resorts which are proposed to be developed at **Pathliputra at Kumrahar. Rejuvenation Center at Sita Kund, Mungar and the existing Heath Resort of Hazaribagh.**

The development of such resort essentially involves a certain amount of initial construction activity. Although this is short term, it is liable to disturb the fragile ecosystems. All such developments have to be made keeping in mind the environmental impacts. Environmental consideration, have to be prominent right from the determination of site location itself. An improper selection may ultimately defeat the very purpose of health tourism i.e. improvement of the health of the visitors. Improper development will lead to degradation of environmental quality and subsequent drying up of the flow of tourist.



13.8.4 Wildlife and Eco-Tourism Sites

Some of the environmental impacts, which are likely to be faced by these proposed wildlife sites of **Goga Bill Bird Sanctuary, Kathair and Kabar lake bird Sanctuary, Begusarai** and the existing **2 National Parks and 21 Sanctuaries** (which have been discussed earlier) of the state due to the various recreational activities are discussed in the paragraphs given below:

With its planned new tourist infrastructure development these tourists destinations are likely to face the problem common to many tourists destinations in developing countries with the certain inclusion of a tourist population into a under developed area of special interests and attraction which can permanently damage the area of interest if the development is not treated with great care. Potential of degrading the fragile ecosystem, which houses some of the endemic species of wildlife which exist in coherence due to development activities are more.

Restricted Tourism and controlled activity should be promoted in these areas as excess tourist influx to these places will have excess pressure the water supply will generate excess of wastewater, solid waste which the existing facility will not be able to cater to, thereby effecting the fragile ecosystem. The wildlife may also be affected by large influx of people at the critical time of migration, feeding, breeding and nesting. Whereas on the other hand "eco-tourism" projects can combine conservation of natural and cultural sites with economic and recreational benefits. Their success depends on informed site selection, sound design and follow up of the operating guidelines which take into account the sensitivity and capacity of the resources which form the tourist attraction. Consequently a major concern in planning and other types of development and analyzing their impacts is to avoid far closing tourism development options by degrading resources especially well suited to it. Comprehensive environmental and landuse planning can identify options and alternatives over the long term and balance single and multiple use concepts. Consequently tourism constitutes an additional development pressure in areas already used for various recreational activities. The environmental effects of seasonal population increases can be particularly significant on the wildlife and eco-tourism sites.

So utmost care should be taken that while planning for any kind of tourism activity the sensitivity and carrying capacity of these locations should be thoroughly accessed to avoid foreclosing of tourism development options by degrading resources especially well suited to it. The visual as well as the physical impact due to the construction of structures should also be considered. Construction and designing of the structures should be in harmony with the surrounding natural environment and socio-cultural context. The impact of tourism infrastructure on resource value for their aesthetics view should be especially addressed. Tariff for water, sewerage and other services for the tourist should be framed that it should not burden the local community.

13.8.5 Other Tourist Spots

Tourism in the towns of **Patna, Nalanda, Gaya and Rajgir** should be so planned in such a way that it does not pressurize the capacities of public services and physical infrastructure. Some of the typical problems faced by these towns are traffic congestion, demand in excess of capacity of water supply, wastewater and solid waste disposal systems. So any other over exertion of these physical infrastructure and service facilities are likely to generate further environmental degradation

13.8.6 Potential Negative Impacts and their Mitigation

Some of the potential negative impacts, which are likely to be generated due to the tourism activities as, discussed above and their mitigation measures are as follows:



Potential Negative Impacts	Mitigation Measures
Direct	
Destruction of forests, other unique/sensitive habitats or cultural, historical and archeologically important sites.	<ul style="list-style-type: none"> • Areas considered for development should have zoning plans to account for natural geographic and socio-economic condition • Base development phase on an inventory of resources.
Erosion resulting from uncontrolled clearing, Infrastructural construction such as roads and marinas	<ul style="list-style-type: none"> • Develop erosion and sediment control plans
Loss of "free" environmental services from natural systems and degradation of air, water, land resources	<ul style="list-style-type: none"> • Carrying capacity should be defined so that target tourist population can be sustained without over burdening existing infrastructure and resources.
Water pollution from inappropriate sewage or solid waste disposal <ul style="list-style-type: none"> • Marine effluent disposal • Residential sewage disposal • Marinas • Infiltration to groundwater 	<ul style="list-style-type: none"> • Allowance made for use of existing municipal regional collection and disposal system or construction of on-site sewage treatment plant • Liquid waste should not be discharged into rivers or other sensitive areas • Verify local capacity to monitor and enforce pollution regulations
Solid and liquid waste disposal creates nuisance conditions adjacent to amenities	<ul style="list-style-type: none"> • Appropriate waste disposal options required to manage potential problem • Landfill versus incineration alternatives as well as waste minimization will be considered
Access problems created <ul style="list-style-type: none"> • Traffic congestion • Noise • Minor and localized air pollution • People density greater than services available 	<ul style="list-style-type: none"> • Access problems minimized by integrated planning to reduce traffic and pedestrian congesting, noise
Displacement of human population	<ul style="list-style-type: none"> • Plan and implementation Programme of compensation and resettlement
Indirect	
Conflicts with other resource use such as fisheries, agriculture	<ul style="list-style-type: none"> • Conceive tourism development in framework of national, regional, local socio-economic development plans to integrate new objectives into development strategies
Stress to capacity to manage the "forest or related environment" <ul style="list-style-type: none"> • Legislation and polling constraints • Agency support lacking • Staffing and financial resources to mitigate impacts absent/reduced • Inadequate training in environmental management 	<ul style="list-style-type: none"> • Comprehensive legislative action frequently required to address direct and indirect impacts and their monitoring and evaluation • Staffing and equipment support must be budgeted, including whatever training necessary to mitigate impacts and monitor the "environmental protection plan" or other mitigation plan
Multiplier effect on other industries causes increased stress on natural resources or services (craft-market, vendor, taxi driver, suppliers, farmers/fisherman)	<ul style="list-style-type: none"> • Provide adequate infrastructure and services support to meet physical, social and economic needs of the region • Recognize that "over building" may be a persistent problem
Congestion, over crowding	<ul style="list-style-type: none"> • Design (urban areas and transport network etc.) according to carrying capacity of natural setting.
Natural hazards peculiar to developed site such as coastal storms, flooding, landslides earthquakes, hurricanes, volcanoes, may stress infrastructure and reduce long term benefits	<ul style="list-style-type: none"> • Design facilities to (a) meet best possible specifications for natural hazard amelioration (b) take advantage of natural resources such as wetlands ability to buffer storms or absorb treated wastewater.



CHAPTER-14

MARKETING STRATEGY AND PROMOTION PROGRAMME

14.1 THRUST AREAS FOR TOURISM DEVELOPMENT

The Perspective Plan for Bihar has identified the following thrust areas for the development of tourism.

- i) Thrust areas for domestic tourists
 - Religious Cultural and Historical Tourism
 - Wild Life Tourism
 - Adventure Tourism
 - Leisure Tourism
- ii) Thrust Areas for Foreign Tourists
 - Eco-Tourism - Waterfalls, wild life observation, bird watching etc.
 - Heritage Tourism - guided tour to temples & forts
 - Adventure Tourism – Para sailing, yachting
 - Health Tourism - Ayurvedic Parlors/Health Resorts
 - Golfing Tourism
 - Fairs & Festivals
 - Crafts Villages

14.2 STRATEGY FOR TOURISM PROMOTION

Keeping in view the above thrust areas, four fold strategy for tourism development has been envisaged so as to maximize the economic benefits from BPTP:

- i) Diversify the market mix
- ii) Increase tourist spending by developing and upgrading tourist facilities;
- iii) Increase the emphasis on cultural; natural and other tourist attractions; and
- iv) Create a positive image for Bihar

It has been well recognized that it is the high-end tourist which should be focused and all-out efforts are required to bring high-end tourists in more numbers. Therefore, the **high-end tourists, both domestic and foreign, should be targeted and marketing strategies should be adopted accordingly.**

14.2.1 Marketing Strategy

To implement the strategy for tourism development mentioned above the following marketing strategy is set forth:

- i) Develop the perception of Bihar in the major source market areas of India and abroad as a destination offering quality attraction, facilities and experiences.
- ii) Design and execute marketing activities which build on Bihar - distinctive features and advantages
- iii) Attract additional high spending tourists, taking account of various ways in which spending can be enhanced.



-
- iv) Create destination awareness by the State Govt., which facilitates the private sector in its own marketing efforts.
 - v) Conduct marketing and promotional activities targeted at market segments identified by ongoing market research.
 - vi) Expand penetration in the Asian markets, particularly Japan, South Korea, Bangladesh and Sri Lanka and European markets, viz. U.K., Germany, U.S.A., Australia etc.

The marketing strategy should also include the need to portray a favorable but realistic image of the State. Image building is especially important because of the publicities that have taken place about the natural calamities as well as ethnic development.

14.2.2 Promotion Programme

The promotion programme for BPTP may be based on four considerations:

The marketing strategy, knowledge of marketing distribution channels; the promotion techniques available and the amount of the budget. This programme has been drawn for a **period of twenty years covering three years of Immediate phase** and entire period of five years of short term phase and twelve years of long term focussing on overseas promotion, production of literature, public relations and special campaign. A sum of Rs. 15 lakh each year has been provided in the BPTP.

14.2.3 The proposed strategy for promoting tourism is set forth as follows

- 1) Formulate and promote 'Discover Bihar' campaigns.
- 2) Promote one week or weekend - inclusive package.
- 3) Promote holiday taking through seminars and exhibits at various places during 'Carnival' and other fairs and festivals.
- 4) Publicize tourism through newspaper holiday supplements and editorial coverage, audiovisual material - slide, film and video shows for use in travel seminars, world TVs, etc.
- 5) Launching a Monthly Magazine on Bihar Tourism by the State Tourism Deptt.
- 6) Enlist the cooperation of the industry, trade unions and service organisations to develop and promote domestic tourism
- 7) Encourage the extensive use of Internet / World wide Web as a promotional tool for tourism development.
- 8) Prepare printed material such as brochures, posters, maps, postcards and travel agent manuals, and distributing these to travel agents, tour operators and the tourist consumer
- 9) Participate in travel trade fairs, exhibitions etc.
- 10) Undertake special promotional trips to the market countries in order to contact travel agents and tour operators.
- 11) Invite and host visits by tour operators and travel writers and photographers.



14.2.4 Tourist Information Services

An important function of marketing and promotion is providing information to tourists before and after they arrive at their destinations. Various types of information should be made available - the general geographical, historical and cultural background of the area; the attractions, facilities and services (and their costs) those are available; transportation schedules; location of shopping, medical and postal facilities, consulates, embassies and religious institutions; and other specific information. It is also very important to inform tourists about local customs, dress and behavioural codes, tipping policy, and any security problems they should be aware of.

The absence of an up-to-date information system with quick retrieval facilities leads to poor tourist facilitation. The technological developments in the field of communication and computers, should therefore, be profitably utilised for establishing a tourist information network.

14.2.5 Coordination of Government and Private Sector:

The respective roles of the government and private sector should be clearly defined, with their promotional activities closely coordinated. It is proposed to establish a joint promotion board for coordinating and carrying out promotional activities. The role of Panchayats in developing rural tourism in the state has to be given a special importance.



CHAPTER-15

ECONOMIC BENEFITS

15.1 EMPLOYMENT GENERATION THROUGH TOURISM

According to Economic Census, 1990, there were 61,421 Hotel and Restaurant Enterprises in Bihar of which 39,822 were "Own Account Enterprises" and 21,599 "Establishments". The "Own Account Enterprises" are defined as those which are owned and operated with the help of household labour and the "Establishment" are those which employ hired workers. In Bihar, employment in Hotel and Restaurant Enterprises were 1.44 Lakh of which 0.62 Lakh were in OAE and 81,870 in Establishments.

Tourism is highly labour intensive in comparison to other sectors of economy. WTTC and PHDCC Study indicate Rs 10 Lakh spent on Hotel and Tourism Industry generate 89 jobs while in agriculture it generates 45 jobs and manufacturing 13 jobs. The Labour Capital Ratio was calculated at 1985-86 Prices. In 1994-1995, the direct employment in Tourism Sector was 2.4 per cent of the Total Labour Force. The Tourism Industry as a whole, taking all segments together, ratio is 47.5 jobs, still higher than other sectors. According to the Economic & Social Commission for Asia & Pacific (ESCAP) in their Report "Economic Impact of Tourism in India", 1.2 international tourists provide employment to one person while 17 domestic tourists generate employment to one person. The significant feature of tourism is that it employs large number of women- educated, uneducated, skilled, un-skilled also generate employment opportunities particularly in remote and backward areas.

According to industry estimate sex ratio in hospitality sector in India 85 percent male and 15 per cent female. While internationally the sex ratio is almost equal at 54 and 46 per cent respectively. The Employment Multiplier Factor in Tourism Sector is 2.36 that is direct employment to one person creates job for another 1.26 persons in the economy. The Department of Tourism (Planning and Measurement Methods) has adopted 1.358 as Employment Multiplier. By using the adopted Employment Multiplier (1.358) indirect employment after implementation of Tourism Development Plan would be 22.82 Lakh and direct employment to 16.81 Lakh persons in 2021.

Table 15.1
Generation of Employment on the Implementation of Tourism Development Plan

Year	Additional Tourist Inflow (in Lakh)		Direct Employment (no. in Lakh)			Indirect Employment at a factor of 1.358 (in Lakh)
	Domestic	Foreign	Domestic	Foreign	Other	
2002	64.24	0.91	3.78	0.76	4.54	6.16
2003	68.73	0.96	4.04	0.80	4.84	6.57
2004	73.54	1.01	4.32	0.84	5.16	7.00
2005	78.68	1.08	4.63	0.90	5.53	7.51
2006	84.18	1.15	4.95	0.96	5.91	8.02
2007	90.07	1.23	5.29	1.02	6.31	8.57
2008	96.37	1.31	5.67	1.09	6.76	9.18
2009	103.11	1.40	6.06	1.16	7.22	9.80
2010	110.32	1.52	6.49	1.26	7.75	10.52
2011	118.04	1.65	6.94	1.37	8.31	11.28
2012	126.30	1.79	7.43	1.49	8.92	12.11
2013	134.82	1.95	7.93	1.62	9.55	12.97
2014	144.25	2.12	8.48	1.76	10.24	13.90
2015	154.34	2.31	9.08	1.92	11.00	14.94
2016	165.14	2.51	9.71	2.09	11.08	15.04
2017	176.69	2.73	10.39	2.27	12.66	17.19
2018	189.06	2.97	11.12	2.47	13.59	18.45
2019	202.29	3.23	11.89	2.69	14.58	19.79
2020	216.45	3.52	12.73	2.93	15.66	21.26
2021	231.60	3.83	13.62	3.19	16.81	22.82



15.2 DIRECT ECONOMIC BENEFIT

Bihar is, perhaps, one of the States rich both in ancient and architecture treasures, a great source of tourist attractions especially the Buddhist circuit for Foreign Tourists. The suggested 20 year Tourist Development Plan of Bihar will have tremendous economic impact. The economic impact, as a result of the implementation of the Plan, can broadly be classified under three categories – Direct, Indirect and the Incidental.

The expenditure made by the tourists by way of accommodation, food, beverages, internal transport, shopping, entertainment and others during their stay form the receipts of the plan. This is calculated by calculating the tourists expenditure in various segments subsequently applying the Net Value Added to the Receipt Ratio.

Increasing flow of tourists will require creation of additional infrastructure and additional facilities, which help in increasing the average spending and duration of the stay. Revenue generated could also be utilised for maintenance etc. In the present analysis of Direct Benefits, the revenue so generated has not been included. Also it is assumed that spending habits of the tourists remain unchanged during the plan period. There is also scope of imposing other charges for various facilities extended to the tourists like entry fee, etc.

15.2.1 Net Value Added/Receipt Ratio

In the present study it has not been possible to obtain the break up on the pattern of expenditure of tourists on food, accommodation, beverage, internal transport, shopping, entertainment etc. The expenditure pattern of tourists in Bihar relates to all the segments taken together. As per study by Department of Tourism, Planning and Measurement Methods, 1993, the Net Value Added/Receipt Ratio worked out at 0.3854, which has been used in computing direct benefits in Table 15.2.

15.2.2 Average Period of Stay and Expenditure Pattern

As per the Quick Survey in Bihar, the average number of stay in case of Domestic Tourists were 5 days and average per capita per day expenditure were Rs 800/- and in case of Foreign Tourists the average number of stay were reported to be 8 days and average per capita per day expenditure is Rs 5,000/- (US\$100)

Table 15.2
Direct Benefits from Additional Tourist Arrivals after Implementation of the Tourism Development Plan

Year	Additional Tourist Inflow (In Lakh)		Direct Receipt from the Domestic & Foreign Tourists (Rs in Crore)	Value added at a factor of 0.3854 (Rs in Crore)	Total Direct Benefit (Col. (4) + Col. (5) (Rs in Crore)
	Domestic	Foreign			
1	2	3	4	5	6
2002
2003	0.64	0.01	29.60	11.40	41.00
2004	1.37	0.01	58.80	22.66	81.46
2005	2.18	0.02	95.20	36.69	131.89
2006	3.09	0.03	135.60	52.26	187.86
2007	4.12	0.05	184.80	71.22	256.02
2008	5.27	0.06	234.80	90.49	325.29
2009	6.55	0.08	294.00	113.30	407.30
2010	7.97	0.13	370.80	142.90	513.70
2011	9.55	0.18	454.00	174.97	628.97
2012	11.31	0.23	502.40	193.62	696.02
2013	12.93	0.30	657.20	253.28	910.48
2014	15.05	0.37	850.00	327.59	1177.59
2015	17.39	0.46	879.60	338.99	1218.59
2016	19.98	0.55	1019.20	402.91	1422.11
2017	22.82	0.66	1,176.80	453.57	1630.37
2018	25.96	0.78	1477.40	569.39	2046.79
2019	29.41	0.91	1540.40	593.67	2134.07
2020	33.20	1.06	1752.00	675.22	2427.00
2021	37.36	1.23	1986.40	765.56	2751.96



NB: As per Quick Survey, average number of stay in case of Domestic Tourist is 5 days and average per capita expenditure per day is Rs 800 and in core of Foreign Tourist it is 8 days and Rs 5000/- respectively.

15.3 INDIRECT BENEFIT

The Indirect Benefits accrues due to multiplier effect as the tourist will be spending in different requirements to meet their demand. The additional resources so generated in the other sectors by chain reaction will lead to indirect output in the tourism sector. On multiplying the direct receipts by the respective multiplier and the Net Value Added multiplied by the respective income multiplier will give the indirect benefits on the proposed investment.

The Department of Tourism (Planning & Measurement Method) has adopted Output Multiplier at 1.058 and Income Multiplier at 1.412 in 1993. On the same analogy, Indirect Benefits from additional tourists arrivals are given below:

Table 15.3
Indirect Benefits from Additional Tourists Arrivals on the implementation of Tourism Development Plan

Year	Direct Receipts (Rs in Crore)	Direct Value Added (Rs in Crore)	Out put (Rs in Crore) [Col. (2) x Factor of 1.058]	Value added (Rs in Crore) [Col. (3) x Factor of 1.412]	Total (Rs in Crore) [Col. (4) + Col. (5)]
1	2	3	4	5	6
2003	29.60	11.40	31.31	16.09	47.39
2004	58.80	22.66	62.21	31.99	94.20
2005	95.20	36.69	100.72	51.80	152.52
2006	156.60	52.26	165.68	73.79	239.47
2007	184.80	71.22	195.52	100.56	296.08
2008	234.80	90.49	248.42	127.77	376.19
2009	294.00	113.30	311.05	159.98	471.03
2010	370.80	142.90	392.30	201.77	594.07
2011	454.00	174.97	480.33	247.05	727.38
2012	502.40	193.62	531.34	273.39	804.73
2013	657.20	253.28	695.31	357.63	1,052.94
2014	850.00	327.59	899.30	462.55	1,361.85
2015	879.60	338.99	930.61	478.65	1,409.26
2016	1,019.20	402.91	1,078.31	568.91	1,647.22
2017	1,176.80	453.57	1,245.05	640.44	1,885.49
2018	1,477.40	569.39	1,563.09	803.98	2,367.07
2019	1,540.40	593.67	1,629.74	838.26	2,468.00
2020	1,752.00	675.22	1,853.61	953.41	2,807.02
2021	1,986.40	765.56	2,101.61	1,080.97	3,182.58

15.4 BENEFIT COST RATIO

On the assumptions made on the investment (cost) and the benefits, both direct and indirect, the Benefit Cost Ratio is estimated to be 62.89, reflects the high return on the proposed Tourism Investment Plan.



Table 15.4
Cost Benefit Analysis of Bihar Perspective Tourism Plan, 2002-21, in Rs. Crore

Year	Total Benefit (Direct + Indirect)	Net Present Value @ 12 per cent Discounting Factor	Cost (Investment)	Not Present Value @ 12 per cent Discounting Factor	Net Incremental benefit
1	2	3	4	5	6
2003	88.39	78.93	14.17	12.65	66.28
2004	175.66	140.00	23.30	18.57	121.43
2005	284.41	202.21	26.30	18.69	183.52
2006	427.33	271.35	20.30	12.89	258.46
2007	552.10	313.04	20.30	11.51	301.53
2008	796.32	402.93	20.30	10.27	392.66
2009	1001.37	452.62	22.30	10.07	442.55
2010	1241.08	500.15	18.30	7.37	492.78
2011	1433.70	516.13	18.30	6.59	509.54
2012	1500.75	481.74	18.30	5.90	475.84
2013	1963.42	563.50	18.30	5.25	558.25
2014	2538.85	649.94	18.30	4.68	645.26
2015	2627.85	601.77	18.30	4.19	597.58
2016	3069.33	626.14	18.30	3.73	622.41
2017	3515.96	639.90	18.30	3.33	636.57
2018	4413.86	719.46	18.30	2.98	716.48
2019	4602.07	667.30	18.30	2.65	664.65
2020	5234.02	680.42	18.30	2.78	677.64
2021	5934.54	688.40	18.30	2.12	686.28
		9195.93		146.22	9049.71

Benefit Cost Ratio = 62.89



CHAPTER-16

DEVELOPMENT CONTROL AND PLANNING

16.1 VARYING PERSPECTIVES

- i) In its most traditional sense, the concept refers to the maximum number of tourists or tourist use that can be accommodated within a specified geographic destination. In this sense, it refers to a specified limit, 'ceiling', or 'threshold' which tourism development should not exceed. Carrying capacity indicators, which describe such benchmarks, are given in terms of volume, density or market-mix (e.g. number of visitor units relative to resident units).
- ii) An environmentally based perspective suggests that carrying capacity management involves maintaining a balance between physical/environmental and visitor experiences. Carrying capacity in this context refers to the maximum number of people who can use a site without an unacceptable alteration in the physical environment, and without an unacceptable decline in the quality of the experience gained by visitors. This implies some prior designation of conditions upon which unacceptable levels of tourism impact can be judged.
- iii) Tourism carrying capacity may be market driven, critical carrying capacity thresholds appear to occur when tourist numbers approach
- iv) Levels which strain the capability of the destination to provide quality tourist experience. In this sense, for any number of physical, economic, social, environmental, psychological or political reasons, tourists begin to display apathy toward the destination.
- v) A community based perspective suggests that carrying capacity concerns a destination area's capability to absorb tourism before negative effects are felt by the community, levels at which their impact standards are established can be based on values determined by the community on the basis of how they perceive the effects of tourism.

16.2 COMMUNITY PARTICIPATION

There is growing interest in the belief that early and continued involvement of local communities in decision making concerning tourism development in their locality can help to alleviate many of the tourists negative impacts. This notion is founded on the symbiotic relationship that exists between visitors, local communities and destination areas. These three elements interact with each other and create the negative and positive economic, socio-cultural and environmental impacts discussed in earlier chapters. Host communities vary in their ability and willingness to absorb and benefit from tourist activity. Nevertheless, there are practical measures that can be taken to involve host communities more in their local tourism systems, for example the establishment of local tourism forums where ideas can be exchanged and issues aired, concessionary admission schemes for local people to tourist attractions and facilities, and public awareness programmes highlighting the benefits of tourism to communities.

16.3 TOURIST MANAGEMENT

Whether or not the number of tourists to an area constitutes sufficient of a problem to threaten its carrying capacity, all visitors to resorts, attractions and destinations need to be managed in some way. This may be no more than arranging the safe transfer between an arrival departure airport and the tourists resort accommodation. In areas of high tourism demand, however, visitor management becomes a tool that can



be used to minimise the tourists' adverse environmental, cultural and social impacts. The planners and managers of tourism can influence tourists movement patterns and behaviour with the help of sign posting, information leaflets and broadcasts, visitor centres, zoning of areas, temporary restrictions on entry, way marked routes, audio-visual displays, promotion of public transport services and range of similar other measures.

16.4 DEVELOPMENT CONTROL AND PLANNING

- i. Boreholes for water supply to be abandoned as soon as connection with piped water are affected. In new projects such connection is made available prior to the operation of the hotel.
- ii. No construction should commence without having secured the consent of the appropriate authority for the provision of infrastructural services, i.e electricity, telephone, road access, water, etc.
- iii. Control of advertisements is also essential to protect environment from visual pollution in all areas, urban and rural.
- iv. Areas of archaeological value and historic buildings or sites to be declared
- v. Monuments to be adequately protected from:
 - damages because of lack of adequate maintenance
 - other building activities taking place in adjoining areas
 - destruction on natural environment surrounding each area
- vi. Further, accessibility to these sites and other "nature reserves" should be provided and in cases this is available, it should be improved.
- vii. Rivers should also be protected from similar dangers of pollution. Dumping of waste into the river & Water bodies should be prohibited.
- viii. Industrial activities should be under constant control so that smoke, chemical effluents or other pollutants are eliminated. The tendency to diversify industry and substitute existing heavy and polluting industries with industries of high technology, is environmentally sound and should be encouraged.
- ix. In order to ensure an upgrading of the quality in tourism accommodation, it is recommended that hotel regulations expand to include minimum requirements in space used by the public, i.e. lobbies, sitting halls, restaurants, etc. according to requirements of each class. Also, minimum qualification for the manager in each class to be defined.
- x. Each hotel must have a suitably refrigerated room or incinerator for the storage or destruction of garbage, respectively, as the case may be. It is essential that garbage disposal is not solved on an individual basis. In order to make sure that disposition of waste is not detrimental to the environment, each local body should undertake to provide waste collection services.
- xi. Special training programmes and educational institutions should be promoted so that services offered



by hotels correspond to their classification.



CHAPTER-17

TOURISM POLICY

17.1 BACKGROUND

Tourism is emerging as the largest global industry of the 20th Century and is projected to grow even faster in 21st Century. Account should be taken of the fact that for the last four decades or so, a tourism revolution has been sweeping the world. Number of tourist leaving their homes, worldwide is estimated to be about 700 million in 2001 and likely to increase to 1.5 billion in 2020. If India has to partake in this revolution in a meaningful way, it has to change its strategies as well as the techniques and tools of its machinery of implementation, devise innovative tourism promotion and management techniques to make tourism as an important industry catering to our GDP. India has immense possibilities of growth in the tourism sector with vast cultural and religious heritage, varied natural attractions but a comparatively small role in the world tourism scene. A forecasting study undertaken by the world tourism and travel council estimated that in 2001, the consumption activity arising from domestic and international tourism will contribute 5.3 percent of India's Gross Domestic Product. Tourism will also sustain 25 million equivalent full time jobs or 6 percent of India's workforce.

Bihar being a state rich in natural beauty, tribal festivals and rare handicraft products, attract more than ten lakh tourists throughout the year (2000-2001), which is going to rise in the future.

Hence, integrated efforts of the Central and State governments along with the local residents are required in developing the State into an important tourist destination.

17.2 NEED OF TOURISM POLICY

Growth of tourism industry will require heavy demand on land, good quality infrastructure and services, therefore, urgent efforts from the State to upgrade and augment the present conditions and scenario needs to be devised with maintaining the ecological balance and environment of the State. All the above necessitate certain policy interventions to provide for incentives, tax and duty concessions for encouraging potential promoters, institutional arrangements and reforms to undertake implementation of projects and various regulatory and control measures. In view of the above, a policy framework needs to be formulated for the state of Bihar.

17.3 A REVIEW OF NATIONAL TOURISM POLICY

The main objective of the National Tourism Policy is to promote sustainable tourism as a means of economic growth, social integration, chance employment potential and to promote the image of India abroad as a country with a glorious past, a vibrant present and a bright future. The broad aims of the national Policy can be highlighted as:

- i) Promotion tourism as a major engine of economic growth
- ii) Harness the direct and multiplier effects of tourism for employment generation, economic development and providing impetus to rural tourism.
- iii) Focus on domestic tourism as a major driver of tourist growth.



-
- iv) Position India as a global brand to take advantage of the burgeoning global travel and trade and the vast untapped potential of India as a destination.
 - v) Acknowledge the critical role of private sector with government working as a pro-active facilitator and catalyst.
 - vi) Create and develop integrated tourism circuits based on India's unique civilization, heritage and culture in partnership with states, private sector and other agencies.
 - vii) Ensure that the tourist to India gets physically invigorated, mentally rejuvenated, culturally enriched, spiritually elevated and "feel India from within".

The policy document takes into consideration seven key areas that will provide the thrust to tourism development. These are Swagat (welcome), Soochana (information), Suvidha (facilitation), Swaksha (safety), Sahyog (Co-operation), Samrachana (Infrastructure Development), and Safai (cleanliness). One of the major objectives is the preservation and protection of natural resources and environment to achieve sustainable development.

India possesses a rich and diverse range of unique tangible and un-tangible cultural, natural and man made tourism resources, many of which are world class in quality. The tourism resources of the country have the potential to attract significantly higher levels of market demand from the domestic and international markets provided that sustainable site management practices and principles are adopted and applied and other constraints like the security, safety, health, adverse socio-cultural impact environmental impacts and regional conflicts identified are effectively resolved. Thus to strengthen India's socio-cultural structure, the tourism industry in India needs to be properly planned, developed and managed at all levels of government in partnership with the private sector.

The overall strategy for the development of the tourism industry and Government of India's vision for development of tourism sector is: "Achieve a superior quality of life for India's peoples through Tourism which would provide a unique opportunity for physical invigoration, mental rejuvenation, cultural enrichment and spiritual elevation."

To achieve the overall vision for the development of tourism, five key strategic objectives need to be achieved. They are:

1) Positioning and Maintaining Tourism Development as a National Priority Activity

- Inclusion of Tourism in the concurrent list of the constitution of India. This will provide a constitutional recognition to the tourism sector, help in channeling the development of tourism in a systematic manner and enable central government to legislate for tourism development.
- Provide effective linkages and close coordination between Departments.
- Constitution of Tourism Advisory Council with Key Stakeholders to act as a "think tank".
- Prepare the basis for the adoption of the Tourism Satellite Account system based on SN 3 protocol for the national accounts.
- Plan and implement a professionally managed integrated communications strategy to be called the "National Tourism Awareness Campaign."



2) Enhancing and maintaining the competitiveness – India as a tourism destination

- Implement visa on arrival and consider strategies for the fast issuance of visas and permits
- Computerization of the system of issue of visas by Embassies/High Commission.
- Additional seat capacity provided by the national and international carrier would have a significant benefit for national economy. Opening India's sky for enhancing tourism through increased capacity.
- Improving the standard of facilities and services at the nations international and major domestic airports.
- Creation of special tourism force for deployment at major tourism destinations.

3) Improving and expanding product and expanding these to meet new market requirement

- In relation to the development of products that are related to the special interests of the target markets, the product development strategy should be to:
 - i) Growth and expansion of cultural tourism.
 - ii) Develop sustainable beach and coastal tourism resort products based on a more flexible approach to developments in the coastal zone.
 - iii) Develop & position the Cochin and Andaman & Nicobar Islands as international cruise destination.
 - iv) Capitalise by packaging India's unmatched variety of traditional cuisines that are today becoming increasingly popular in the world.
 - v) Actively promote the development of village tourism as the primary tourism product to spread tourism and its socio-economic benefits to rural and new geographic areas
 - vi) The wild life sanctuaries and national parks need to be integrated as an integral part of the Indian tourism product, and priority needs to be given to the preparation of site and visitor management plans for key parks.
 - vii) Himalayas and mighty rivers in India offers the greatest asset for adventure tourism activities, which can be developed and promoted.
 - viii) India needs to construct a world-class international convention centre to cater to the global meetings, incentives, convention & exhibition markets.
 - ix) India with its greatest bio-diversity, with a variety of unique natural locals is a perfect candidate for eco-tourism, with the focal points located in the Himalayas, northeastern states, western ghats, Jharkhand, Andaman and Nicobar islands and the Lakshadweep Islands.



-
- x) Holistic healing and rejuvenation capture the essence of the best of Indian philosophy and culture. It is the most unique tourism product from every dimension – physical, mental, emotional and spiritual which elevates the individual to a higher plane of consciousness and awareness.
 - xi) Shopping is an integral part of tourism experience and a most valuable contributor to revenues. The development of dedicated shopping centres for traditional crafts, designed along the lines of ethnic village hosts needs to be encouraged a directory of traditional crafts persons should be produced and the “Made in India” brand to be promoted.
 - xii) India has unique events, fairs and festivals, some of which needs to be promoted as a unique product like the “Festivals of India” program which can be reintroduced in the top 12 future markets for India.
 - xiii) Business travel is also a form of tourism and typically occurs in urban environments therefore the urban quality, level of physical infrastructure, urban ambience and public services should be developed befitting such a status.
 - xiv) A series of themed cultural attractions should be developed based on outstanding site planning and design.

3) Creation of World Class Infrastructure

India's physical infrastructure is the very foundation on which tourism is to be built and this ranges from ports of entry, to modes of transport to destinations i.e. airways, roads, railways or waterways, to urban infrastructure supporting tourism facilities such as access roads, power, electricity, water supply sewage and telecommunication.

Strategic actions in relation to road, railways, waterways and airport facilities are identified below:

- a) Development of Integrated Circuits:
The emphasis is on identifying up travel circuits and converging all resources and expertise for development of these circuits as International Standard destinations
- b) Roads
Road network is vital to tourism. Many tourist circuits are entirely dependent on roads. There is an urgent need to construct and improve highways linking the world heritage sites and places of tourism significance.
- c) Railways
The Indian Railway system can be an enormous asset in the development of the tourism and hospitality industry in the country. Railways have a special fascination for foreign and domestic tourist. The Railway services needs to be equipped to meet the needs for foreign & domestic tourist. The following measures can be incorporated to improve the existing scenario:
 - Special tourist trains with a present itinerary.
 - Railway Hotels can be constructed at railway stations serving specific tourist centers
 - Indian Railways owns a number of heritage structures. If effectively maintained and marketed they would serve as places of tourist attractions.



- India has five hill railways, which are slated to be encrypted by UNWSCO as World heritage. Enormous tourist potential of these products can be tapped by developing these special tourist trains.
- Special tourism trains like Royal Orient, Budh Parikrama, Palace on wheels and Fairy Queen are extremely popular with tourists, as they are steam helmed tourist trains, such type of stem traction is still operative in India and it can serve as a major attraction for special tourist segment.
- More trains like Shatabdhi and Rajdhani with a special tourism and hospitality focus should be planned both for the foreign & domestic tourist.

d) Waterways

In India the vast coastline as well as several navigable rivers have extreme tourism significance. Its 7,000 Km coastline in East, South & West of India can be trapped for promotion of cruises in well as a means of transport. River cruises in India to be developed for the North Eastern states (Brahmaputra and Ganges) and Kerala. These mighty rivers can harness the potential of tourism as well as serve as a means of transport.

4) Developing sustained and effective Marketing Plans and Programmes

India has to adopt a more aggressive and competitive marketing approach to effectively compete in the markets in the current scenario. India will have to use an array of marketing tools and strategies like:

- i) Unique market position, image and brand that cannot be held by a competitor.
- ii) Undertake an extensive qualitative and quantitative market research program in target source markets.
- iii) Identify and assemble a highly attractive product offering tailored to the interests of each source market and develop and implement on-going cost effective promotion programmes in each source market formulation and implementation of village tourism programme.
- iv) Establish an effective and on-going market representation presence with the travel trade in each source market.
- v) Establish an Internet portal in various languages to service the information, product description and product sales requirements of the target market segments in each source market.

Conclusion

India's tourism industry through the capacity of its tourism resources facilitates and services as yet is relatively untapped market potential has considerable scope for expansion and development.

The tourism policy stated above aims at setting up a framework that will allow the various stakeholders to fully develop the potential of tourism and to harness this to the national development priorities.

17.4 SUGGESTED POLICY FRAMEWORK FOR BIHAR

To strengthen the tourism in the State, the Consultants have suggested a policy for the State to develop a sustainable tourism.

i) Product Diversification/Improvement

The State has been the birthplace of many religions and also been the seats of many kingdoms. Religious & historical tourism is the mainstream activities in Bihar. The natural resources and wild life reserves have not received enough attention and did not grow to its fullest potential. Similarly, Bihar's



natural scenic beauty remains untapped. The recommendations are, thus, towards diversifying Bihar Tourism product and are mentioned below:

- a) Bihar has a unique cultural heritage. It has vast array of cultural heritage sites, which provides an opportunity for growth and expansion of cultural tourism in India.
- b) Eco-Tourism Development with focus on wild life, springs, lakes, riverine system shall be promoted on priority basis.
- c) Adventure tourism activities have immense potential for development Activities like parasailing, river rafting shall be given support through appropriate institutional mechanisms.
- d) Rural Tourism should be promoted to exploit spirit of rural Bihar. Model Bihar village could be developed on traditional style & form to be called Theme Village. Handicraft village can be developed initially.
- e) Science Tourism can be based on research and experiment of the vast variety of flora and fauna available in Bihar. *Botanical Garden-cum-Nature Park* can be developed as an alternative subject of choice specially to attract students and people with a scientific bent of mind from within and outside the State. Similarly, the State can establish and develop a large technological park along with Northeastern Regional Inst. of Science & Technology.
- f) After bifurcation of the State, a large portion of the forest has been gone with the Jharkhand State. It is required for the State of Bihar to preserve and develop its forest area. Still the State has a large number of national parks and sanctuaries, which should be developed and protected.
- g) Holistic healing and rejuvenation tourism product for physical, mental, emotional and spiritual manifestations of the people to capture the essence of the best of Indian philosophy and culture for international and Indian visitors alike.
- h) Bihar occupies a long stretch of Ganga River from east to west. The Holy River has extreme tourism significance; it can be trapped for promotion of cruises in well as a means of transport. These mighty rivers can harness the potential of tourism such as; excursion trip, floating restaurant with dancing and cultural activities as well as serve as a means of transport.
- i) Promote Arts & Craft of Bihar. The State has diversified culture ranging from the Maithili to Magadhi and Surjapuri to Angia. The Madhubani paintings and Tassar of Bhagalpur, which are highly in demand, should promote by giving full advertisement in abroad.

ii) **Inter-State Tourism Circuit**

To prevent the diversion of tourist flow, a joint effort to create an inter-state tourism circuit by the state of Bihar with the surrounding states such as Uttar Pradesh, Orissa should be made. Joint effort is also required to develop the Buddhist and Jain circuits.

iii) **Tourist Information Centre**

The consultants propose to establish Tourist Information Center at all District Headquarters of the state.

iv) **Tourism Infrastructure**

There is an urgent need felt for requirement of overall improvement of infrastructure facilities and also providing better quality facilities in places of tourist attractions.



a) Air connection

In view of attracting more high-end foreign tourists the following policy measures are suggested:

- Develop all small and major airports in the State.
- Direct flight connection to be facilitated between Bihar and other States as well as linking with other countries.
- The airport should have facilitation service center to provide visa issuance customs clearance and other necessary permits at one point.
- Establishing direct air connections with all metro cities and places of major tourists attractions in India and Bihar

b) Road Transport

To achieve efficient and fast inter-state tourist traffic movement, road connections and road transport infrastructure need to be improved.

- Strengthen BSTDC to run buses regularly to the tourist destination with full safety measures.
- Introduction of specially built air-conditioned tourists
- Coaches for transportation of tourists to different places in the State.
- Transport Department to control plying of taxi, auto rickshaw on either pre-determined fixed rate fixed route basis or meter basis.
- Connect major tourist destination by Express Road with main cities of neighboring states.
- Existing conditions of roads to be improved for faster and safer means of travel
- Approach road to the Site to be strengthening and constructed.

c) Basic Infrastructure

- Power supply needs to be augmented through setting up power generating stations. Private sector to be invited in such endeavor.
- Availability of potable water, good sanitation and drainage facilities through implementation of integrated infrastructure development scheme.
- Establishing 24-hour telephone booth at all tourist places in the State, which offers STD, ISD, fax and e-mail facilities.

d) Entertainment and Support Facilities

A host of entertainment and support facilities need to be developed all over the State.

- Organizing night river cruise with on board restaurant and bar arrangements
- Organizing late evening city tours
- Establishing 'Light and Sound' shows at important heritage centres
- Setting up amusement park and water sports.
- Improvement and diversification of water sports facilities.
- Organizing safari tour/eco-tourism at Wild life sanctuaries. Specially designed glass fitted vehicle could also be used in monsoon period to attract tourists.
- Information & Booking facilities at Airports, Railway stations to facilitate tourists to know about accommodate reservation situation, names of hotels and facilities they offer, city tour, travel guide, police station and emergency medical facilities availability.

v) Role of State Government

- a) The State Tourism Department and Bihar State Tourism Development Corporation should be provided with institutional backup support to appropriate endeavors for creation of desired tourism



products. As such, the State Tourism Department should setup inter governmental linkages and co-ordination.

- b) The State Tourism Department should coordinate with Town Planning Department and local bodies to plan tourism development as a part of over all area development strategy.
- c) The State Tourism Department should arrange fund and ensure speedy clearance and implementation of all projects leading to creation of tourist facilities and enhancement of quality of tourism products.
- d) A special `Task Force' should be created under State Tourism Department, which would look after all problems & issues of pollution and environmental degradation.
- e) It should constitute to ensure local people participation in setting up, running and management of tourist facilities.
- f) The State Tourism Department should pursue State Education Department to introduce tourism as a subject in the school & college curricula for greater awareness among local people.
- g) It should ensure higher studies like Tourism Management, Hotel Management, Food Technology & Catering through setting up Institutes to ensure supply of locally trained skilled manpower.
- h) The State Tourism Department should create a special GIS based Information & Data Base Cell which would undertake appropriate data collection, synthesis and research on suitable format. In this regard, the department can open up a new direction in management & use of tourism related information by creating appropriate GIS Map and bringing out CD for sale in the domestic & international market.

Appropriate marketing and promotional activities should be undertaken through private parties and NGOs.

vi) Role of Private Sector

Following areas have been identified for direct participation of private sector.

- i) Creation of accommodation facilities
- ii) Creation of entertainment facilities and develop tourism based infrastructures
- iii) Setting up world class shopping plaza
- iv) Power generation
- v) Setting up telephone booths
- vi) Running of tourist coaches
- vii) Conducting packaged tours
- viii) Marketing

vii) Incentives

- i) To enhance the revenue generation from tourism related activities by way of
 - Giving tourism **Industry Status along-with Export House Status**
 - Insurance of **Tourism Infrastructure Bond** preferably tax free with rating for private placement
 - Concession on private sector infrastructure investment by providing 100% tax incentives for first 5 years and 30% for the next five years.
 - Increasing municipal property tax and channeling part of it to create **Special Tourism Development Fund**



- Diverting part of the Tourism related Excise Tax to the tourism development fund and increase budgetary provision for tourism development.
- Tourism properties/facilities owned and run by government to be leased out to private sector including privatization of selected forts and monuments.

ii) Providing incentives to various tourism related activities

- **Environmental Clearance Committee** with single window clearance facility to be set up for speedy clearance of projects.
- Quicker Single-window Clearances for setting up of tourism related recreational facilities like Nature Park, theme park, water park, amusement park etc.
- Moratorium/duties on captive power generation
- Providing special incentives to promote training facilities for trekking, paragliding, other adventure tourism activities and Eco-tourism facilities

viii) Institutional Measurements

Setting up 'Tourism Promotion Board' under the chairmanship under the Chief Minister or Minister of Tourism of the State.

ix) Marketing

A major marketing drive to be initiated using the modern technology.

- i) Promote the **Web site** on Bihar Tourism
- ii) Strengthening of marketing activities through use of national & international broadcasting medium, newspaper & magazine advertisement & releasing colorful brochure to be supplied free of cost at domestic & international airlines, luxurious trains.
- iii) Setting up marketing office at important overseas countries.
- iv) Setting up marketing office at all metro cities and major tourist destination sites in India.
- v) Using innovative ad-campaign through involvement of private marketing giants.
- vi) Launching a Monthly Magazine on Bihar Tourism by the State Tourism Department
- vii) To organize major national & international seminars, workshops in Bihar
- viii) Co-coordinating with Movie-Producers for using Bihar as a place for Movie-Shooting.

x) Conservation and Sustainable Development

The policy suggests following measures for conservation and development of Bihar heritage and culture.

- i) Declare zone within 1 km radius of important heritage structure as Restricted Zone and freeze any further development within this zone.



- ii) Preparation of detailed Conservation Plan for all such zones.
- iii) Introduce regulating and control measures in the Controlled Tourism Zone as described under Diversification of Tourism Product section.
- iv) Introduce adequate land use control and identification of compatible land uses in the Coastal area, along both sides of river around important lakes and water bodies.

xi) Socio-Economic Development

- i) Involvement of local people to the maximum extent possible in the tourism related development activities.
- ii) Utilization of fund derived from the revenue accrued from tourist expenditure for socio-economic upliftment of people.
- iii) Reservation of seats in the Hotel Management Institutes, Travel & Tourism Management Institutes and Catering Institutes for state/local people.
- iv) Organizing awareness campaign involving locally eminent people.

xii) Information System

- i) Use of latest information technology in creating and providing relevant information.
- ii) Regular survey of tourists to update data on tourist traffic.
- iii) Opinion survey of local community to create database on impact of tourism on society.
- iv) Data base management, research and forecasting on future requirements through use of private agencies.
- v) Setting up an Information Centre equipped with **Touch-Screen Computerized** information facilities network system. Such facilities should make available at airport, rail station and at all important tourist places.

Note: The Consultants have reviewed the cases of tourism policy of different places including Orissa, Madhya Pradesh, New Zealand, California, and Switzerland Tourism Policy Act, all these are annexed for the ready reference purpose.



CHAPTER-18

IMPLEMENTATION PLAN AND INSTITUTIONAL MECHANISM

18.1 MAJOR ELEMENTS OF IMPLEMENTATION

The Consultants have defined the essential aspect of the planning process which is, how to carry out the plan's policy and recommendations. The major elements of implementation are as under:

18.1.1 Plan Adoption and Allocation of Responsibilities

After careful review and agreement, the Bihar Perspective Tourism Plan (BPTP) may be adopted by the State Govt. as its official guide for developing tourism. Through adoption of the Plan, the legal basis for its implementation is established. Also essential for its effective implementation is political commitment to develop tourism on a planned basis, and strong leadership exercised in both the public and private sectors of tourism. In the implementation approach, the respective roles of the State Govt., the private sectors and special bodies (such as Department of Tourism, Town & Country Planning Department, Pollution Control Board, Bihar; Bihar Tourism Development Corporation ((BTDC)), Travel and Tourism Association of Bihar, have to be decided at the first instance. With the respective roles decided, a close cooperation and coordination between the State Govt. bodies and private sector on implementation must be maintained.

18.1.2 Staging and Programming Development

To achieve the physical development proposals systematically, the first step is to determine the general phasing of development, which has been indicated as immediate phase, short term phase and long-term phase. Within the framework of the recommended phasing, specific projects may be taken up for implementation.

18.1.3 Implementing Programmes

The programmes recommended by the 'BPTP' need to be implemented. These include the training programme for employees in tourism, public awareness programme on tourism, local community participation, marketing development and promotion programme etc. Environmental awareness and its protection programmes must also be pursued. National Park, historic conservation and cultural programmes must also be carried out.

18.2 MONITORING AND MANAGEMENT

Monitoring should be considered an integral part of plan implementation, so that, problems are detected in their early stages and remedial measures can be taken. The number and characteristics of tourist arrivals should be monitored to see if the market targets are being maintained. Determining tourist satisfaction levels through special surveys of them is especially important. Monitoring the economic, environmental and socio-cultural impacts of tourism, generally, and for specific projects, is essential. Even though time-based targets are to be established, they should be considered flexible based on changing circumstances. During the short term, it is more important to maintain a balance between the development of tourist facilities, services and infrastructure and actual market demand. Over the long run, efforts can be made to catch up and achieve the various market and development targets.

18.3 INSTITUTIONAL MECHANISM

The implementation of the proposed 'BPTP' would require a decision making to be integrated at higher level. It would demand participation and interaction of experts and the leaders of tourism trade & industry from the private sectors. The approach is to be positive to ensure quality and to optimize the gains of the 'BPTP'.

Thus, on the lines of California Tourism Commission, a Bihar Tourism Commission/Board is suggested.



18.3.1 Reasons for proposing Bihar Tourism Commission/Board

- i) Tourism is a major source of jobs, income and revenue in Bihar and the expansion of this industry is vital, to the overall growth of Bihar economy.
- ii) Tourism and recreational industries are important to the State not only because of the number of people they serve and the vast human, financial and physical sources they employ, but because of the benefits which tourism, recreation and related activities confer on individual and the society as a whole.
- iii) Existing State Government involvement in tourism and related activities need to be better coordinated at the state level as well as within local governments and private sectors to maximize the economic and the employment benefits of the industry.
- iv) The entire State could benefit from promotion of lesser known and underutilized destinations within the State and additional State resources maybe effectively utilised to assist such localities in order that they can participate and accrue benefits from tourism promotion.

18.3.2 Structure of the Tourism Commission/Board for Bihar

- i) The Board to be chaired by an executive in the Government at a very high level say the Chief Minister or the Minister of Tourism
- ii) Five members of the Board to be appointed by the Government who are professionally active in the tourism industry representing its diverse segments.
- iii) Two members of the Assembly to be nominated as per rules.
- iv) Director tourism shall serve as Secretary to the Commission Board and provide staff and whatever supportive services necessary.

18.3.3 Functions of the proposed Bihar Tourism Board

The Board shall, with the office of tourism adopt, annually update a tourism marketing plan for the State of Bihar for international and domestic tourists and do the following:

- The annual tourism-marketing plan to serve as a guide for effectuating the Bihar Tourism Plan within available resources.
- Include an assessment of the activities and accomplishments of the office of Tourism.
- Outline the intended programme of tourism promotion and visitor service activities for the oncoming year.
- Delineate the ways, means and programmes by which tourism shall be promoted, including any cost effective marketing methods and technique to be employed.
- Identify resources as are reasonably necessary, from all sources both public and private, to accomplish these promotion and marketing activities.
- Identify and articulate co-operative or shared cost programmes, or opportunities for these ventures, with private entities.



-
- Identify licensing opportunities, including licensing agents. - Contain other information, data or recommendations that may be germane to the marketing efforts of `BPTP`.

18.3.4 Framework of Activities of the Board

- i) Take advantage of particular promotional opportunities as may be presented.
- ii) Facilitate travel and visitorship to, and within, Bihar to the maximum extent feasible
- iii) Identify and assist in the development of a user-directed, computer based, public access information system serving the needs of the traveling and tourist public in urban and rural areas in Bihar
- iii) Develop and publish research to determine sources and characteristics of present and future visitors to Bihar and measure the effectiveness of marketing and service programmes.
- iv) Represent the State at domestic and international travel trade shows that provide an opportunity to promote a significant amount of travel to and within Bihar.
- v) Co-operate with the Central Government in the development and the promotion of India as a destination for international tourism.
- vi) Implement the tourism marketing plan.

18.3.5 Consultancy Services

Implementation of `BPTP` would entail obtaining the skills of specialist Consultants, as the core team would need to be supported by experts. Under technical competence the following should be examined:

- i) The experience of the firm in a project of this nature.
- ii) The adequacy of the proposed work plan in terms of the demonstrated understanding of the concerned project, responsiveness to the terms of reference and effective management of work.
- iii) The qualifications of the person to be assigned, successful implementation in similar situations, experiences in developing countries, especially India (if the consulting firm is international).

If overseas firms are used, efforts should be made to package assignments so that the experts' time and cost can be shared by other projects in the region, so as to reduce costs on a particular project.

18.3.6 Department of Tourism

The Department of Tourism (DOT), Government of Bihar, plays the crucial role in all tourism activities in the State of Bihar.

1. The state DOT is involved in identification of tourist circuits & tourism development projects in the state.

2. Organizing fairs & festivals in direct co-ordination with the BSTDC, some of which are listed below:

- I. Rajgir Festival (24th-26th October)
- II. Buddhist Festival, Bodhgaya (30th November-2nd December)
- III. Sonapur Mela (Karthik Purnima-1 month, approved only for 15 days by the State Government)
- IV. Dev Mahotsav, Aurangabad
- V. Vaishali Mahotsav, April



The DoT is also responsible for Marketing & Promotion of Tourism in Bihar. The DoT co-ordinates with the Archeological Survey of India Department of Forests to obtain NoC's for Tourism projects. This interaction can further be extended to active involvement of these bodies in planning & development of archeological sites, sanctuaries & national parks respectively. Role of private organisations in tourism development in Bihar should to be encouraged.

Bihar State Tourism Development Corporation (BSTDC):

The BSTDC is an implementary body actively involved in execution of tourism projects identified by the DoT. It is also involved in the successful operation of BSTDC Hotels & tourist bungalows. It is also involved in the execution of certain related infrastructure development projects such as tourist facilities & utilities in addition to provision of infrastructure for fairs & festivals organized by the DoT. Land acquisition & Budget allocation for tourism activities needs to be enhanced. They also organize package tours. Tourism Promotion-signages.

The budget allocation from the State Government is transferred to the (BSTDC) & District Magistrate (DM) through the DoT, for execution of Tourism plans & projects.

The Department of Tourism is the nodal agency in the State of Bihar for the development of tourist facilities and services in Bihar. For undertaking the implementation of Bihar Tourism Plan, Deptt. Of Tourism (DOT) would need to operate in the following areas:

i) Monitoring and Evaluation Cell

For ensuring a balanced growth of tourism infrastructure on environmentally sustainable basis and coordinating and monitoring the marketing & promotional plans of overseas offices, a monitoring & evaluation cell should be established.

ii) Investment Facilitation Cell

A single window mechanism to provide the private investors with the necessary advice and information and facilitate the clearance of various requirements should be created by establishing an Investment Facilitation Cell.

iii) Task Forces

It would be necessary to constitute separate task forces, to manage integrated development of various tourist areas under `BPTP`.

iv) Rural Tourism Cell

A separate Rural Tourism Cell should be constituted so as to assist, Panchayats to identify location, prepare detailed plan for development of tourist facilities and appoint suitable staff to run and manage the rural tourism scheme envisaged under `BPTP`.

v) Accommodation Reservation

The right of reservation of accommodation including government departments guest houses/bungalows and circuit houses could be given to the DOT.

vi) Disaster management Cell

A separate Disaster Management Cell should also be created consolidating various disaster relief agencies undertaking disaster management activities that prevent a disaster reduce the chance of a calamitous event or lessen their damaging effects. Training programmes on management of earthquakes, cyclones and other natural calamities to staff of DOT with continuity participation will be very useful for effective preparedness for mitigating such events.



Annexure (ii): Details Of Investments With Phasing

ANNEXURE (II) DETAILS OF INVESTMENTS WITH PHASING

I INFRASTRUCTURAL

1. Modernization & Expansion of:
 - 1) Patna Airport
 - 2) Gaya Aerodrome
 - 3) Air Strip in Nalanda
2. Improvement & Renovation of Road Network and Connectivity especially for Buddhist, Hindu & Jain Religious Circuits

II TOURISM DEVELOPMENT PRODUCT1. Projects on Major Tourist sites

Short Term (2002-2005)

SI No.	Tourist Destination	District	Development Scheme	Estimated Cost (in Lakh Rs.)	Action Plan	Remarks
1	Buddhist Stupa, Rajgir	Nalanda	Land Development	60	Development of Garden and Theme Park	
2	Katihar	katihar	Land Development	590.65	Development of Goga Bill Pakshi-Vihara	
3	Begusarai	Begusarai	Land Development	322	Development of Kabar Lake Bird Sanctuary	
4	Sita Kund (Munger)	Munger	Land Development (Health Tourism)	550	Holistic Healing cum Rejuvenation Centre	
5	Balu Karam	Vaishali	Museum	10	Hall, 2 rooms, office	Sixth World Buddhist Conference
6	Amethi	Gaya	Museum/ Spiritual Centre	20	Museum & Meditation Hall	Associated with Lord Buddha
7	Bakraur	Gaya	Spiritual Centre	20	Meditation Hall	Historical Mound Sujata
8	Sanda	Nalanda	Museum, Land Development	20	Museum & Landscaping near Ruins & Temple	Remains of stupas, pillars, temples & stone slabs with inscriptions
9	Aurangabad	Aurangabad	Tourist Facility	8	Tourist Information Centre	
10	Nalanda	Nalanda	Tourist Facility	8	Tourist Information Centre	
Total				1608.65		

Annexure (ii): details of investments with phasing



Annexure (ii): Details Of Investments With Phasing

Medium Term (2006-2010)

SI No.	Tourist Destination	District	Development Scheme	Estimated Cost (in Lakh Rs.)	Action Plan	Remarks
1	Tomb of Sher Shah Suri, (Sasaram)	Rohtas	Land Development	59.35	Development of Garden	
2	Nawada	Nawada	Accommodation	12	Dharamshala (8 rooms)	Place of pilgrimage for Jains
3	Ramnagar	Gaya	Land Development	5	Garden around Temple	Ancient Temple of Lord Shiva
4	Kusheshwar Asthan	Darbhanga	Land Development	10	Garden around Temple	Temple of Lord Shiva
5	Bhelawar	Jehanabad	Land Development	10	Garden around Temple	Ancient Temple of Lord Shiva Sculptures of Hindu & Muslim periods
6	Bhaik	Jehanabad	Temple on hillock	10	Temple	Hillock with divine emblem of Lord Shiva
7	Sourath	Darbhanga	Land Development, Community facilities	10 10	Garden around Temple, Community & Congregation Halls	Somnath Mahadev Temple Annual Sabha for negotiating marriages by Maitihill Brahmins
8	Deomarkandey	Sasaram	Land Development	10	Garden around Temple	Temples of Lord Vishnu & Surya of 6th c AD
9	Thawe	Gopalganj	Land Development	10	Garden around Temple	Goddess Durga
10	Chandisthan	Munger	Land Development	10	Garden around Temple	Temple of Goddess Kali
11	Deokund	Aurangabad	Land Development & Beautification of Tankside	10 5	Garden around Temple	Ancient Temple of Mahadev Old Tank
12	Umga	Aurangabad	Land Development	10	Garden around Temple	Vaishnava Temple with images of Ganesh, Surya & Shiva
13	Madanpur	Araria	Land Development	10	Garden around Temple	Madaneshwarnath Temple
14	Belwa	Katihar	Road Development	100	2 km road from Mukursa to the site, Temple with garden	Remains of ancient buildings Stone images of Lord Shiva & Goddess Saraswati



Annexure (ii): Details Of Investments With Phasing

15	Sultanganj	Bhagalpur	Riverfront Development, Land Development	20 20	Garden around Temple, Development of Ghats	Algabnath Temple on hillock on bed of Ganges Sacred water collected during July-August to pour on Lord Baidyanath at Deoghar
16	Baikalpur	Patna	Land Development	15	Garden around temple	Shiva Temple built by Raja Mansingh
17	Banarsi	Patna	Land Development	15	Garden around temple	Old Temple of Umanath
18	Seonar	Patna	Land Development	10	Garden around Temple	Milkanth Mahadev Temple
19	Ular	Patna	Land Development	10	Garden around Temple	Temple of Sun God
20	Dewan Ban Mandir	Saharsa	Land Development	15	Garden around Temple	Shiv Ling in Temple
21	Dharhara	Saharsa	Land Development	15	Garden around Temple	Lord Shiva Temple
22	Nauhatta	Saharsa	Land Development	10	Garden around Temple	80' high Shiva Temple
23	Singheshwar	Madhepura	Land Development	20	Garden around Temple	Temple of Lord Singheshwar
24	Deo	Aurangabad	Land Development	10	Identification & Development of Festival Grounds	Surya Mandir Chatta Festival
25	Basaithi	Araria	Land Development	10 20	Garden around Temple, Utilities & Services for Fairground (Water Supply, Electricity, Sanitation, Drainage)	Ancient Temple of Lord Shiva Large Annual Fair of 20 days during Shivaratri
Total				481.35		

Long Term (2011-2021)

SI No.	Tourist Destination	District	Development Scheme	Estimated Cost (in Lakh Rs.)	Action Plan	Remarks
1	Vikramshila University (Antichak)	Bhagalpur	Land Development	120.35	Development of Garden	
2	Remains of Vaishali (Kolhua)	Muzaffarpur	Land Development	67	Development of Garden	
3	Patliputra	Kumrahar	Land Development	124.1	Development of Herbal Garden and Tanks	
4	Fort of Nand Dynasty Rulers (Nandangarh)	West Champaran	Land Development	142.5	Development of Garden	
5	Lariya Nandangarh	West Champaran	Land Development	108.5	Consolidation and Development	



Annexure (i): Details Of Investments With Phasing

	Patna and Bhagalpur	Patna/Bhagalpur	River Front Development		River Front Development and Floating Restaurant
6	Patna and Bhagalpur	Patna/Bhagalpur	River Front Development	172	River Front Development and Floating Restaurant
7	Manihari	Katihar	Land Development	171	Tourist Resort
8	Madhubani and Bhagalpur	Madhubani/Bhagalpur	Land Development	150	Multi-Functional Modern Exhibition Centres
9	Rajgir and Bodhgaya	Rajgir/Bodhgaya	Land Development	100	Theme Park
10	Goralla	Patna	Land Development	10	Garden around Tombsite
11	Phulwari Sharif	Patna	Land Development	7	Garden around Mosque
12	Amarpur	Siwan	Land Development, Riverfront Development	10	Development of Ghats
13	Balirajpur	Madhubani	Land Development	10 50	Landscaping of fortress area, Sound and Light show (in small scale)
14	Vishnupad	Gaya	Land Development, Accommodation	5 12	Garden around Temple, Dharamshalas
15	Brahampur	Buxar	Land Development	8	Garden around Temple
16	Brahmpur	Darbhanga	Land Development	10	Garden around Temple
17	Chandisthan	Madhepura	Land Development	10	Garden around Temple
18	Andhrathurhi	Madhubani	Land Development	10	Garden around Temple & Library
19	Bhawanipur	Katihar	Land Development	10	Garden around Temple
20	Malinagar	Samastipur	Land Development	10	Garden around Temple
21	Deokuli	Sheohar	Land Development	10	Garden around Temple
22	Tara Asthan	Saharsa	Land Development	10	Garden around Temple



Annexure (i): Details Of Investments With Phasing

23	Jaimangalgarh	Begusarai	Land Development	15	Garden around Temple	Temple with ancient images of Barah, Badri Narayan, Shiva & Parvati
24	Baidyanath	Bhabua	Land Development	15	Garden around temple	Shiva Temple
25	Ramgarh	Bhabua	Land Development	10	Landscaping around Temple	Mundeshwari Temple on hill
26	Deo	Bhojpur	Land Development	10	Garden around Temple	Remains of Temple of Sun God
27	Ramnagar	Madhepura	Land Development	15	Garden around Temple	Temple of Kali
28	Phulhar	Darbhanga	Land Development	10	Garden around Temple	Temple of Goddess Girija Associated with Lord Rama & Sita's first meet
29	Rajkhand	Muzaffarpur	Land Development	10	Garden around Temple	Bhairavnath Temple
30	Muzaffarpur	Muzaffarpur	Land Development	15	Garden around Temple	Garibnath Temple of Lord shiva
31	Bhawanipur (40 km south west of Purnea)	Muzaffarpur	Land Development	10	Garden around Temple	Bhawani Devi Asthan Temple
32	Bhawanipur (8 kms southwest of Purnea)	Kaithar	Land Development	10	Garden around Temple	Temple of Goddess Kamakhya
33	Chandi Asthan	East Champaran	Land Development	15	Garden around Temple	Temple of Goddess Chandi
34	Baghi Math	Muzaffarpur	Spiritual Learning Centre	20	Library	Big Hindu Monastery with 108 rooms
35	Sabhagachhi Sastha		Community Facilities	20	Community & Congregation Halls	Annual Matrimonial negotiations & ceremonies Symbol of ancient culture of Mithila
36	Pakri	Patna	Accommodation	12	Dharamshala	Hindu pilgrims offer oblation to ancestors
37	Bhagalpur	Bhagalpur	Land Development	10	Garden around Burhanath Temple, Jain Mandir & Mayaganj Gufa	Ancient Burhanath Temple on the bank of Ganges Jain Mandir at Champanagar Mayaganj Gufa Kamagrah at Nathnagar Kumar Bibi's Tomb



Annexure (i): Details Of Investments With Phasing

	Giriak Bhabalpur	Rajgir/Nalanda	Road Development, Land development		Access road to Temple from base to hilltop, Landscaping around Temple	Temple on hilltop
38	Kumrahar	Patna	Museum, Land Development	100 20	Landscaping around Pillared Hall, Museum near Pillared Hall	Pillared Hall of Mauryan period
39	Daudnagar	Aurangabad	Land Development	20 15	Garden around Palace Landscaping of fortress area Garden around Tomb	Palace Ruins of Ahmad Khan's Fortress Tomb
40	Dumraon	Buxar	Land Development	10	Garden around Palace & Pavilion	Palace & pavilion of the Raj
41	Chainpur	Bhabua	Development of Tourist Sites	20		Great Mausoleum of Bakhtiar Khan Fort
42	Dalaur	Buxar	Consolidation of Battlesite	10		Site of final battle between Babu Kuwar Singh & British in 1857
43	Bibiganj	Buxar	Consolidation of Battlesite	10		Site of a battle between Babu Kuwar Singh & British in 1857
44	Chausa	Buxar	Consolidation of Battlesite	15		Site of battle between Humayun & Shershah
45	Kharika	Buxar	Consolidation of Battlesite	10		Site of battle between Babu Kunwar & British
46	Darbhanga	Darbhanga	Land Development	15	Landscaping of complex	Well developed & beautifully laid out complex of palaces, temples offices, parks, gardens & ponds Seat of Maharaja of Darbhanga
47	Baldiabari	Katihar	Consolidation of Battlesite	10		Battlesite between Nawab Siraj-ud-daula & Nawab Shaukat Jung
48	Nawabganj	Katihar	Land Development	10	Landscaping around ruins	Ruins of palace of Nawab Shaukat Jung
49	Jainagar	Darbhanga	Land Development	10	Landscaping of fort area	Ruins of mud built fort by King of Bengal
50						



Annexure (ii): Details Of Investments With Phasing

Sugrampur	Bhagalpur	Consolidation of Battlesite	15		Battle site between Santhals & British troops
51					
52	Muzaffarpur	Land Development	10		Memorial
	Siwan	Land Development	10		Remains of Fort associated with Acharya Dronacharya of Mahabharat
53	Siwan	Development of Ruin Site	15		Ruins of Mughal Period
54	West Champaran	Land Development	10		Ruins of Fort on the summit of Someshwar hill
55	Munger	Land Development	10		Ruins of palaces of Nawab Mir Kasim
56	Rajgir/Nalanda	Beautification of Tanksite	15		Unexcavated mounds covering ruins of University of Nalanda Two big tanks 'Dighi' & 'Sanaroha'
57	Buxar	Museum	12		Remains of Stupas
58	Begusarai	Museum	12		Mounds Sculptural remains of ancient pots, jars
59	Muzaffarpur	Art and Cultural Centre	25		Home of Amrapali, court dancer of Vaishali
60	Purnea	Sanskrit Learning Centre, Land Development	20		Seat of Banaili Estate Ruins of old temple & fortress Seat of Sanskrit learning & Maithili cult
61	Madhubani	Cultural Centre	25		Birthplace of renowned Maithili poet Vidyapati
62	Patna	Land Development	10 5		Hariharnath Temple Large Cattle Fair
63					



Annexure (ii): Details Of Investments With Phasing

	Konhara	Patna	Land Development, Riverfront Development	20	Park, Development of Ghats	Ghat at confluence of Gandak & Ganges in Hajipur
64						
65	Makranda	Darbhanga	Land Development	10	Garden around Temple	Old Temple
66	Pupri	Sitamarhi	Land Development	8	Garden around Temple	Baba Nageshwarnath Temple
67	Darbhanga	Darbhanga	Tourist Facility	8	Tourist Information Centre	
68	Bettiah	Bettiah	Tourist Facility	8	Tourist Information Centre	
69	Chausa	Buxar	Tourist Facility	8	Tourist Information Centre	
70	Sasaram	Sasaram	Tourist Facility	8	Tourist Information Centre	
71	Nawada	Nawada	Tourist Facility	8	Tourist Information Centre	
72	Begusarai	Begusarai	Tourist Facility	8	Tourist Information Centre	
73	Jamui	Jamui	Tourist Facility	8	Tourist Information Centre	
74	Katihar	Katihar	Tourist Facility	8	Tourist Information Centre	
75	Miscellaneous Projects			85	Refreshment Centres (85 no.s)	
76	Miscellaneous Projects			127.5	Toilet Facilities (85 no.s)	
77	Miscellaneous Projects			64	Water Supply (85 no.s)	
		Total		2391.95		



Annexure (ii): Details Of Investments With Phasing

2. Wayside Facilities

Sl. No.	NH. No.	Route	Suggested Location
1.	2	Delhi-Agra-Kanpur-Varanasi-Mohania-Barhi-Palsit-Kolhata (Total: 1,490 km; Bihar: 392 km)	Dehri-on-Sone – 1; or Barhi – 1
2.	6	Surat-Nagpur-Raipur-Sambalpur-Baharagora-Kolkata (Total: 1,932 km.; Bihar: 22 km)	Baharagora – 1
	33	Barhi-Ranchi-Baharagora (Total: 352 km; Bihar-352 km)	
3.	19	Ghazipur-Balia-Patna (Total: 240 km; Bihar-22 km)	Patna – 1
4.	23	Chas-Ranchi-Rourkela-Talcher (Total 240 km; Bihar-120 km)	Chos-1
5.	28	Barauni-Muzaffarpur-Gorakhpur-Lucknow-Indo Nepal Border (Total 570 km; Bihar 259 km)	Muzoffarpur-1
6	28A	Pipra – Raxauli-Indo-Nepal Border (Total 68 km ; Bihar – 68 km)	Raxaul-1
7	30	Mohania-Patna-Bakhtiarpur (Total 230 km; Bihar 230 km)	Bauhtiarpur-1
8	31	Barhi – Bakhtiarpur-Purnia-Siliguri-Cooch-Bihar-Amingaon (total 1,125 km; Bihar 437 km)	Nawada –1 or Purnia – 1
9	57	Muzaffarpur-Darbhanga-Foresgunj-Purnia (total 310 km; Bihar: 310 km)	Darbhanga – 1 or Foresgunj-1
		Total	9
		Total cost of 9 wayside facilities is Rs 5.0 crore approximately @ Rs 45 lakh per wayside.	

Of these, Barhi/Dehri-on-Sone and Bakhtiarpur may be taken in 1st phase, Muzaffarpur, Raxaul and Nawada in 2nd phase and the rest in 3rd phase.

Buddhist Circuit:

In their Budget, 2002-3, the DOT has proposed to develop 6 Tourism Circuit of International Standard, Buddhist Circuit has immense potential for international tourist attraction especially for Buddhist. The suggested circuit may be:

Sarnath-Varanasi-Lumbini-Kushinagar-Patna-Gaya-Bodhgaya.

3. Total Cost in Phases

Phase	Cost (Rs. in Crores)		
	Project Cost	Way Side Facilities	Total
Short Term	16.10	0.90	17.00
Medium Term	4.81	1.35	6.16
Long Term	23.92	2.75	26.67
Total	44.83	5.00	49.83 (say 50 crores)



ANNEXURE (III) : TOURISM POLICY

ORISSA TOURISM POLICY - CASE STUDY-1

Orissa is a State, which is endowed with rich cultural heritage and bestowed with nature's bounties. The state has similar geo-physical and climatic attributes like lakes & springs, hills, wild life, and host of cultural & heritage products and other. In view of that the State's tourism policy & objective has been studied to have a backbone concept for formulation of policy framework for Bihar.

i) Role of the State:

The State will primarily act as a promoter and catalyst to create an environment for planned and sustained development of tourism. Following areas have been identified for focus of state.

- Privatization of tourist circuits
- Planning broad strategies for tourism development
- Preparation of Tourism Master Plans and Landuse Plans
- Earmarking of land for creation of tourism related activities
- Operation of Tourist Information Services
- Development of Human Resources for Tourism Industry like guide services, hotel and tourism management etc.

ii) Role of Non-Government Sector

Participation of non-governmental agencies have been sought in the following areas.

- Provision of transport; accommodation, catering and other service requirements.
- Operation of package tours
- Establishment of special facilities like convention center, golf course, stadium, recreational Centres, restaurants, wayside facilities, health resorts, amusement parks etc.
- Development of monument, heritage site and craft village
- Organizing adventure tourism activities
- Organizing fairs & festivals
- Promotional campaigns

iii) It identifies **Thrust Areas** for intensive promotion and development of tourism.

iv) Policy resolves that government owned land will be allotted for tourism related development at the concessional rate.

v) Directorate of Tourism and State Financing Agencies would assist tourism projects in getting adequate financial support. However, there is no concrete commitment/ statement for funding of projects.

vi) Transport sectors (i.e. road, rail, air and water) will receive special attention and various facilities in term of private sector funding, project clearance and new development will be emphasized on the basis of its priority.

vii) Creation of inter-state travel circuit.

viii) Special incentives, as per Industrial Policy will be provided for facilities like accommodation, transport coaches, sports activities, heritage resorts, camping etc. and power facilities at industrial rate of tariff.

ix) Development of Heritage hotels to take advantage of Central Government Heritage Hotel Scheme.



- x) Reservation of rooms of Inspection Bungalow, Rest House, Circuit House, Guest House of Govt. Deptt. for tourists.
- xi) Involvement of local bodies for providing amenities to develop archaeological and Pilgrim tourism.
- xii) Development of convention tourism.
- xiii) Development of Reservoir tourism at the irrigation reservoir sites.
- xiv) Strengthening marketing infrastructure outside state; involvement of local people skill, engaging commissioned agents outside state for marketing.
- xv) Enforcement of Special Tourist Police Force

MADHYA PRADESH TOURISM POLICY - CASE STUDY-2

New Tourism Policy

With the view to speed-up development of Tourism in Madhya Pradesh, the State Government announced a New Tourism Policy in January 1995. The new tourism policy envisages creation of an environment conducive to attracting increased private investment in the tourism sector, and a more meaningful role for the Government.

Strategy for Development

The focus shall be on the following areas

1. Improvement and creation of adequate basic infrastructure - land, roads, water, electricity etc.
2. Upgradation and augmentation of accommodation, catering and recreational facilities
3. Augmentation of transport facilities.
4. Marketing of destinations to ensure optimal use of infrastructure.
5. Evolving suitable policies for increasing foreign exchange earnings.
6. Promotion of the arts and crafts of Madhya Pradesh.

Destinations & Activities

These have been classified in the following categories for setting up various facilities:

Cultural Tourism	Gwalior, Orchha, Khajuraho, Sanchi, Mandu	Heritage Hotels, Museums, Craft Villages
Wildlife & Adventure Tourism	Pachmarhi, Kanha, Bandhavgarh, Panna, Satpura, Pench Valley National Parks, Tigra Lake (Gwalior), Upper Lake (Bhopal), Gandhi Sagar (Mandsaur)	Log Huts, Camping Grounds, Trekking, Water-Sports, Aero-Sports, Angling, Cruises, Caravans, Tents etc.
Leisure & Business Tourism	Pachmarhi, Khajuraho, Bhopal, Gwalior, Indore, Mainpat, Tamia, Raipur, Jabalpur etc.	Convention Centres, Exhibition Grounds, Shopping, Evening Entertainment, Golf Courses, Country Clubs, Weekend Getaways etc.
Pilgrim Tourism	Ujjain, Maheshwar, Omkareshwar, Chitrakoot, Amarkantak, Rajim, Sanchi, Bhopal, Orchha etc.	Budget Accommodation, Day Shelters, Cafeterias etc.



Role of State Government

The State Government will confine its efforts to infrastructural development ensuring uninterrupted electricity, water supply and provision of basic medical facilities. It will also be responsible for dissemination of information, organisation of festivals and inter-departmental co-ordination to create conditions for attracting private sector investment for the tourism sector. For this it will provide fiscal incentives, assist in providing suitable sites and remove bottlenecks, especially those connected with infrastructural development.

Incentives

A special package of incentives for the tourism industry has been prepared. These incentives will also be available for private entrepreneurs for any of the following activities:

1. Hotels, Motels and Restaurants.
2. Heritage Hotels, Health Farms, Recreation Centres, Ropeways, Golf Courses, Museums, Amusement Parks, Craft Villages, Convention Centres, and all other bonafide tourism related activities recognized by the government.
3. A/c Luxury Coaches, A/c Mini Buses, and imported Limousines purchased by registered tour operators for tourist transport.
4. Activities connected with adventure tourism, such as hang gliding, para sailing, river rafting, boating, trekking, rock climbing etc.

The specific incentives are:

(A) Land

- i. Government land will be offered with the approval of the Empowered Committee as equity participation on behalf of the Government at current market value for setting up Joint Ventures.
- ii. The companies thus formed who are given any kind of Government land will be expected to complete the project within a period of three years from the date of transfer of land, failing which the land will revert to the Government. The company will not be allowed to transfer the land to anybody else, or use it for any purpose other than that for which it is allotted.
- iii. For construction of approved category hotels, etc. in the urban areas, exemption under Section 20 of the Urban Land Ceiling Act will be made available on a case-to-case basis as decided by the Empowered Committee.

(B) Luxury Tax

New projects shall be exempt from Luxury Tax for ten years from the date of commencement of commercial operations.

(C) Sales Tax

New projects shall be exempt from Sales Tax for ten years from the date of commencement of commercial operations

(D) Entertainment Tax

Entertainment Centres will be exempt from Entertainment Tax for ten years from the date of commencement of commercial operations.



TOURISM POLICY OF NEW ZEALAND – CASE STUDY - 3

Overview:

Tourism policy is about issues like:

- use of the environment, fisheries and oceans as tourism resources today, whilst protecting them for future generations,
- developing culture and Maori heritage as tourist attractions, while respecting their values,
- providing appropriate tourist facilities and access to the country, and
- planning for the development of the tourism industry and the economy.

The Ministry of Tourism works to ensure there is an appropriate policy environment to allow tourism to generate maximum benefits at minimum costs. They analyse issues that have an impact on the New Zealand tourism industry, provide advice to Government, and work with government departments and agencies to make appropriate policies.

Air Access:

Policies that control international aviation into New Zealand are set and implemented by the Ministry of Transport (MoT). For some time now the MoT has pursued a policy of "open skies". Open skies means that in agreement with its partners, New Zealand removes restrictions on international airlines flying to New Zealand and leaves the decisions on the number of services, routes flown and type of craft used to the airlines. This allows airlines to react to market demands quickly and efficiently.

In December 2001, a new Multilateral Agreement on the Liberalization of International Air Transportation came into force. The Agreement is between Brunei Darussalam, Chile, New Zealand, Singapore and the United States of America. It allows these countries to exchange the most liberal Freedoms of the Air - seventh freedom passenger and eighth freedom Cabotage rights.

The Ministry of Tourism also sits on the External Aviation Policy Committee, an inter-departmental group, which sets priorities for international aviation agreements that New Zealand would like to pursue each year.

Border Control:

New Zealand controls the entry of people, aircraft, ships and goods to its borders through a range of government agencies.

These include:

- New Zealand Immigration Service,
- New Zealand Customs Service, and
- the Ministry of Agriculture and Forestry.

The Ministry of Tourism contributes to discussion and policy development on border control issues because they affect international visitors to their country. Their objective is to ensure that border control arrangements, while protecting New Zealand's borders, do not impose unnecessary or inappropriate delays or costs on travelers.

Culture and Heritage



Culture and heritage attractions, events and activities play an important role in their national identity and provide New Zealand with a strong point of difference from other destinations in the global market place.

Culture and heritage encompasses a range of attractions, events and activities, like:

- watching a Maori cultural performance,
- shopping for New Zealand art and crafts,
- sampling possum pate at the Hokitika Wild Foods Festival,
- museums, historic buildings and sites, and
- events such as the Oamaru Victorian Heritage Celebrations.



The New Zealand Tourism Strategy 2010 highlighted the important role that culture and heritage plays in the appeal of New Zealand as a tourist destination. The Ministry of Tourism is working with relevant agencies and groups to recognize this role and to implement the recommendations of the Strategy.

Cruise



New Zealand derives significant economic gains from cruise ship visits through direct expenditure by passengers, crew and vessel operators. The more obvious sources of economic impacts include land based excursions, retail and shopping. Less obvious sources include port fees, marine engineering, hotels and air travel.

Air New Zealand values the custom of cruise passengers and estimates their annual worth at \$28 million. More recently, New Zealand's maritime industry has benefited from the cruise sector by securing lucrative million dollar contracts for passenger cruise ships to dry-dock for a pre-season re-fit.

The New Zealand cruise industry is continuing to enjoy a sustained period of growth and the Ministry of Tourism works closely with Cruise New Zealand and Tourism New Zealand to ensure that New Zealand continues to be a cruise friendly destination.



The Ministry of Tourism provides a leadership role across government to champion the tourism benefits and economic impacts to be derived from this sector. Tax, Customs, Immigration, Bio-security and Education policies all have impact upon the cruise industry and it is important that due consideration is given to the cruise industry when government policy decisions are taken.

Environment

New Zealand's clean, green environment is a major attraction for international visitors. The New Zealand Tourism Strategy 2010 recognizes this. One of the key objectives of the Strategy is to actively protect, support and promote our natural environment to ensure that tourism growth is sustainable.



The Ministry co-operates with the Tourism Industry Association and the Ministry for the Environment on a programme to encourage tourism operators to develop environmental management systems and certify their operations.



International Policy

One of the Ministry's core functions is to contribute to international tourism policy development, monitor relevant developments in tourism policy in other countries and develop linkages of benefit to tourism policy development in New Zealand. They are involved in:

- APEC
- ASCOT
- International tourism organisations

APEC

The Ministry is actively involved in the APEC Tourism Working Group (TWG), which includes senior tourism officials from 21 countries in the Asia Pacific region.

- The Working Group (TWG) discusses, develops and implements policy on tourism research, sustainable development, tourism education practices, economic impacts and a wide range of other issues.
- The Seoul Declaration on an APEC Tourism Charter provides the basis for the APEC Working Group's current work.
- Twice-yearly meetings allow New Zealand to stay abreast of international best practice in tourism policy development and to provide other countries with the benefits of our own experience.
- Ministerial meetings are held every second year, at which the Minister of Tourism meets with his colleagues from the region.

ASCOT

The Ministry participates in the Australian Standing Committee on Tourism (ASCOT), a meeting of State and Federal tourism officials which allows us to develop relationships and share best practice with our closest neighbors. The Minister of Tourism attends an annual Australian Tourism Ministers Council meeting.

International tourism organisations

The Ministry keeps a watching brief on policy developments in other countries and by organisations such as:

- the World Travel and Tourism Council,
- the World Tourism Organisation,
- the European Union and
- the OECD

Maori in Tourism

Maori and Maori culture play an important role in the tourism industry in New Zealand. The New Zealand Tourism Strategy 2010 and the study "He Matai Tapoi Maori: A Study of Opportunities and Impediments for Maori in Tourism" both contain important recommendations to encourage Maori to participate in tourism and to assist the industry in benefiting from the unique Maori culture.



The Tourism Strategy placed the Maori values of manaakitanga (hospitality) and kaitiakitanga (guardianship) at the core of its vision and made recommendations on building Maori capacity and capability, strengthening regional representation and bolstering Maori involvement in decision making.

Oceans and Fisheries

Visitors can enjoy a vast range of water-related activities in

New Zealand, including:

- Fishing for trout in our rivers and lakes,
- Cruising on Milford Sound,
- Whale watching,





- sea kayaking,
- windsurfing,
- relaxing on the beach.

Tourism's use of oceans and fisheries often generates income that is sustainable and doesn't deplete our natural resources

Regional Development



Tourism is an important driver of economic activity within New Zealand. Many regions and local communities have identified the role that tourism can play in the growth of their economies through job creation, export earnings and diversification to reduce dependence on traditional industries.



The Ministry of Tourism is part of the Ministry of Economic Development. This relationship facilitates the contribution of tourism perspectives and issues to Government economic and regional development policies, and the programmes of the Ministry of Economic Development and Industry New Zealand.

The Ministry of Tourism consults with:

- regional tourism organisations,
- territorial local authorities,
- tourism operators,
- the Department of Conservation,
- local iwi and
- other groups on issues relevant to each region.



The Tourism Industry

A key characteristic of New Zealand's tourism industry is its importance to our economy. Tourism has a substantial role in job-creation and export earnings. It is a demand-driven, service-oriented industry experiencing rapid growth and innovation. The industry now faces the challenge of balancing economic, social and environmental dimensions to achieve sustainable growth.

Economic driver

Tourism plays a key role in the growth of their economy through employment, foreign exchange earnings, investment and regional development. Tourism directly and indirectly contributes almost 10% of New Zealand's GDP. Tourism is a vehicle for regional and community development. Many tourists look for unique, unspoilt or 'off the beaten track' locations, so are drawn to small towns and provincial regions that often most need economic development. Tourist interest in the Maori culture also fosters development of Maori communities and businesses.

Substantial role in job creation

The New Zealand tourism industry is made up of 10 major public-listed companies and between 13,500 and 18,000 small to medium enterprises.

Tourism supports more than one job in ten in New Zealand, with over 94,000 full-time equivalent jobs provided directly through tourism and an estimated 69,000 indirectly.



Contribution to other sectors

Tourism impacts directly upon a range of sectors including:

- transport,
- accommodation,
- retail,
- catering and
- financial services.



Many other sectors benefit through provision of goods and services that support tourism businesses, for example:

- construction,
- printing and publishing,
- manufacturing and
- insurance.

As a result, tourism policy issues involve a broad spectrum of areas and interests.

Tourism Strategy

The New Zealand Tourism Strategy 2010 is a landmark document which sets out a comprehensive range of principles, objectives and enablers to promote the sustainable development of the industry to 2010.

The Ministry of Tourism (formerly the Office of Tourism and Sport) was heavily involved in preparing the Strategy and will continue the implementation work, through:

- funding of implementation projects,
- development of policy to implement particular aspects and
- co-operation with other stakeholders in the tourism industry to ensure that the objectives of the Strategy are met.

CALIFORNIA TOURISM POLICY ACT - CASE STUDY 4

California, situated on the Westcoast of USA, has a long coastline and draws thousands of domestic & international tourists every year. The California tourism department has formulated a comprehensive tourism policy act which has been studied by the consultants. The highlights of the said Act is presented below:

- i) It recognizes tourism as vital for overall growth of California's economy.
- ii) Under developed and lesser known but potential tourist places need better attention and additional state resources for development and such development to be achieved through participation of local people.
- iii) It also recognizes the need of aggressive marketing of state tourism product through use of private sectors.
- iv) Preservation and use of California's historic and scenic environment has been given importance.
- v) It encourages investment in new tourism facilities and upgradation of old facilities.
- vi) Collection, analysis and management of data for measuring impacts of tourism has been given importance.
- vii) Finally, through this Act, a California Tourism Commission has been formed as part of the institutional capacity build up measures. The Commission has been given responsibility to prepare marketing plan and act as a facilitation for tourism development.



GOVERNMENT OF SWAZILAND – CASE STUDY 5

Background

In 1996, His Majesty's Government, created the Ministry of Tourism, Environment and Communications (MTEC) to better focus national attention on tourism development and management of the country's environment. The vision behind this development was to recognize the importance of the tourism industry as a leading contributor to the national economy and to support its potential to promote social and environmentally sustainable development in Swaziland. Swaziland's tourism strengths and opportunities also point to a focus on national attractiveness, rather than the attractiveness of a single feature, thereby necessitating a clear vision, stated objectives and a collaborative approach involving all stakeholders.

Swaziland is strategically placed to gain significant advantage from various regional tourism initiatives, which are expected to result in a major boost to the tourism industry in Southern Africa. An integrated planning approach and constructive collaboration between the private sector and the Government is required to maximize these potential benefits.

In order to provide leadership and a focus for coordination to promote tourism in Swaziland it has been decided to establish the Swaziland Tourism Authority (STA), in which the private sector will play a leading role.

The Vision

The Vision is to develop the tourism sector as a national priority in a sustainable and acceptable manner, taking full advantage of regional and international trends and developments so that it will significantly contribute to the continued improvement of quality of life in the Kingdom of Swaziland whilst promoting the country's cultural and natural heritage.

Guiding Principles

Realizing that tourism is a priority sector which has the potential to truly underpin the National Development Strategy (NDS) and sustainable long-term economic development in Swaziland, key principles are required to guide responsible development of the tourism sector for the benefit of all.

The six key principles are:

- Tourism development will be private sector driven with the role of Government being to create an attractive investment environment for the tourism industry to flourish. Support will be given to existing best practice investment. The Government will aim to foster a climate of competitiveness and innovation in the tourism industry, whilst promoting collaboration in the overall management and marketing of the sector.
- Tourism development will be managed to ensure sustainability and the conservation of the country's environment and natural resources. The Government will support and promote the protection of natural attractions and biodiversity and the strengthening and expansion of conservation areas, through existing and proposed legislation and a variety of sectoral policies, such as the environment and forestry policies.
- Tourism development will promote active Swazi participation in the sector as entrepreneurs and suppliers of goods and services and as customers of tourism. Community-based tourism will be encouraged. Whilst promoting Swazi culture and participation, care will be taken to avoid or mitigate negative impacts.
- Tourism development will aim to maximise the opportunities afforded by strategic regional opportunities such as the Maputo Development Corridor [another link] and the Lubombo Spatial Development Initiative, Lubombo Trans-frontier Conservation Area and the Bio-diversity and Tourism Corridors that aim to link these initiatives.
- Swaziland will build on its existing strengths to develop tourism by promoting a clean, healthy and safe environment along with friendly and efficient services. To achieve this linkages will be developed with other sectors, which impact on tourism, in particular the services sectors.



- The Swaziland tourism industry will aim to develop a marketable identity focusing on selected niches and products in order to attract visitors to the country and to differentiate itself, where necessary, from its neighbors.

General Objectives

Given the above key principles, the broad long-term objectives of tourism development in Swaziland require identification and prominence in order to direct the resources and commitment necessary to stimulate the facilitation of short-term goals. The broad objectives for the development of the sector are as follows:

1. To establish tourism as a national priority sector for the future development of the country and to achieve cooperation within the public sector and with the various sector stakeholders (private sector, communities and civil society) to facilitate appropriate investment and promote tourism. This should lead to a significant and sustainable increase in the contribution of tourism to the national economy in terms of increased employment and income, de-centralized investment and foreign exchange income.
2. To develop an effective marketing strategy linked with regional initiatives through a collaborative process to project a positive identity for Swaziland to the international tourism markets as a unique and desirable country to visit.
3. To strengthen the quality and attractiveness of the tourism experience in Swaziland including improvements to health, safety, information, cleanliness, and the conservation the environment and scenic beauty of the country.
4. To identify and promote new opportunities for the future development of the tourism product in Swaziland through market research and an analysis of the country's competitive advantages.
5. To strengthen the cultural aspects of the tourism product in Swaziland and to actively promote Swazi participation, including community-based tourism, in the sector in order to spread the benefits more widely amongst the local population. In this process, care will be taken to avoid or mitigate negative impacts on the local culture and environment.
6. To deliver high quality service at all levels in the tourism industry through the establishment of minimum standards and participatory regulation, and by supporting training and human resource development.
7. To make the tourism industry in Swaziland a leader in responsible environmental practices, through adherence to environmental legislation and to encourage the conservation and sustainable usage of natural resources. In addition, to promote recognition of the inter-dependent relationship between environmental conservation (including the development of wildlife and biodiversity areas) and tourism and contribute to any strategies in this regard.
8. To participate actively and take full advantage of strategic regional initiatives, such as the Lubombo Spatial Development Initiative, the Bio-diversity and Tourism Corridors and the Maputo Development Corridor.
9. To identify and strengthen existing best practices in tourism development. These best practices will be used to formulate guidelines and standards for appropriate tourism development as well as criteria for investment incentives. Country experience in tourism will be analyzed and lessons learned will be incorporated into future policy.

Tourism Strategy

- To establish tourism as a national priority sector for the future development of the country and to achieve cooperation within the public sector and the various sector stakeholders (private sector, communities and civil society) to attract and facilitate investment and promote tourism.
- To develop an effective marketing strategy, linked with regional initiatives, so as to project a positive identity for Swaziland to the international and regional tourism markets as a unique and desirable country to visit.
- To strengthen the quality and attractiveness of the tourism experience in Swaziland including improvements to health, safety, cleanliness, information, and the conservation of the environment and scenic beauty of the country.



-
- To identify and promote new opportunities for the future development of the tourism product in Swaziland through regular market research and an analysis of the country's competitive advantages.
 - To strengthen the cultural aspects of the tourism product in Swaziland and to promote Swazi involvement and community-based tourism with the aim of spreading benefits as widely as possible.
 - To deliver high quality service at all levels in the tourism industry through the establishment of minimum standards and participatory regulation, and by supporting training and human resource development
 - To make the tourism industry in Swaziland a leader in responsible environmental practices, through adherence to environmental legislation and to encourage the conservation and sustainable usage of natural resources.
 - To participate actively and take full advantage of strategic regional initiatives, such as the Lubombo Spatial Development Initiative and the Maputo Corridor.
 - Existing best practices in tourism development will be identified and strengthened