Chapter 8
Promoting Rural Heritage Tourism: A Case Study From Bishnupur

Pranab Maji
Burdwan University, India

ABSTRACT

The purpose of this chapter is to explore three research questions concerned with marketing strategies, marketing tools, and integrated promotional strategies in general and in respect to this particular destination. The chapter attempts to extract the strategy formulation aspects in marketing practices for development of rural tourism destination at Bishnupur. The analysis is in particular and on overall marketing practices in general. The study hypothesizes that lack of proper marketing initiatives cause problems for tourism industry to claim parallel existence with the mainstream entrepreneurs. The study believes that there is a great scope of rural heritage tourism especially in Bishnupur because every village has rich treasure of unique art, culture, folklore, heritage, lifestyle, and so on. Marketing plays a vital role to develop the rural tourism and encourage the tourists to visit the rural destination and involve the rural people to enhance their socio-economic condition as well.

INTRODUCTION

West Bengal has been the epicenter of tourist destinations both in bustling Kolkata, its historical evidence and the rural beauty of lush green countryside. The state is endowed with natural diversities fascinating thousands of tourists each year. West Bengal Tourism Development Corporation (WBTDC) is planning an investment
Promoting Rural Heritage Tourism

of Rs 150 crore in the next couple of years just for promoting river tourism. In the context of Heritage tourism in West Bengal, Murshidabad is a vital historical place for heritage tourism. Other salient places of tourism potential are Katra mosque and Hazarduari Palace. The Hazaarduari Museum is maintained within the palace. The art galleries have a collection of rare oil paintings, artifacts, old weapons and curios. Paintings by Marshall, Titian, Raphael and Van Dyke are notable in a collection.

Another historical destination Malda district, situated in the north-central portion of West Bengal, has Bangladesh in the east and Bihar in the west. A natural port at the confluence of the Mahananda and Kalindi rivers, Malda rose to prominence as the river port of the Hindu capital of Pandua. Historical places are Baroduaqi, Chika Mosque, Feroze Minar, Lakhchhipi Darwaza, and Gumti Darwaza. Coochbihar is a city of old palaces of Koch kings, with temples and large water bodies. North and South Dinajpur are basically agricultural plains and Malda again is an old civilization and has its own importance from the archeological point of view for the famous ruins of Gour kingdom. The lifestyle of the Indian village includes the education and the occupation and lifestyle of the villagers. If there is Industrialization in India still the majority of the people depends on agriculture. The people of India are also engaged in the various arts, culture and handicrafts and the tourism in the country is also the major occupation of the country.

Objectives

1. To study the tourism potentials of Bishnupur in particular.
2. To analyse different pattern of respondents views.
3. To study the role of marketing for promotion of rural heritage tourism in Bishnupur.
4. To identify the major issues and challenges in rural heritage tourism in Bishnupur.

Survey of Literature

Marketers usually consider four strategic elements as product; price, place and promotion when the matter is marketing strategic element service nature involve other dimensions such as customer’s participation in product process and importance of time, need and some other critical elements (Lovelock and Wright, 1999). Krippendrof has defined marketing in tourism as follows: “Marketing in tourism is to be understood as the systematic and the coordinated execution of business policy by tourist undertakings whether private or state owned at local, regional, national or international level to achieve to optimal satisfaction of the needs of identifiable consumer groups and in doing so to achieve an appropriate return.”
Role of ICT And Tourism in Economic Growth of India