

A Survey on Tourism Industry in Purulia District for Strategic Development

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Abstract: *Purulia is one of the West Bengal's most culturally and geographically vibrant districts. However, despite its potential, many tourists face hurdles that prevent the region from becoming a top-tier travel destination. This paper analyses a survey of 100 respondents to identify the primary challenges faced by visitors and proposes strategic solutions, ranging from technological innovations to government policy changes to boost the local tourism economy.*

Keywords: Purulia Tourism, Tourist Challenges, Tourism development, Visitor satisfaction, Sustainable tourism.

1. Introduction

Purulia, a jewel in the heart of West Bengal, captivates tourists with its towering, rugged hills, the vibrant spectacle of Palash flowers that illuminate the landscape in spring, and the exhilarating rhythms of the world-renowned Chhau dance. Its undeniable natural beauty and rich cultural heritage are a magnet for visitors, drawing travellers year after year and transforming dusty paths into routes of wonder. But here's the stark reality: the "traveller's experience" is often disappointing. Poor phone signals leave you disoriented. Irregular transportation, a scarcity of reliable food vendors, and the unavailability of guides when needed—these shortcomings turn dreams into frustration. Many tourists return disappointed, sharing their negative experiences online, discouraging others from visiting. This is a tragedy, because Purulia holds so much untapped potential, from ancient temples and hidden waterfalls to vibrant festivals that transport you to another world. This is where this survey comes in. Our goal? To go beyond simply admiring the scenery and delve into the systems that make-or-break tourism. We're not here to romanticize the landscape; we're here to roll up our sleeves and identify the problems: weak infrastructure, lack of promotion, untrained locals, and missed opportunities for ecofriendly initiatives. By gathering real data, traveller experiences, and expert opinions, we aim to develop practical strategies for strategic development. Imagine improved roads, comfortable homestays run by villagers, digital booking apps, and sustainable tourism practices that protect those very hills covered in Palash blossoms. Ultimately, this survey envisions transforming Purulia into a thriving tourist destination- one that welcomes all, improves the livelihoods of its people, and preserves its soul for generations to come.

2. Methodology & Demographics

To understand the ground reality, we conducted a survey with 100 participants. The demographic breakdown of our respondents was:

Gender: Among the data collected from 100 people, 58% are male and 42% are female, which is presented in the pie chart in Figure 1.

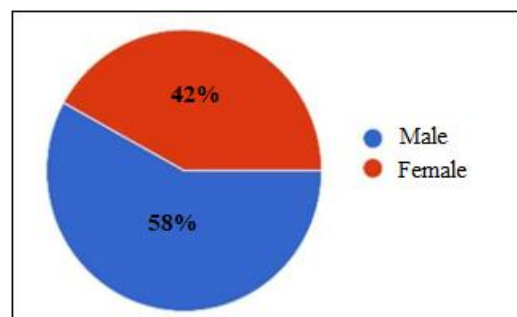


Figure 1

Experience: An impressive 90% of respondents had visited at least one tourist spot in Purulia, showing that the interest in the region is high as shown in figure 2.

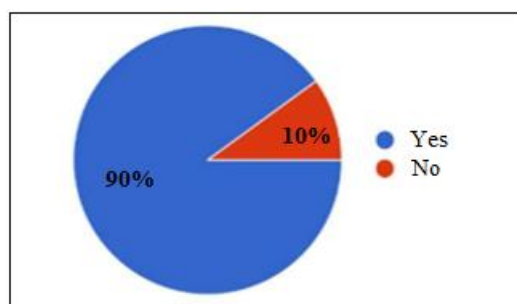


Figure 2

The Conflict: Out of those who visited, 72.3% reported facing significant challenges, while only 27.7% had a smooth experience as shown in figure 3.

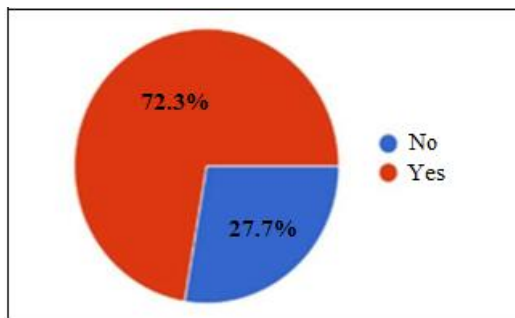


Figure 3

3. Data Analysis: Identifying the Five Major Problems

Based on the survey data we identified five key pain point for tourists. which is presented in Figure 4.

1) Poor Connectivity

Traveling to Purulia can be tough because of bad roads in far-off spots. Potholes and rough paths make it hard to reach beautiful places like hills or villages. On top of that, phone signals and internet are spotty or gone in many areas. Tourists struggle to use maps, call for help, or post photos online right away. This leaves them lost or frustrated. Better roads and stronger internet connection would make trips smoother and safer for everyone.

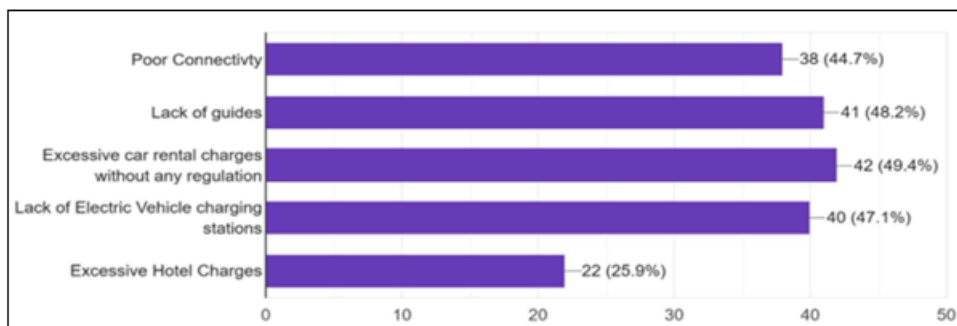


Figure 4

5) Excessive Hotel Charges

Hotels in Purulia often charge too much for what you get. Over a quarter of survey folks said prices aren't fair—fancy rates but dirty rooms, no AC, or bad food. No standard list means owners hike costs anytime. This turns happy trips sour. Clear pricing online, better upkeep, and deals for groups could help. Tourists would stay longer, spend more, and leave good reviews if stays match the cost.

4. Strategic Solutions: The Path Forward

Our research doesn't just point out problems; it highlights the ingenuity already at work in Purulia and suggests where the government must step in.

1) The Digital Revolution: "Camtrop"

The problem of "Lack of Guides" and "Poor Connectivity" is being tackled by the younger generation. Amit Ranjan Kuiry,

2) Lack of Guides

Purulia has amazing stories hidden in its rocks, hills, and old temples. But without a good guide, tourists just see a big stone or a hill no one tells the tale behind it. Our survey showed almost half the visitors missed this. Local history, like ancient tribes or folklore, stays unknown. Guides could bring these spots alive with fun facts and tips. Hiring trained locals would help tourists feel the real magic of Purulia and make visits memorable.

3) Excessive Car Rental Charges Without any Regulations

This tops our survey—tourists hate how car rentals rip them off. No fixed prices mean drivers charge whatever they want, especially in busy seasons. A short ride to a viewpoint costs triple what it should. Without rules, visitors feel cheated and stuck, as buses or trains don't go everywhere. Standard rates and honest drivers would fix this. Apps or tourist offices could list fair prices upfront, so everyone enjoys Purulia without wallet worries.

4) Lack of Electric Vehicle Charging Stations

More tourists drive electric vehicles (EVs) these days for green travel. But Purulia has almost no charging stations. Your EV battery dies on long rides to remote spots, leaving you stranded with no plug nearby. This scares off eco-friendly visitors who want to explore without pollution. Our survey points this out as a big gap. Simple fixes like stations at key hotels, viewpoints, or towns would welcome EV users and boost modern tourism.

a student at Sidho Kanho Birsha University, has developed 'Camtrop - Your Smart Local Guide App'. This is a game-changer because:

- It allows tourists to plan trips and find routes easily.
- It provides a platform to book verified local guides, ensuring tourists get authentic information while providing jobs for local youth.

2) Standardizing Transport

To fix the issue of unregulated car rentals, startups like Purulia Cab and Rapido, UBER are entering the market. By using a per-kilometre charging model, they bring transparency and trust back to the transport system, making it budget-friendly for the average travellers.

3) Moving Toward Eco-Tourism (EV Infrastructure)

The use of electric vehicles reduces air and noise pollution, decreases dependence on fossil fuels, helps in environmental

conservation, and simultaneously promotes ecotourism. For this reason, the use of electric vehicles is particularly important in tourist areas like Purulia. However, tourists in Purulia face several problems when using electric vehicles. One major problem is the lack of sufficient charging stations. Electric vehicles can travel approximately 100 to 150 kilometres on a single charge, which leads to various difficulties for tourists. The high cost of electric vehicle batteries increases the overall travel expenses, and they also take a long time to charge. As a result, tourists cannot visit offbeat tourist spots, and since the tourist centres are far apart, they cannot reach their destinations using electric vehicles to cover the required distances.

Therefore, we believe that establishing an adequate number of charging stations in a diverse tourist destination like Purulia is extremely important, and the government should take initiative and encourage private organizations to do the same. Simultaneously, tourists visiting Purulia should be made aware of the benefits of using electric vehicles. These steps are essential to develop Purulia as an ecotourism destination. Establishing sufficient charging stations for electric vehicles will further enhance ecotourism and significantly reduce pollution.

4) Regulatory Oversight on Hospitality

Regulatory oversight on hospitality tackles excessive hotel charges in Purulia by introducing strict government rules to ensure fair pricing and quality service. The West Bengal Tourism Department would classify hotels into categories like budget, standard, or premium based on facilities, amenities, and location, then set maximum tariff caps for each displayed clearly at reception, on websites, and booking apps. No hidden fees like mandatory service charges or surprise taxes would be allowed; everything must be optional and pre-approved by guests.

District tourism officers conduct random inspections, especially during peak seasons, with helplines for instant tourist complaints. Violators face heavy fines, license suspensions, or shutdowns.

5. Conclusion

Our survey reveals a clear message: people want to travel to Purulia, but they want the journey to be enjoyable and safe. The travel routes should be well-planned so that along with the enjoyment, they can also gain knowledge about Purulia's heritage and history through guides. Although innovators like Amit Ranjan Kuri are filling the "information gap" through apps like Campdrop, and startups are addressing transportation problems, there is still a great need for government intervention in developing infrastructure for electric vehicle charging stations, promoting ecotourism, and regulating hotel prices. By addressing these issues, we can systematically transform Purulia's rich culture and natural beauty into a developing tourism sector.

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