















tourist destination. Lack of proper co-ordination between the Tourism Department and the West Bengal Tourism Development Corporation (W.B.T.D.C.), dearth of infrastructural facilities and improper planning, wild cat strikes and road blocked agitation, paucity of reliable statistics and dearth of proper and accurate information and publicity materials all contribute to the sorry state of affairs in the field of tourism promotion. While many of the state in India have made substantial progress, absence of reliable and up to date statistical information on tourist arrivals, accommodation available, transport accessibility, socio-economic profile and behavioural attitudes of the visitors have been marked lacking in coastal Purba Medinipur as well as W.B. also, than other parts of W.B. tourism destinations. In order to make the tourism policy more effective and pragmatic, the need for conduction comprehensive tourist surveys so as to enable a better understanding of tourist profiles, problems, needs and preferences become absolutely necessary and crucial.

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