

SWOT ANALYSIS OF SELECTED TOURIST DESTINATIONS OF MADHYA PRADESH

BY

Monica Madhan

ABSTRACT:

India is blessed with the rich culture and is known for its historic places which help the economy to grow. Amongst the state tourism in India, Madhya Pradesh tourism is also rising as a major tourism point. This paper will overview about the four major tourist destinations under heritage, leisure, pilgrimage and wildlife. As there are many tourist junctions but under some limitations we took over Sanchi, Bhopal, Ujjain and Kanha. The study was conducted to throw some light on the SWOT analysis on these above tourist destinations to attract more number of domestic as well as foreign tourists.

Keywords- Tourism, Economic Development, Leisure, Pilgrimage.

INTRODUCTION

Tourism sector plays a very crucial role in development of economy from foreign tourists as well as local tourists. People all around the world are so attracted towards the natural and ancient beauty of India. Tourism also creates a friendship bond between different countries.

India is a diverse nation in respect to its culture, cuisine, customs and historical background which attracts tourists from all over the world there by promoting economic development. Indian tourism sector contributes 6.7% to the GDP as per the 2017 according to India brand equity foundation (www.ibef.org). As in India the guests are treated as GODS and GODESSES thus helps in increasing the value of tourists. Indian Tourism Industry helps in generating more income and employment opportunities, promoting our national culture and heritage, and developing infrastructure. This also helps in significant contribution of foreign currency. Indian Tourism Industry also creates employment in various industries like hospitality, hotel, transportation, service and entertainment, helpful in defining the beauty, culture, arts and history of a country. Tourism helps us in exploring the beauty of the world and thus, contributes a major part in economic development.

Madhya Pradesh is located in the centre which is known as “heart of the India” sets as a major example helpful in promoting a secular state as it homes to many divine temples, mosques, forts and palaces of great historical background. Though Madhya Pradesh was awarded as the Best Tourism State Award in the year 2012 as per the data but yet to be more publicised and less informational channel because the strengths are less exploited. Due to this it becomes important and rational to promote MP tourism. MP is developing its tourism in a public private partnership that to in a sustainable way with a view of

development of skill, proving a good investment policy, promotion of its destinations nationally as well as internationally and providing a good tourist infrastructure. These activities are conducted by a board formed in the year 2017. The researcher made attempts to enlist the SWOT of selected tourist destinations in MP. Likewise, the researcher has considered Bhopal, Sanchi, Ujjain and Kanha as the 4 places of destinations which represents MP tourism as a whole. It has been observed that the Madhya Pradesh Tourism which includes some tourist places like Bhopal, Mandu, Ujjain, Sanchi hasn't been able to attract the tourists much as compared to other states. So the theme of the research paper focuses on scope of MP Tourism has a better future prospect in coming years.

OBJECTIVE

The objectives of this study are: -

- 1.) To conduct SWOT Analysis of MP Tourism with selected tourism places of Madhya Pradesh.
- 2.) To provide workable solutions to MP Tourism to attract more tourists.
- 3.) To make people aware of tourist attractions in MP.

SCOPE OF RESEARCH

MP Tourism provides four major areas on which the tourist spots are bifurcated. These are Leisure, Heritage, Wildlife & Pilgrimage. They are as follows: -

<u>Type</u>	<u>Tourist Destinations</u>
Leisure	Bhopal, Pachmarhi, Bhedaghat, Shivpuri, Jabalpur
Pilgrimage	Ujjain, Maheshwar, Chitrakoot, Bhojpur, Omkareshwar
Heritage	Khajuraho, Gwalior, Orchha, Mandu, Sanchi, Chanderi
Wildlife	Kanha National Park, Panna National Park, Pench National park, Satpura Tiger Reserve.

But in this study due to resource limitations Bhopal, Ujjain, Sanchi and Kanha are taken into consideration for the research work.

LITERATURE REVIEW

According to some theorists and researchers regarding the Tourism sector, they have different views about the same.

Tourism Society of England in the year 1976, defines” tourism as the impermanent movement of people mainly of short duration, done for all purposes while living outside their places of residing and work.”

In the Tourism sector; relaxation, rest, culture, adventure plays an important role in promoting a tourist destination and these intangible attributes help in catering the needs of a tourist. (Mathieson & Wall, 1982.)

The tourism also depends on the behavioural patterns of the tourists, their values, customs, creative expressions, their quality life and the way they interact with the local residents. Above all they can be overlooked from many aspects which has a significant role on the natural surroundings as well. (Fox 1977, Cohen 1984, Pizam&Milman, 1984)

Roehl &Fesenmaier (1992), observed the tendency of tourists making decisions on the basis of perception and not the reality especially evaluating the risk factor. News reports, word of mouth publicity about that place can influence a tourist decision of visiting or not visiting that tourist place. They are helpful in modifying a tourist’s perceptions.

Gossling in the year 1999 suggested that tourism should include protection of natural areas along with the economic development of rural areas defined as eco-tourism. There should exist some economic values derived from natural areas. But the Eco-tourism society defines as understanding the cultural and natural history of the places we travel that helps in gaining opportunity of conservation of natural resources which can be beneficial to the local residents. (Wood 1993)

Sustainability in tourism according to Henry and Jackson (1996) lasts within the political, social, economic, ecological, and cultural aspects with a complete view of utilisation of natural resources.

METHODOLOGY:

Madhya Pradesh represents the famous tagline “Heart of Incredible India “because of its highly rich culture and historic backdrop. It experiences tourists 77,975,738 as domestic tourists and 2, 90, 819 internationally. As sample, the researcher has taken four cities i.e. Bhopal, Ujjain, Sanchi and Kanha. Here, convenience sampling has been used to analyse the four destination places.

BHOPAL

Bhopal is the capital of Madhya Pradesh which is formed by Raja Bhoj around 11th century known as the City of Lakes. It is the city which was ruled by the wives of nawabs over 100 years. Bhopal is the city which comprises of four hills – Arera Hill, Shyamla Hills, Idgah Hills and Katara Hills. At once Bhopal gives the overlook of an old city with the mosques, chowks, havelis, bazaars and on the other side it outlooks a semi-metro city with shopping complexes, hotels and restaurants; known as new market. It is a combination of historic as well as scenic beauty.

Taj-ul-masjid in old city is considered to be the largest mosque in India built by Shahjahan Begum in the around 1600. Along with other mosques like Moti masjid, Jama masjid, Upper lake, Lower lake, Regional museum of National History. Also, Zardozi work on Kurtas, and Saris, Bhopali Batua are some famous things which can be brought. Apart from excursion and shopping, Bhopal is also known for its non-vegetarian cuisines in the old city. November to February is the best time to visit Bhopal as the temperature ranges from 8 degree to 25 degree Celsius. It is well connected with the metro cities- Delhi, Mumbai, Chennai and Kolkata and with the other semi-metro cities through air transport. Also railway line via Jhansi and Itarsi can be used to reach Bhopal. Bus connectivity is also available which connects through the cities among Madhya Pradesh. The buses are private and state owned.

SANCHI

Sanchi is one of the World Heritage Site declared by UNESCO known for its stupas which is constructed by King Ashoka during 12th century. It is a city which is known for its stupas, pillars, monasteries, etc made on the Buddhist art and architecture. Sanchi gains attention of the tourist from all over the world because of its ancient history relating to Buddhism and carvings on the pillars and sculptures. And therefore, it is one of the famous heritage site which is safeguarding the sacred. Also, the imprint of The Sanchi Stupa can be seen in the newly declared 200 rupees note. Majority of the tourists belong to south East Asia because from Sanchi, Buddhism spread over to rest over the world. October to March is the best time to visit to Sanchi. Raja Bhoj Airport is the nearest airport which connects with the airport of Mumbai, Delhi, Ahmedabad and Raipur. Bhopal is the nearest junction in terms of Railways and the tour operators also provide buses from Bhopal, Indore and Vidisha.

UJJAIN

Ujjain is one of the famous pilgrimage site of Madhya Pradesh known for its different temples from the different time periods. Ujjain is considered one of the India's sacred cities and it hosts the 12-yearly religious gathering known as Kumbhmela (Simhastha) near the banks of Shipra river. It recently hosted the Mela last year in 2016. The bathing ritual known as Snana is held on the full moon day in the month of Vaisakha according to the Hindu month.

This city has many connections from the historical background as many emperors ruled over like Ashoka, Itutmish and was also known for literary centre. Ujjain also found a space in Kalidas's famous book Meghdoot as a splendid city during the ancient times.

The temples include Mahakaleshwar temple which is the most visited and sacred one because it is one of the 12 jyotirlingas of Lord Shiva located at the centre of Ujjain. The Bhasmaarti performed here is the main event held every morning and hence it attracts many aged tourists. The KalBhairav Temple is another temple which has many myths related to it. It is believed that KalBhairav is the supreme god which is guiding Ujjain. Also, liquor is offered by the devotees and four other offerings are treated as symbolic custom. Apart from these, Harsiddhi temple (it is a place where goddess Sati's elbow fell), Gopal Mandir, ISKON temple, Mangalnath temple (tropic of cancer is believed to be passed through this temple). Ujjain also has the ancient ghat known as the Ram Ghat situated on the banks of river Shipra. In the year 2014 government of Madhya Pradesh has allotted a educational hub cum industrial hub which is named as Vikram Udyog Nagari. Initially it started with the knowledge city later converted into a industrial hub near Narwar village on the Dewas-Ujjain Road. October to March is the best time to visit Ujjain and summers are usually avoided to captivate the beauty of Ujjain. Indore is the nearest airport which is just kms away. It has a well connectivity with Delhi, Mumbai, Kolkata, Chennai, Hyderabad, Bengaluru, Ahemdabad and many more. Apart from air transport, rail and bus routes have a good connectivity with major cities like Delhi, Mumbai, Indore, Jabalpur, Ahemdabad, Bhopal.

KANHA

Kanha is considered to be famous wildlife spot which is the largest national park spread across the huge area around 940 sq. km. in Madhya Pradesh mapping out with flora and fauna. The Jungle book written by Rudy Kipling was too inspired by this national park. This national park is well preserved and administered park. A huge number of royal Bengal tiger can be seen. Also, Barasingha is viewed commonly; leopards, wild dogs, black buck are some rare species can be viewed in Kanha. Bamni Dadar is a sunset point in Kanha national park famous for its enchanting view of setting sun along with forests of Kanha can be watched. The four-horned antelope, Sambar, barking deer, Indian bison are in clear sight at this point. It homes to around 22 mammalian species, various species of birds which include hawk, woodpecker, mynah, great hornbill and dove i.e. excellent opportunity for birdwatching and jeep and elephant safari is recommended for the sightseeing. November and February are best suited months for visiting Kanha mainly preferred for bird watching but March is suited for wildlife.

Kanha sanctuary is the first wildlife in India which is known for its tiger reserve, owning a mascot known as "Bhoorsingh the Barasingha". Kanha is the home to the tigers and mascot attracts young generation who are digitally sound and they look forward to experience a unique visit in the park. The mascot tells the visitors about the Kanha and its specialities. Barasingha is selected as the mascot because this specie is widely seen in Kanha and it helps

us to bifurcate between other wildlife parks. The mascot also represents its extinction and so it spread awareness for the same.

Here the researcher has conducted the SWOT analysis on these four tourist places (Bhopal, Ujjain, Sanchi, Kanha National Park)³. Hence due to some limitations, secondary data is collected from different sources and this research does not include primary data. Also, convenience sampling is used in the research paper. As MP Tourism consists of these places and it has the scope to attract more and more number of tourists. Jabalpur is the nearest airport which is connected with Delhi, Mumbai, Bhopal, Hyderabad and other cities. Other than Jabalpur, Raipur and Nagpur are the next to nearest airports. Rail lines are connected through Jabalpur, Bilaspur, Nagpur and Raipur. Even the bus routes are connected via NH-7 which connects Varansi and Kanyakumari.

RESEARCH TOOL

Here the researcher has used SWOT analysis as a tool. It is an acronym for strengths, weakness, opportunity and threats. This research tool helps in developing awareness of the situation regarding decision making and strategic planning. It can be conducted for a product, place or an organisation. It is helpful in generating an information which capacities to social environment.

Strengths

It can be defined as the positive attributes which are tangible and intangible internal to a product, place or an organisation. They can lead with a unique resource availability or capability.

Weakness

Weaknesses are those factors which work internally within a product, place or an organisation which sometimes detract from its capability to attain some goals. They work in those areas where an organisation might improve.

Opportunities

They are the factors which affect externally and seems to be attractive and equally support the strengths of a product, place or an organisation. Opportunity creates an option to develop and exist in an environment.

Threats

Threats are the external factors which does not support the strengths and are beyond the control causes a place, product or an organisation at risk. They may benefit through the contingency plans if they occur.

As Madhya Pradesh is blessed with so many tourist attractions some of them have been analysed++ with SWOT using the secondary data. The cities are:- Bhopal, Ujjain, Sanchi and Kanha as a whole. These destinations will overview the Madhya Pradesh Tourism as a whole and the SWOT analysis of the same are as follow:

SANCHI

<p>STRENGTHS</p> <ul style="list-style-type: none"> ➤ Sanchi being a UNESCO world heritage site has been the key focus of interest which attracts tourists globally. ➤ Imprint of Sanchi stupas can be seen on 200 rupees note which leads to aggressive marketing of the monument. ➤ Tiger reserve management is the new green celebral which helps the local communities to conserve the natural habitat. 	<p>WEAKNESS</p> <ul style="list-style-type: none"> ➤ Sanchi needs to be more cleaned as it is a star attraction for MP. ➤ Local residents are unaware of its own city's attractions in case of Sanchi. ➤ The tombs and the stupas should be cleaned yearly.
<p>OPPORTUNITY</p> <ul style="list-style-type: none"> ➤ Tourist infrastructure can be improvised in Sanchi. ➤ There should be a proper product development plan so as to gain more number of tourists. ➤ The MP Tourism should hold festivals and fairs to gain even more publicity. 	<p>THREATS</p> <ul style="list-style-type: none"> ➤ Cleanliness of the stupas and eliminations of the beggars on these attractions should be prioritised as natural surroundings play a significant role.

BHOPAL

<p>STRENGTHS</p> <ul style="list-style-type: none"> ➤ Bhopal is the capital of the city and it is located centrally. ➤ These 4 places have a connectivity of roads, rails and flights. ➤ Bhopal is a city of nawabs and begums giving a look of royal touch with its history. ➤ Bhopal is being ranked 2nd cleanliest city* and hence an eco-friendly city 	<p>WEAKNESS</p> <ul style="list-style-type: none"> ➤ Bhopal being a developed city lacks marketing. ➤ There is insufficient infrastructure. ➤ Local residents are unaware of its own city's attractions.
--	--

<p>OPPORTUNITY</p> <ul style="list-style-type: none"> ➤ Bhopal has a wide scope for nature based tourism ➤ It has a wide scope for nature based tourism. ➤ Tourist infrastructure can be improvised. 	<p>THREATS</p> <ul style="list-style-type: none"> ➤ Infrastructure should be created as fast as possible because other states tourism can be ahead in Bhopal.
--	---

*source- https://en.wikipedia.org/wiki/List_of_cleanest_cities_in_India#2016.E2.80.932017

UJJAIN

<p>STRENGTHS</p> <ul style="list-style-type: none"> ➤ Ujjain is the famous pilgrimage destination of MP. ➤ Reflects a strong cultural through the events organised such as KumbhMelaSawari and other special occasions. ➤ Ujjain is well connected with Indore through rail, road and airports. ➤ It has various options for staying like in dharmshalas as per modern facilities to accommodate foreign tourists. 	<p>WEAKNESS</p> <ul style="list-style-type: none"> ➤ Ujjain only attracts aged tourists. ➤ Ujjain is less preferred for industries.
<p>OPPORTUNITY</p> <ul style="list-style-type: none"> ➤ Ujjain has gained many investment opportunities after Simhastha 2016. ➤ Ujjain is emerging as new wedding destination as far as religious faiths and beliefs. ➤ Due to passing of tropic of cancer it can become establish solar power generation. ➤ Water based tourism can be promoted because of waters of Shipra river. 	<p>THREATS</p> <ul style="list-style-type: none"> ➤ Due to special occasions, population increase leads to variation in infrastructure. ➤ Due to religious practices it pollutes River Shipra. ➤ It need to strengthen the public transport.

KANHA

<p><u>STRENGTHS</u></p> <ul style="list-style-type: none"> ➤ Kanha is known for tiger safari and barasingha. ➤ It has 90 types of species. ➤ Well connected ➤ Charges of foreign tourists are higher so more amount of foreign exchanges can come. ➤ Every possible facility is available for the tourists as in case of wildlife. 	<p><u>WEAKNESS</u></p> <ul style="list-style-type: none"> ➤ Bird watching is yet to be promoted in Kanha. ➤ Elephant safaris can prove risky as it is open and more prone to be attacked by the wild animals. ➤ Hotels are more in number as compared to gypsy safaris.
<p><u>OPPORTUNITY</u></p> <ul style="list-style-type: none"> ➤ Due to more tourist private entity can open more of dormitories. ➤ An arrangement for the massage or yoga or meditation should be conducted in Kanha. ➤ The MP Tourism has good investment opportunities in the sanctuaries. 	<p><u>THREATS</u></p> <ul style="list-style-type: none"> ➤ Because of the less tourist arrival due to non-availability of gypsy safari investment can decline. ➤ On the spot entry facility is not available in Kanha. ➤ Less number of vehicles lead to less sight seeing

FINDINGS

The findings in the positive sense: -

- 1.) Madhya Pradesh is a state which is centrally located accessible to many parts of the country and having a rich historical background which attracts tourist on a large scale.
- 2.) It consists of many natural and man-made tourism resources ranging from Satpura mountain valleys and also has surrounds with a number of rivers such as Narmada, Shipra, Tapti, Chambal, Betwa giving a soothing tourist destination.
- 3.) Bhopal is known as the city of lakes which is perfect for water sports and adventure. Above all it has a number of dams such as Halali Dam, Kerwa Dam, Kolar Dam whose enchants the beauty of the city.
- 4.) All the cities mentioned have a pleasant climate with a normal amount of rainfall and ample amount of sun rays during winters.
- 5.) There is a good connectivity between the cities as there lies the means of transport; not only to the domestic tourists but also to the foreign tourists.

- 6.) The cities mentioned has a multi-faceted profile as
 - i.) Bhopal is the capital of the state following by title of city of lakes.
 - ii.) Ujjain is hence the most visited pilgrimage spot in MP which attracts a decent number of devotees
 - iii.) Kanha attracts the adventure tours and forests spread widely
 - iv.) Sanchi is known for the preservation of Buddhist stupas.
- 7.) A well-connected travel circuit attracts the people in which main tourist destinations can be travelled with a low cost. MP Tourism provides them with the computerised reservation system, a well informative website and attractive brochures with complete description of a particular destination.
- 8.) Madhya Pradesh Tourism is marketing and promoting through an advertisement “MP me dilhuabachesa”. More familiarisation of tour operators, guides and traveller bloggers have taken over the scenario in the marketing which influences a tourist.

The findings in the negative sense: -

- 1.) Madhya Pradesh as a developing state and hence requires more attention in the tourism sector.
- 2.) It is not located near the tourist ports in spite Rajasthan and Goa are taking advantage.
- 3.) Madhya Pradesh Tourism lacks infrastructure facilities and connectivity in the tourist spots.
- 4.) It lacks proper coordination between the state government and the private players affecting low participation of hotels, transport facility and travel agency business.
- 5.) There is an inadequate marketing of the tourism product and a comprehensive plan to it.
- 6.) Local residents too lack the knowledge about their economic, social and cultural tourism destinations. They prefer the tourists’ spots outside MP.

SUGGESTIONS

Madhya Pradesh has been blessed with a variety of cultural, historical, mythological and a natural scenic beauty spots popularly naming Bhopal, Sanchi, Ujjain and Kanha. It has a wide scope to attract even more tourists (domestic as well as foreign). In case of heritage destinations, the monuments and the main attractions should be well preserved by the state government. The palaces and the forts should be renovated and open up for the tourists. Bhopal can be a perfect place of conferences and business meetings with modern facilities. Convention centres and national level conventions of different branches should be conducted. Development of more Lake resorts can be made to attract the national as well as international tourists.

In order to make MP tourism grow on the basis of wildlife better connectivity among the wildlife sanctuaries should be set up. Tourists facilities should provide modern amenities.

Guides should be of high knowledge which should be selected by the department of state tourism. Kanha should not only restrict to wildlife but can extend to the concept of eco-tourism and nature based tourism.

International Cultural fests should be organised at the UNESCO world heritage site Sanchi so that more international tourists get attracted to it. The pillars and the stupas must be well preserved. Better transport should be provided as Sanchi can be called as a star attraction.

Considering of the pilgrimage destination i.e. Ujjain, draws the attention of many devotees over the world. Fairs and rituals such as Simhastha fair and the Arti of Shiv ji known as Bhasma Arti are the centre of the attraction but high-class accommodation should be provided so that it can become a site of international repute.

More publicity can influence a tourist about a destination. A well-planned tourist circuit connecting all major tourist spots between Bhopal, Kanha, Sanchi, and Ujjain. It could be an interesting package for drawing the attention in the tourist market.

CONCLUSION

From the above study it can be concluded that Madhya Pradesh can be an ideal destination for the tourists. Madhya Pradesh tourism is a perfect combination of leisure, wildlife, heritage and pilgrimage. The intangible attributes contribute well in catering the needs of a tourist so as Madhya Pradesh tourism does. Better connectivity, preserving the heritage, promoting eco-tourism will help in improving the condition of tourism. The state should utilise its resources properly and therefore improvisation of the resources is needed to develop a tourism sector in a sustainable manner. Madhya Pradesh should make a collective effort in development of local residents' interest in the tourist spot. Many public and private players of this field can joint hands to develop a tourism region in enhancing the weaknesses. Therefore, Madhya Pradesh has every potential resource because of its diversity and ample future prospects can be seen which makes the tourist feel like a child.

REFERENCES

- 1.) Pandey, Devendra, Satyendra Mishra, and Sandeep Shukla. "Tourism and resource development: a case study of Madhya Pradesh." *International Journal of Biological Research* 2.2 (2014): 149-152.
- 2.) Agrawal, V. "A review of Indian tourism industry with SWOT analysis." *Journal of Tourism and Hospitality* 5.1 (2016).
- 3.) <http://www.mptourism.com/>
- 4.) Brochures of the year 2016 (Bhopal, Kanha national park, Ujjain , Sanchi)
- 5.) "*Kanha Tiger Reserve: History and origin (3rd slide)*". *Kanha Tiger Reserve*. Retrieved 21 March 2015.
- 6.) Prospectus of the MP tourism 2016.

- 7.) *Neeraj Santoshi (29 March 2017). "Meet 'Bhoorsingh the Barasingha': Kanha tiger reserve becomes first in India get official mascot". Hindustan Times. Retrieved 18 May 2017*
- 8.) <http://www.hindustantimes.com/india-news/meet-bhoorsingh-the-barasingha-kanha-tiger-reserve-becomes-first-in-india-get-official-mascot/story-sUNRcno629AeTdmnQWIo8M.html>
- 9.) <http://www.mptourism.com/about-us.html>
- 10.) <http://www.mptourism.com/tourist-destinations.html>
- 11.) <http://www.mptourism.com/tourist-destinations/bhopal-city-of-lakes.html>
- 12.) <http://madhyapradeshtourism.com/distance-between-important-places.html>
- 13.) <https://www.tourmyindia.com/blog/best-places-to-visit-in-madhya-pradesh/>
- 14.) <https://en.wikipedia.org/wiki/Ujjain>