

SHORT EDUCATIONAL TOUR

B.A. PART – III MAJOR EXAMINATION, 2020

Roll No : 044-1211-0163-17

Registration No : 5044-51-0002

Paper : VI (SHORT TOUR)

Stream : B.A (Major) Part – III

**Subject : Tourism and Travel Management
(TTMV)**

Year : 2019 – 2020



Muralidhar Girls' College

P-411/14, GARIAHAT ROAD, BALLYGUNGE, KOLKATA - 700 029
(NAAC ACCREDITED - B+ +)

Ref. No.....

Date.....

TO WHOM IT MAY CONCERN

This is to certify that Smt. Sneha Bhattacharya bearing C.U Roll No. 5044-51-0002, Reg. No. 044-1211-0163-17 an examinee of B.A (Major) part III (1+1+1 system) Tourism and Travel management Examination, 2020, of the University of Calcutta, has successfully completed her project work and prepared a Project Report on primary data which has been collected during her short study tour in "Ghatshila, Jharkhand" January, 2020.

The project report which she submitted is her genuine and original work to the best of my knowledge.

Kripalini Biswas

Head of the Institution:

Principal
Muralidhar Girls' College

Signature: *Amrita Kayal*
03/02/2020

Name: Amrita Kayal

Designation: Guest Lecturer

Touristic significant of Ghatshila

Short tour



Tourism and Travel Department

3rd Year 2019-2020

University of Calcutta Under 1+1+1 regulations

Reg. : 044-1211-0163-17

Roll no. : 5044-51-0002

PREFACE

The content of this upcoming projects are to describe the Tourism Aspects fundamentals of Ghatshila and its surroundings region. The unknown history, geography, cultural value and scenic beauty are upheld in this project.

STUDENT DECLARATION

I hereby declare that the Field Trip Report 'SHORT EDUCATIONAL TOUR' on 'Ghatshila' submitted by me to Calcutta University for Tourism and Travel Management Vocational (TTMV), Part-III B.A (Major) Examination. I completed this study under the guidance of our department faculty, Muralidhar Girls College.

Date :

Signature,

Sneha Bhattacharya


SUPERVISOR'S CERTIFICATE

This is to certify that Sneha Bhattacharya a student of B.A (Major) in Tourism and Travel - Management of Muralidhar Girls' College under the University of Calcutta has worked under my supervision and guidance. Her project work and preparation project report with the "Ghatshila" Short Trip Project Report.

The Project report which she is submitting is her genuine and original work to the best of my knowledge.

Place :

Date :

Signature: 
Name : 14/03/2020

Designation :

Name of the College :

CONTENT

SL NO. TOPIC NAME PAGE NO

1.	Introduction	1-2
2.	History of Ghatshila	3
3.	Geography of Ghatshila	4
4.	Hotel Survey Analysis	5-13
5.	Spot Survey	14-22
6.	Culture	23-24
7.	Tourist Survey Analysis	25-30
8.	Market Survey	31-32
9.	Prospects of Tourism in Ghatshila	33-34
10.	Overview	35
11.	Bibliography	38
12.	Conclusion	39
13.	Annexure	

With Candor and Pleasure I take the opportunity to express my sincere thanks and obligation to my esteemed **Prof. Kathakali Chakraborty, Prof. Amrita Kayal, Prof. Ujjal Mallick, Prof. Sanjay Majumder** and along with our respected principal **Dr. Kinjalkini Biswas**. It is because of their able and mature guidance and co-operations without which it would not have been possible for me to complete my Short Trip Report.

It is my present duty to thank the team members of **Dear Travels and Muralidhar Girls' College** for assisting me in completion of the report.

Finally, I gratefully acknowledge the support, encouragement and patience of my family, and as always, nothing in my life would be possible without God, Thank You !

INTRODUCTION

◆ GHATSHILA: Ghatshila spelt as Ghatsila, is a town situated in East Singhbhum. It is 45 km.

from Jamshedpur. The town is located on the bank of the Subarnarekha River, and it is situated in a forested area. It contains a railway station on the main line of the South Eastern Railway. Ghatshila was formerly the headquarters of the Kingdom of Dhalbhum.

COUNTRY	India
STATE	Jharkhand
DISTRICT	East Singhbhum
ELEVATION	103 m (338 ft.)
LANGUAGE	Hindi

◆ DEMOGRAPHICS: As of 2011 India census, Ghatshila had an urban population of -

129,905 and the rural population of 89,281. Males constitute 53% of the population and females 47%.

Ghatshila has an average literacy rate of 73%, higher than the national average of 59.5%; male literacy is 79%, and female literacy is 65%. In Ghatshila, 11% of the population is under 6 years of age.

◆ GEOGRAPHY: Ghatshila is situated on the banks of Subarnarekha River, at a distance of approximately 45 km. from Jamshedpur, the district headquarters. It is located in the East Singhbhum district of the state of Jharkhand.

- ⇒ CLIMATE: Moderate Rainfall. Extreme hot in the month of mid April to May. Extreme cold in the month of December to February.
- ⇒ ECONOMY: Hindustan Copper Limited (HCL) is located at Moubhandar, a mile away. This is the chief employer or indirect source of income for the people of Ghatshila, Moubhandar, Musabani and nearby villages. - Ghatshila is best known for the HCL mines because they are Asia's first copper mines and the world's second deepest mines.
- ⇒ TRANSPORT: Ghatshila is connected to most of the important stations in Bihar and Jharkhand through all rail and road network. Jamshedpur is at a distance of 45 km. (by road) and 37 km. (by railroad) west of this town. Most of the trains running from Kharaspur that goes to west towards Jamshedpur, have a stoppage here. Distance between Ghatshila and Kharaspur is about 98 km.

HISTORY OF GHATSHILA

Royal family of the Kingdom of Dhalbhum had - originated from the north-west (Dhara and Mandu), located at the border of Rajasthan. Legend goes on to say that around 1300 AD, Dhalbhum was wrested from him by Raja Jagat Deo from Jagner near Dholpur and belonged to Dhar in Malwa Rajputana, who later assumed the name of Raja Jagganath Deo Dhabal Deb I of. Originally Raja Jagganath Deo Dhabal I belonged to Parmar Rajput clan from Dhar in Malwa they established themselves by conquest in western part of Bengal, the area commonly known as Jungle Mahals. These families kept up a sort of semi-royal state and dignified their heir - apparent and those in immediate succession with title of honour, which denote precedence. Thus, in the Dhalbhum family, the oldest son of the ruling king (Rajah) took the title of Jubraj, the second that of Hikkim, the third of Barathakur, the fourth that of Kuar, the fifth that of Musib and the rest Babu.

The area of the Kingdom of Dhalbhum was approximately 1,200-square-mile (3,100 km²). Raja Jagganath constructed the Rankini Mandir at Galudih.

Ghatshila was the administrative capital of Dhalbhum and Jamboni Zamindari. Ghatshila has several palaces, - schools and administrative buildings constructed by the rulers of Dhalbhum Zamindari.

Raja Jagadish Chandra Deo Dhabal Deb of Dhalbhum and Jamboni Zamindari was the last recognised ruler of Dhalbhum & Jamboni Zamindari.

HOTEL SURVEY

GEOGRAPHY OF GHATSHILA

Ghatshila is located at $22.60^{\circ}\text{N } 86.48^{\circ}\text{E}$. It has an average elevation of 103 m. (338 ft.).

Ghatshila is situated on the banks of Subarnarekha River, at a distance of approximately 45 km. from Jamshedpur, the district headquarters. It is located in the East Singhbhum district of the state of Jharkhand.

Ghatshila has its diversity with dams, falls, rivers, forest, mountains and valley. The scenes are breathtaking - especially at sunset. It has a township as well as a village touch. There are areas where people still do farming for a living; these areas are untouched and unexplored.

There is a community development block named - Ghatshila, which has its headquarters at Ghatshila. This block was established on 4th May 1962.

① HOTEL AGE ACCORDING TO THEIR FOUNDATION :

According to hotel survey and by seen this bar-graph of Ghatshila we can say that maximum hotels of Ghatshila were established above 20 years ago (40), some hotels were established on 5-20 years ago (25) and others were established on below 5 years ago (35), which was being classified by their foundation date.

② PEAK AND LEAN SEASON OF HOTELS OF GHATSHILA :

According to the classification of peak and lean season of hotels of Ghatshila we can see that October - February are the peak season of hotels of Ghatshila because by that time maximum number of tourists were come here (Ghatshila), to enjoy the scenic beauty of Nature. Perhaps, this also called 'Leisure Tourism' also. And March - August are the lean season of hotels of Ghatshila because a few number of tourists were come here, by that time.

③ PURPOSE OF HOTELS (SURVEYED) OF GHATSHILA :

By seen this bar-diagram we can say that maximum number of hotels are given the facilities like booking (100%), lodging (100%) and car-rental (100%) but a few number of hotels are giving facilities like occasion purpose booking (80%) and business/conference purpose booking (60%).

④ OCCUPANCY RATE OF SURVEYED HOTELS :

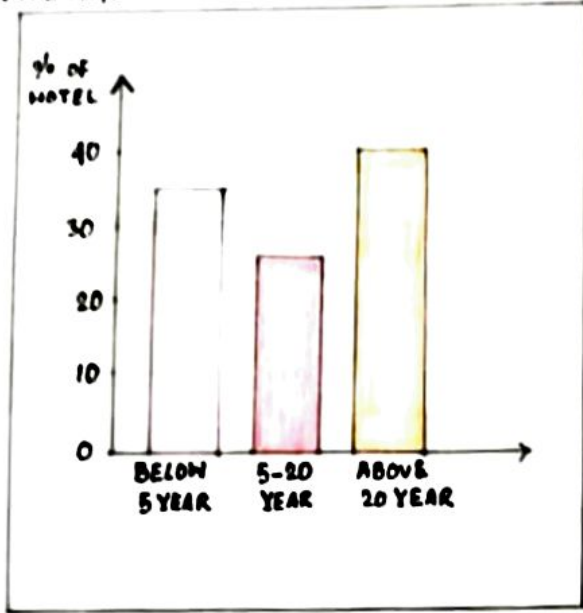
According to this pie-chart we can easily make a knowledge that maximum number of hotels of Ghatshila (60% of hotels) have the capacity to keep near about 30-40 people, once at a time. Others have capacity to keep (25% of hotels) near about 20-30 people once at a time and a few (15% of hotels) hotels can arrange a stay of 90-above 90 people once at a time.

⑤ GIVEN FACILITIES PROVIDED BY HOTELS OF GHATSHILA:

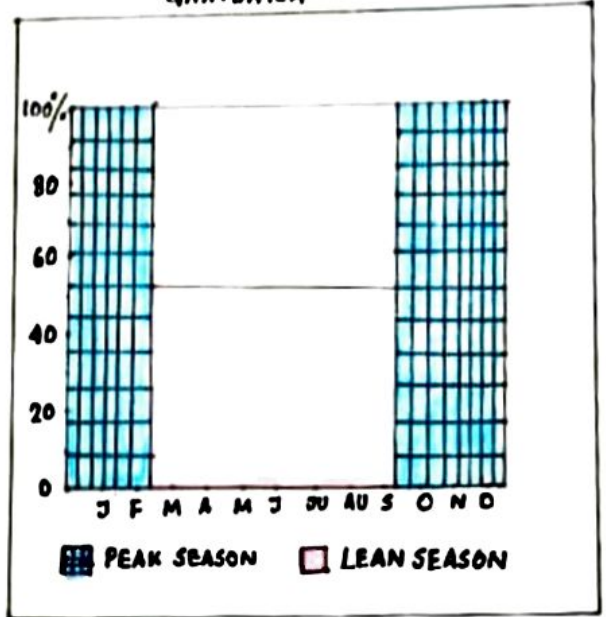
By seen this bar-diagram of given facilities of hotels of Ghatshila we can say that maximum number of hotels are giving the facilities like TV(6), telephone(5), Geyser(6), restaurant(6), room-service(3-4), car parking(5). But, a few hotels are giving the facilities like lawn(3), Luggage room(4), internet(3), doctor-on-call(2), lift(2) and STD & ISD(3). In Ghatshila all hotels are served their meal according to A P (American Plan).

HOTEL SURVEY IN GHATSHILA

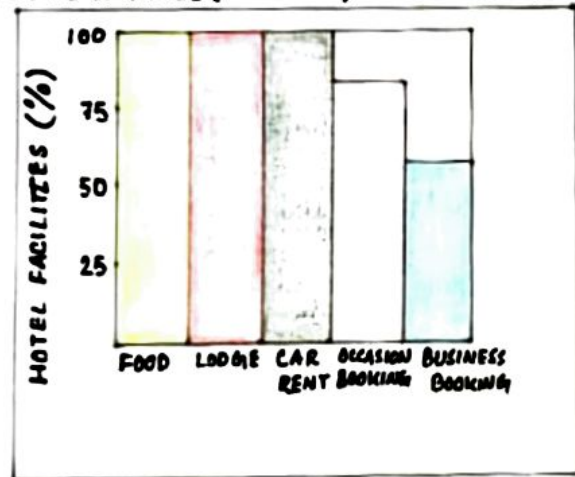
HOTEL AGE ACCORDING TO THEIR FOUNDATION



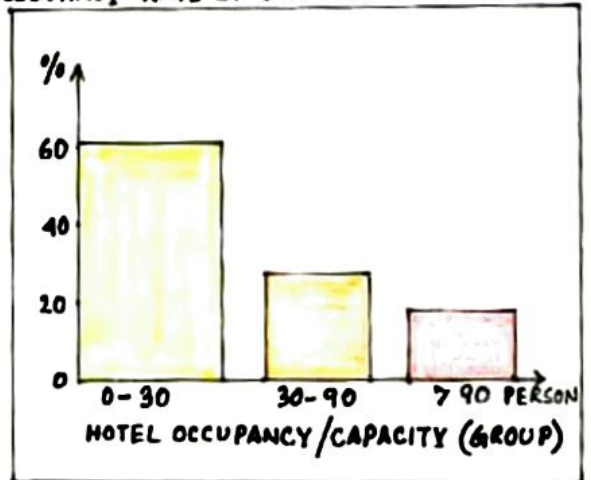
PEAK AND LEAN SEASON OF HOTELS OF GHATSHILA



PURPOSE OF HOTEL (SURVEYED) OF GHATSHILA



OCCUPANCY RATE OF SURVEYED HOTELS



GIVEN FACILITIES PROVIDED BY HOTELS OF GHATSHILA.



SOURCE : PRIMARY SURVEY BY 3RD YEAR STUDENTS OF MURALIDHAR GIRLS' COLLEGE 2019 - 2020 (25TH JANUARY - 27TH JANUARY)

Royal
27/03/2020

① RANGING OF HOTEL TARIFF:

Through this bar-diagram, we can analysis that, single beded room having Non-AC ranging from - 800 - 1200. Double beded rooms with having Non-AC ranging from 800 - 2000 and AC rooms ranging from 1000 - 2500. Triple beded room with having Non-AC ranging from 1400 - 2200 and AC rooms ranging from 1400 - 3000.

② DISCOUNT RATES PROVIDED:

Through this bar-diagram, we can analysis that, in group booking discounts the rates provided are 30%. In Travel-Agent booking the discounts provided is 20% and in tourist self-booking the discount provided is less than 10%. So, in this case group booking discount rate is more than Travel agent booking discount and Tourist self-booking discount rate is less.

③ NUMBER OF STAFFS IN DIFFERENT HOTELS IN GHATSHILA:

Through this bar-diagram, we can analysis that, in Suhasita Resort number of staffs are 15, in Samanda Hotel number of staffs are 4, in Adhikary Lodge number of staffs are 8, in Oasis Hotel number of staffs are 4, in J.N. Palace number of staffs we can find are 18, in Hotel Arya number of staffs are 2, in Shehalata Hotel number of staffs are 4 and in Aakashdeep Hotel number of staffs consist of 14. So, here we can find that staffs of J.N. Palace, Suhasita and Aakashdeep are considered more than rest of the hotel staffs are less.

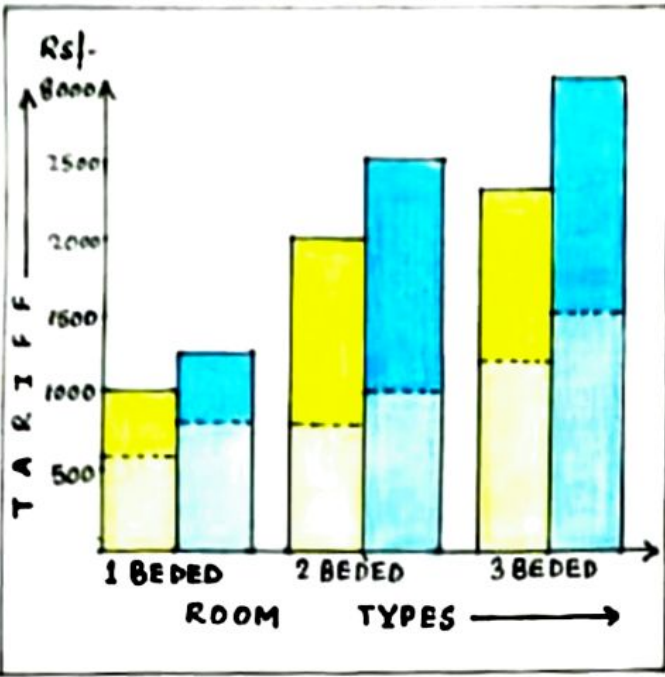
④ TYPES OF TOURISTS VISIT IN GHATSHILA:

Through this bar-diagram, we can analysis that number of local tourist visit in Ghatshila are 29. Number of Domestic Tourist visit in Ghatshila are 70 and number of International Tourist visit in Ghatshila is 1. So, here we observe that number of Domestic Tourist visits in Ghatshila consistin_g more than the Local Tourists and International Tourist.

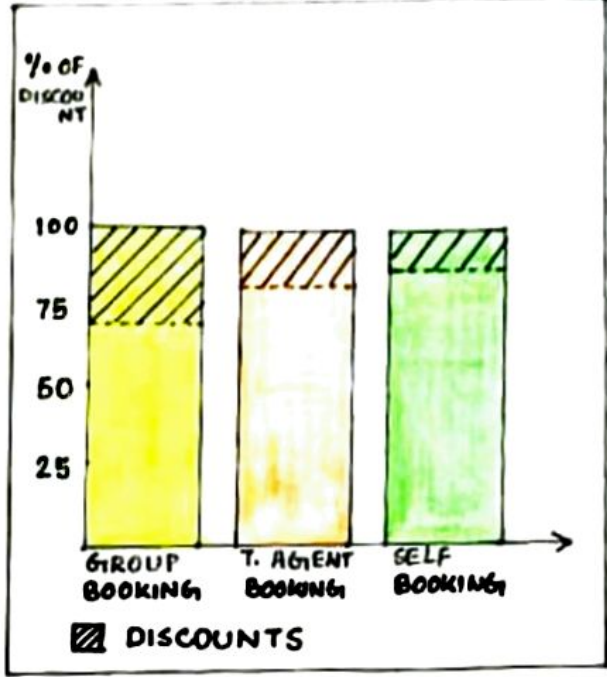
⑤ HOTELS HAVING BRANCHES:

Through this bar-graph, we can analysis that, in Ghatshila hotels havin_g branches are 4 with 50% and hotels doesnot have branches are 4 with 50%.

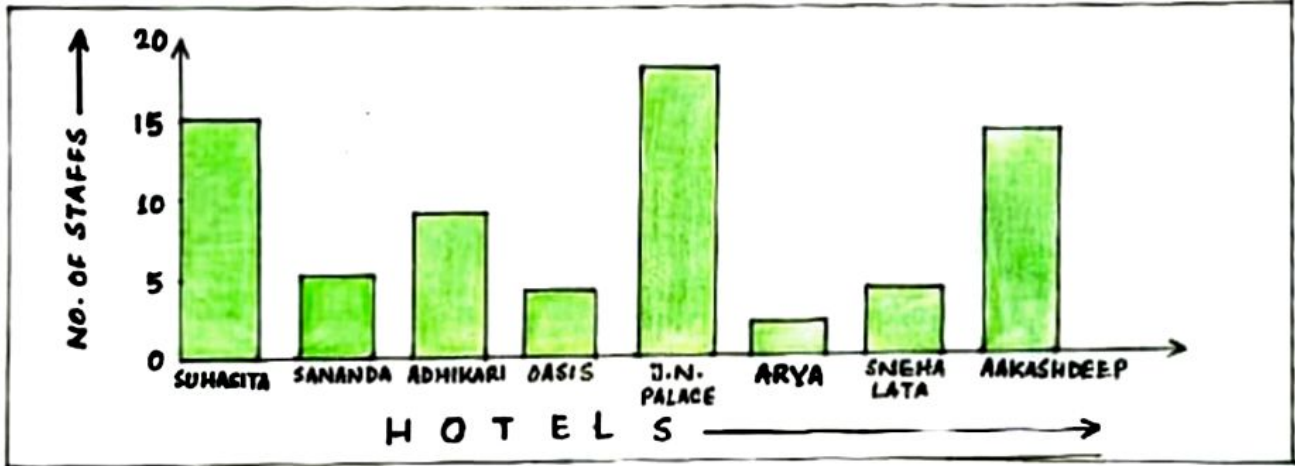
RANGING OF HOTEL TARIFF



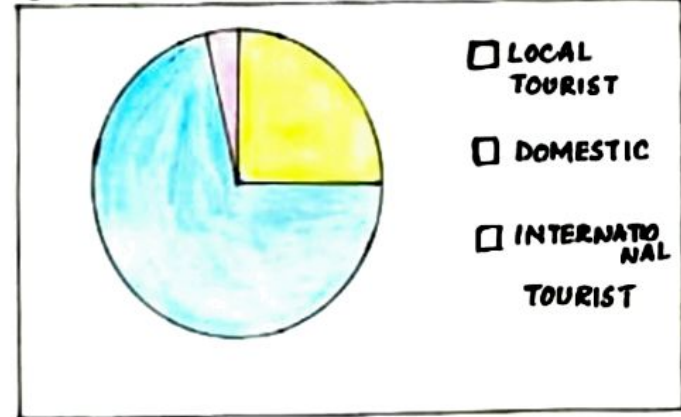
DISCOUNT RATES PROVIDED



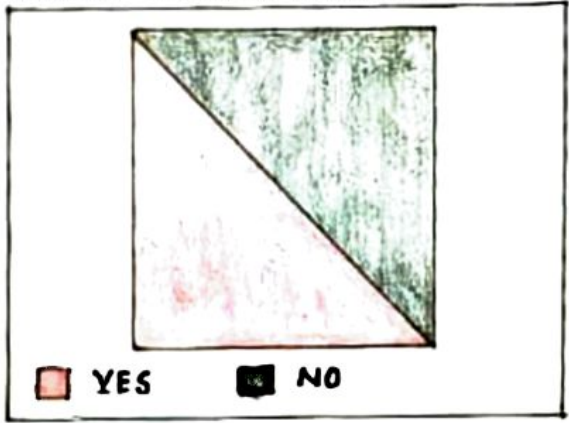
NUMBERS OF STAFFS IN DIFFERENT HOTELS IN GHATSHILA.



TYPES OF TOURISTS VISIT IN GHATSHILA



HOTELS HAVING BRANCHES



SOURCE : PRIMARY SURVEY BY 3RD YEAR STUDENTS OF MURALIDHAR GIRLS' COLLEGE 2019 - 2020 (25TH JANUARY - 27TH JANUARY)

[Signature]
12/03/2020

HOTEL SURVEY:



HOTEL OASIS



HOTEL ADHIKARY



HOTEL SNEHLATA



HOTEL AKASHDEEP



HOTEL ARYA



STAY AT RESORT SUHASITA, KASHIDA, GHATSHILA



HOTEL SURVEY AT SANANDA HOLIDAY



SPOT SURVEY

Ghatshila is blessed with scenic beauty as it is located between two mountain ranges. River Subarnarekha separates the two ranges and it is a mesmerizing view to see the nature's wonder. Ghatshila is a town on the Subarnarekha River in the east Indian state of Jharkhand. Set among forested hills, it's home to Ghatshila 'Ramkuni Mandir', a temple dedicated to the Goddess Kali and decorated with brightly painted carvings of Hindu deities. To the north, Phuldungri Hill overlooks the town, and Burudi Lake is a popular picnic spot. Northeast elephants and deer roam through Dalma Wildlife Sanctuary.

① DHARAGIRI WATERFALL : Dharagiri Waterfall is located about 9 km. North from Ghatshila. It falls

21 ft. down from Dharagiri Hill. Dharagiri falls are a prime attraction for tourists to Ghatshila. Dharagiri falls is basically located in Basadera, a very remote area in the town of Ghatshila.

We started our journey by road from Suhasita Resort to Dharagiri Falls via Burudi Dam at about 09:00 am. in the morning on 26th January 2020 and we have reached Dharagiri Falls at about 09:45 am. in the morning.

Dharagiri Falls is all about its natural beauty. Dharagiri derives its name from the word 'Dhara' which means 'stream' and 'Giri' which means 'Hill'. The weather near Dharagiri Falls is tropical. The summer months stretch from the month March to June with temperature varying between 35°C - 40°C, making the month of April and May the hottest. In the month of November to February with the minimum temperature falling down 10°C - 15°C, making the month of December and January, the coldest. The month of August is the best time to visit Dharagiri Falls because the fall is at its best during the rainy season.



② BURUDI DAM: From Dharagiri Falls, we started for Burudi Dam at about 10:40 am. in the morning and reached at Burudi Dam at about 11:00 am. in the morning on the same day.

Burudi Dam placed just 6 kms. North from Ghatshila, it was built in the rule. You can play here with the speed or paddle boats. "Binda Mela" is held every year in the month of October at Ghatshila on the bank of the Lake for fifteen days. It is very popular, particularly, for the Santhal tribes. And in the month of October during the "Binda Mela" or during the month of December to February is the best time to visit this place. During the Mela the Santhal tribe displays the famous Sathali Handicrafts such as — Madhubani Art and Paintings, Warli Paintings, Dhowra Art clothes, earthen pots and lamps, Jewellery etc. Burudi Dam is located very close to the Dalma Hills which shelters the famous Dalma Wildlife Sanctuary, the home to many wild elephants, as the result, Burudi is also visited by wild elephants occasionally.

③ PHULDUNGRI HILL: Phuldungri Hillock in Jharkhand, separated from the main range of Dalma Hills. The Hillock is a complete package of scenic beauty as it is fully covered by forest.

By 11:30 am. in the morning from Burudi Dam to Phuldungri Hill we started our journey.

A tropical climate prevails in Phuldungri Hill. The best time to visit Phuldungri Hill is during the months of December - February because the cold weather makes it comfortable enough to climb up the hill. The distance between Ghatshila Station and Phuldungri Hill is 9.6 km. via NH 19. 'Aranyak' a very famous Bengali literature written by Bibhutibhusan Bandopadhyay, a Great Indian Bengali writer, was inspired by the forest embedded hills of Phuldungri. Phuldungri is mostly covered with



BURUDI LAKE



PHULDUNGRI HILL



Sal and Mahua trees. It is a small hillock which provides a magnificent panoramic view of the city of Ghatshila. The sunset and sunrise viewed from the hillock is an unforgettable experience. This beautiful place attracts a lot of local tourists and foreign delegates also.

④ SUBARNAREKHA RIVER BANK: We started our journey at about 12 pm. from

Phuldungri Hill and reached Subarnarekha River Bank at about 12:30 pm. in the afternoon, 26th January 2020.

Subarnarekha River is a red-bed river flowing in the eastern part of India and sustaining millions of people of Jharkhand, West Bengal and Orissa. The word - "Subarnarekha" literally means "streak of gold". - Traditionally, it is believed that gold was mined at a village named Piska near the origin of the river. This was the reason for the river being named as Subarnarekha. It originates near Nagri village in the Ranchi District and runs through some major industrial towns and cities, i.e., Jamshedpur, Chaibasa, Ranchi, Bhadrak before joining to the Bay of Bengal, at Kirtania Port in Orissa. Through the Subarnarekha basin is rich in minerals and mineral based industries, it is still dominated by its agrarian economy. Agriculture, however, has not yet been properly developed with in the Subarnarekha basin. The best time to visit Ghatshila, Subarnarekha River Bank is between the months of October and April when the weather and climate is cool and conducive for moving around and looking at the various tourists attractions.

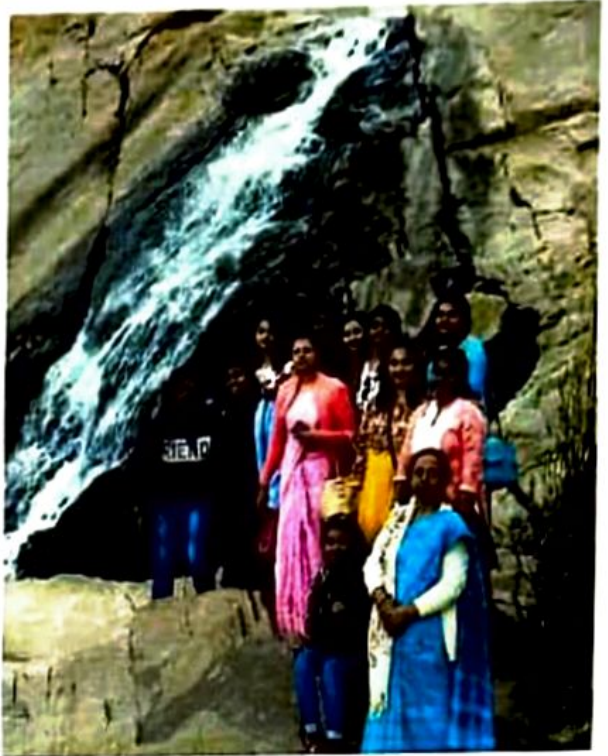
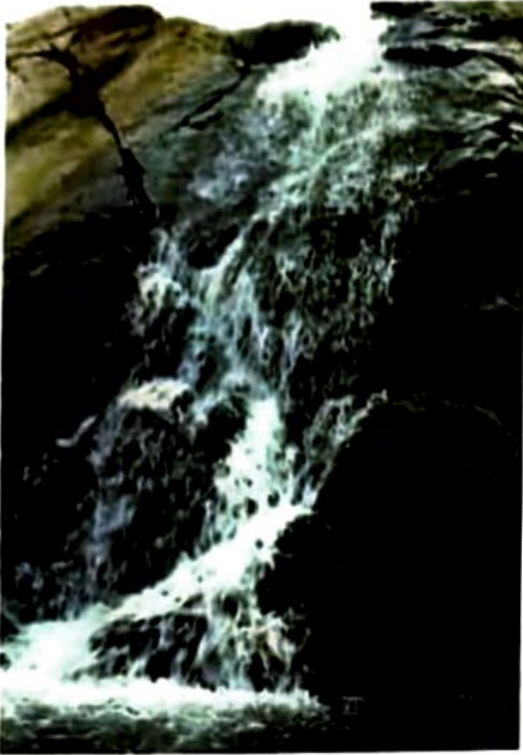
Bibhutibhushan Bandopadhyay was a Bengali novelist and writer. He is most well known for the epic "PATHER PANCHALI" (The story of the road), made into a the memorable film trilogy by Satyajit Ray.

In Ghatshila, Bibhutibhushan Bandopadhyay's home is located which named 'Gouri Kunj', where the author was born. The state art and culture department has approved a plan of the Indian National Trust for Art and Culture Heritage to develop celebrated Bengali author Bibhutishan Bandopadhyay's famed yet abandoned Ghatshila home into a heritage site. But, now-a-days, a group of people decided to run this heritage site so that, they established the spot 'Gouri Kunj' at the year of 2007. This also have a opening time (09:00 am & 03:00 pm) and closing time (01:00 pm & 05:30 pm). There's no entry fee have taken to enter the house. They also maintain some basic restrictions into this house like - video and photos are restricted here. The maintainance cost is sponsored by their own, not even Government has a sponsorship to maintain this house. This heritage site also have a connection with the founder's family. And the peak season of tourist flow is in the month of October - February and the lean season is March to June.

⑥ RANKINI TEMPLE: Rankini Mata is worshiped as a form of Devi Durga. This is one of the ancient and important pilgrimage site of the east Singhbhum district of Jharkhand. There is another temple of Rankini Mata at the nearby town of Ghatshila.

We started our journey for Rankini Temple at about 03:20 pm. in the afternoon and reached the spot at 03:30 pm on the same day.

The current Rankini Temple that stands in about 60 years old built around 1950 or later. The trust -



WATERFALL CONNECTING SUBARNAREKHA RIVER



BIBHUTI BHUSAN'S HOUSE

managing the temple was formed in 1954. It is believed that in ancient times a king of Dhalbhumgarh, Raja Jagannath Dhal, had founded the temple of Ranikini Mata. Another story says that in ancient times the deity was founded by a local tribal man. There are so many tells like that in ancient times regarding this Ranikini Temple.

⑦ RAMKRISHNA MATH: We visited this place at the end of the day. The center of Ramkrishna Mission (here in after RKM) is situated in Dahişona, - Ghatshila. It was previously a private center for 50 years run by a monk of RKM order and affiliated to Belur on 2004. It has one free coaching centre for the local poor students and a free medical clinic for local people. Once a year it conducts blood donation camp. It is a small center and a Math center so its scope of Philanthropic activities is limited.



RAMKINI TEMPLE



RAMKRISHNA MATH AT GHATSHILA

Jharkhand has proudly emerged culturally as an important multi ethnic state. Over thirty indigenous - communities exist harmoniously in Jharkhand. Some of the major Tribes are the Santhals, Oranos, Mundas, Kharias, Hos and Cheros. Rich in culture and traditions, these communities have several colourful festivals. Some major festivals of Jharkhand are —

1. KARAM : Karam is a major native festival of Jharkhand. It is celebrated on the 11th day of a full moon of the month of Bhado by the Sadam (Khartha, Nagpuri, Kurmali - speaking ethnic groups) people of Jharkhand. During this festival, people bring branches of the Karam tree to the village and then place them on the ground. Then, the branches are washed with milk and handia and decorated with garlands, curd, rice, flowers and grain.
2. Jitia : During the festival of Jitia, mothers fast for the well being of their children. It is celebrated from the seventh to the ninth lunar day of Krishna Paksha, in the month of Ashwin.
3. Nawakhani : Nawakhani is an important festival that occurs in Jharkhand. During this festival, grains are eaten following the harvest.
4. Phaguwa : Phaguwa or Holi, is the spring festival which falls in the month of Phalgun. In spring, people collect sal flower blossoms and place them on their roofs. There are special songs and dances for this festival.

Other festivals include but are not limited to the Tussu, Vaha, Sarhul, and Dussehra festivals.

CULTURE

CUISINE : The staple foods in Jharkhand are rice, dal, vegetables, and tubers. Some dishes include Chirka roti, Pittha, Malpua, Dhuska, Arsa roti, and Litti Chokha. Rudra (a type of Mushroom) and bamboo shoot are also used as vegetables.

Local alcoholic drinks are Handia and Mahua daru, made from flowers of the Mahua tree.

FOLK DANCES : There are several folk dances in Jharkhand, including Jhumair, Domkach, Lahasua, Jhumta, Faqua, Vinsariya, Painki and chhau.

1. Painki : This dance is also known as Paika is a nagpur martial dance performed by men wearing ghungroos. The dance is composed of sword and shield carrying accompanied by music played on the Nagara, Dhak and Shehnai.
2. Chhau Dance : A semi-classical dance with martial, tribal, and folk traditions. Seraikella Chhau is found in Seraikella district of Jharkhand.
3. Mundari Dance : A dance performed by the Munda tribe during harvest and festival.
4. Santhali Dance : A dance performed by the Santhal tribe during harvest and festival season.

Musical instruments used include Mandar, Dholki, Banshi, Nagara, Dhak, Shehnai, khartal and Narsinga among others.

TOURIST SURVEY

⑥ SOURCE OF INFORMATION OF THIS PLACE:

We have gathered information by doing our survey from local people, families, friends etc. on Ghatshila. From that survey and this bar-diagram we can say that many people came to know about this place from their friends and families (10). Some people have gathered information from internet (7). From this survey we found that many people have information/knowledge about Ghatshila earlier (20). Some people came to know about this place from their own localities and relatives (33).

① TOURIST FLOW FROM WEST BENGAL & CHHATTISGARH TO GHATSHILA
One of the most fascinating nearby visiting spot from Kolkata is Ghatshila. By seen the bar-diagram of Ghatshila which is been distinguish by city we can see tourists from Jharkhand is mostly visiting this destination followed by Hooghly, Kolkata and lastly Howrah. This show the tourists flow at the destination 'Ghatshila'.

② PURPOSE OF VISIT BY SURVEY TOURISTS AT GHATSHILA:

From, this bar-diagram we can say that maximum number of people is came with their family members (25). Others came here for their office tour (11) purpose, some people came here for picnic (17). There are some local visitors (17) also who came here to visit Ghatshila from Jharkhand. There are some other people also who came here with their some other purpose.

③ DEMOGRAPHIC CONDITION OF TOURISTS:

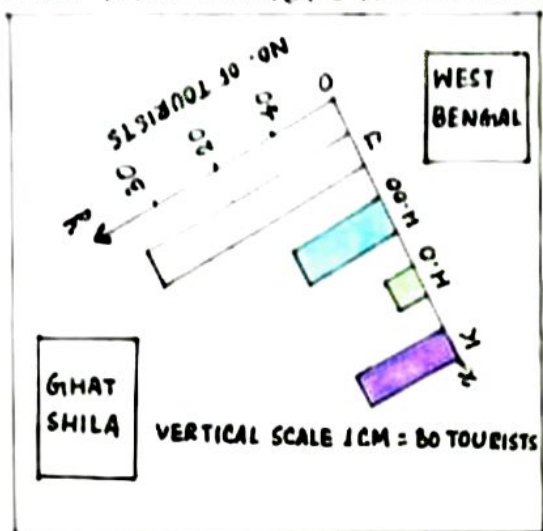
As of 2011, India census, Ghatshila had an urban population of 89,281. Males constitute 53% of the population and females 47%. Ghatshila has an average literacy rate of 73%, higher than the national average of 59.5%, male literacy is 79% and female literacy is 65%. From, this bar-diagram we can say that the marital status of the local people of Ghatshila, 32 married people including males (10) and females (12) both lives, and 38 unmarried people including females (20) and males (28) are lives in Ghatshila.

④ DURATION OF TRIP SURVEYED TOURISTS:

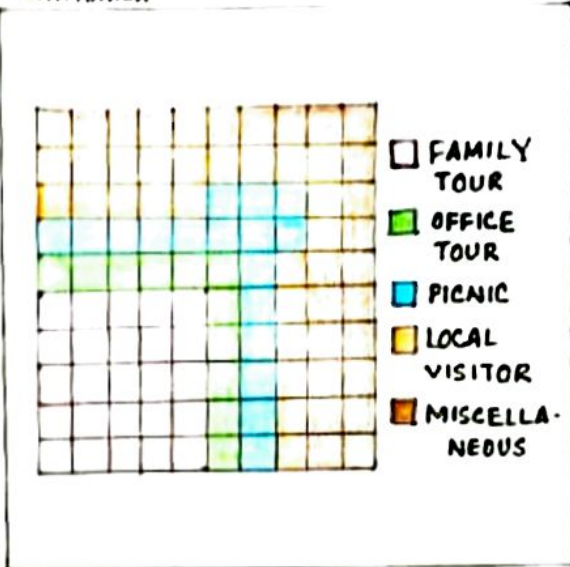
From this bar-graph we can see that maximum number of people are came to visit here (Ghatshila) for 1 night (34 people). Many people came here along with their families who stayed here for at least 2-3 nights (21 people). Some people stayed here for more than 3 days also (15 people).

SURVEY OF LOCAL SIGHT-SEEN OF GHATSHILA, JHARKHAND

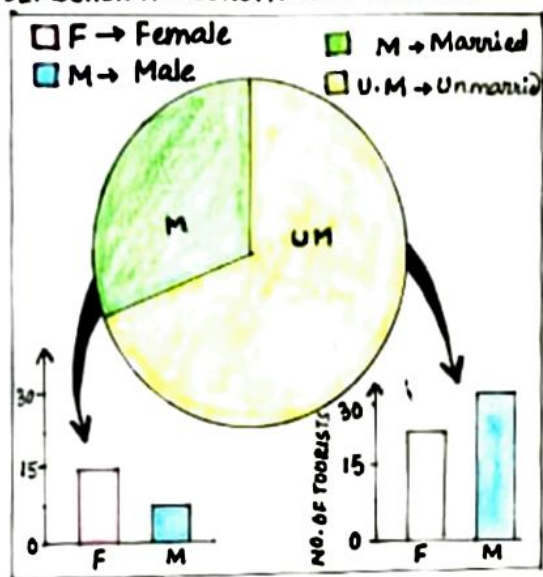
TOURIST FLOW FROM WB & J TO GHATSHILA



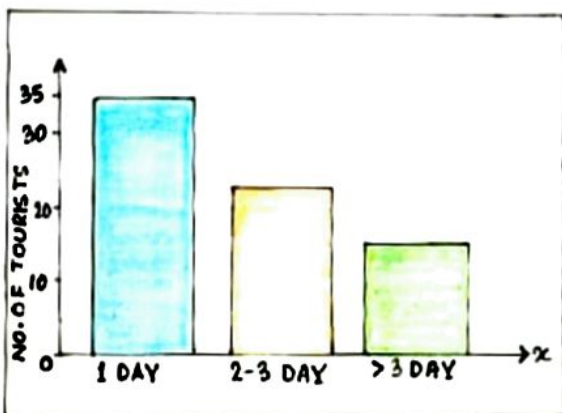
PURPOSE OF VISIT BY SURVEY TOURIST AT GHATSHILA



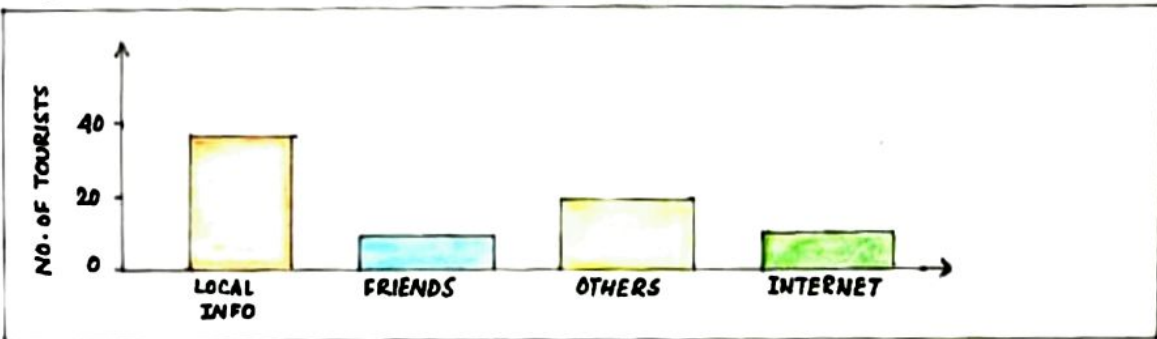
DEMOGRAPHIC CONDITION OF TOURISTS



DURATION OF TRIP OF SURVEYED TOURISTS



SOURCE OF INFORMATION OF THIS PLACE

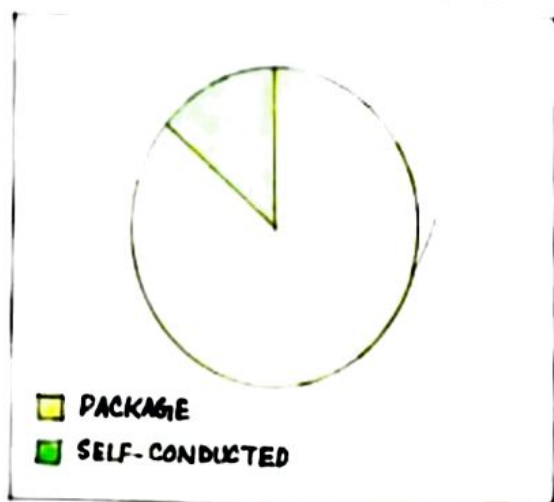


SOURCE: PRIMARY SURVEY BY 3RD YEAR STUDENTS OF MURALIDHAR GIRLS' COLLEGE 2019-2020 (25TH JANUARY - 27TH JANUARY)

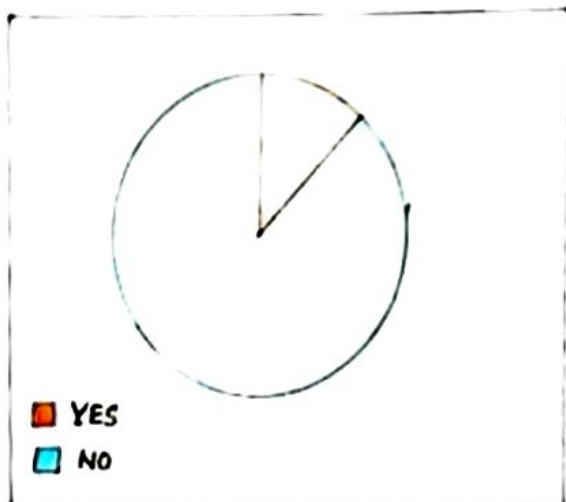
[Signature]
12/03/2020



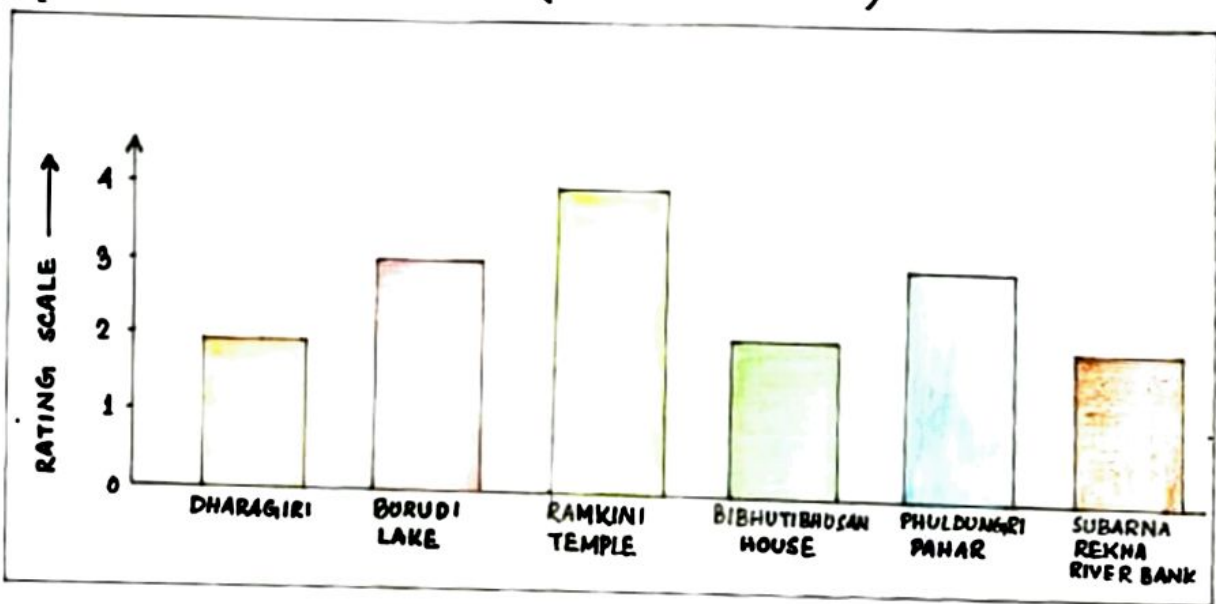
NATURE OF TRIP OF SURVEYED TOURISTS



TOURISTS INTENDS TO REVISIT



QUALITY OF PLACES OF GHATSHILA (RATING SCALE WISE)



SOURCE: PRIMARY SURVEY BY 3RD YEAR STUDENTS OF MURALDHAR GIRLS' COLLEGE 2019 - 2020 (25TH JANUARY - 27TH JANUARY)

Payal
12/03/2020

⑥ NATURE OF TRIP OF SURVEYED TOURISTS :

In this pie-diagram we can easily observe that number of visitors of package tour constitute 45 and self-conducted tourist constitute 25. So, here package tourist comprises more than self-conducted tourist at the destination Ghatshila. Package tours are conducted through travel agencies and self-conducted tours are with family and friends.

⑦ TOURISTS INTENDS TO REVISIT THE PLACE :

In the destination Ghatshila, we analyse that number of tourists intends to revisit the place are 22 and 48 number of tourists had no intention to revisit again in this place. So, following through this pie-diagram it has been cleared that maximum number of tourists never want to visit again and again because they found that the destination not so attractive besides that for the 2-3 days tour it is appropriate to come to Ghatshila and least number of tourists want to revisit several times.

⑧ QUALITY OF PLACES OF GHATSHILA (RATING SCALE WISE) :

In this bar-diagram, we analyse that quality of places are rated awardingly with various remarks. So, here it has been given that in Dharagiri Falls the quality scale has rated poor because of not so clean and we found very less water not so impressive not like other falls.

Birudi Lake has rated good because the destination is beautiful and applicable for picnic spot. Boating is also available for the enjoyment ride for the tourists.

Ramkini Temple has been rated best among all the destinations and lastly Subarnarekha River Bank has been considered as poor rating, it is most populated area because of its disposal of waste water, dumping of waste matter from fields as well as discharge of industrial affluent. Bibhutibhushan's house is considered as poor rating scale.

MARKET SURVEY



LOCAL MARKET SURVEY AT GHATSHILA

PROSPECT OF THE PROJECT

Ghatshila has a tremendous potential for tourism. Its tourism strength lies in several areas. For the families to explore there are several groups of hillocks that attracts clouds loving hicking and adventure seeking. So, from tranquility and divine peace to mundane pleasure. Tourism can be a major source revenue and economic sustairance. The challenges are the augumentation of infrastructure facilities with - particular focus on improving air, rail and road connectivity. Development of new tourist destinations, enhanced private sector participation, an aggressive and well planned publicity and marketing strategy, a more action-oriented tourism administration along with managed is required year-around. The tourism product is different from other products. A tourism product is the combination of tourism services and offerings being provided by the - different constituents of the tourism industry. Understanding the tourists needs, wants, tastes and attitudes. Increasing tourist traffic during lean seasons. Achieving sustainable growth in tourist arrivals. Attempting to increase the length of stay of the tourist. Enhancing image and

■ LOCAL MARKET SURVEY :

Shopping has always been one of the most interesting activities for the tourists besides sightseeing. Ghatshila has some remarkable local shops with their spellbound shopping items. Samthali handicraft stuff is one of the most desirable mementos that one can buy in Ghatshila. We can also find a handful of furniture shops in Ghatshila with their variety of contemporary as well as traditional design furniture. On the other hand we can also find various types of - footwear shops, electronic shops, jewellery shops and readymade garment shops in Ghatshila.

popularity of tourism destination. Ghatshila should keep in mind some ground realities such as —

1. Inadequate and poor quality of infrastructure.
2. Carrying capacity by air, road and railways.
3. Clean and comfortable lodging facilities at reasonable price.
4. Trained guides and tourists amenities of international standard.
5. Safe and secure tourism.

The law needs to be positioned properly and in this endeavour the support of travel agents, tour operators, travel writers, representatives of travel and hospitality industry associations, experts in the tourists and cultural sectors, diplomats, journalists and other opinion leaders is crucial. Affective - positioning depends on a number of factors that together determine the attractiveness of the tourist destination. Positioning must promise the benefit that the 'tourist' will receive, create the expectation and offer a solution to the tourists problem.

In light of the above, Ghatshila needs to market tourism in right earnest in order to exploit the potential that is present. There is need for careful, systematic and long term perspective.

OVERVIEW

The town of Ghatshila has a mesmerizing beauty and tranquil waterfalls of Ranchi. It is a travelling place which gives scope for natural resources as well as religious worship. It is a town of festivals. Like — Burudi Lake an artificial waterbody maintained by local authorities. The lake is engulfed by thick forests and greenhills, and the spot is very well-known for picnic purpose that is why the place is rated as good. Phuldunori Hill is a series of hillocks, on reaching the top of the hills one could have an aerial view of Ghatshila. We enjoyed the marvellous scenic beauty there. But, we also find a lot of garbages in the Dharapiri Falls which spoils the nature's beauty. So, if the local authority takes - initiatives to clean the place then this place will be more attractive to the tourists and also this enhance the tourism aspects to the tourists for domestic and international both. On the contrary, Ramkini temple and Ramkrishna Math are very clean place for this reason it attracts the domestic tourists as well as international tourists. On the other hand, Subarnarekha River Bank which is a industrial belt makes the river and the place very dirty and polluted. So, the local authority should have take innitiatives to develop the place. Besides that Bibhutibhushan's House was a attractive place for the local and domestic as well as international tourists also.

HOTEL SURVEY

OF GIRHATSHILA

FOUNDATION YEAR

Years	%
Below 5 years	35
5-20 years	25
Above 20 years	40

SEASON

Peak Season	Lean Season
Oct - Feb	Mar - Sep

OCCUPANCY RATE

Capacity	%
0-30	60
30-90	25
Above 90	15

TARIFF

Bed Type	NON AC	AC
Single	600-1000	800-1200
Double	800-2000	1000-2500
Triple	1200-2200	1400-3000

Facility/Purpose	%
Fooding	100
Lodging	100
Car Rental	100
Occassion/ceremony	80
Business/conference	60

Type of Client	
Local	29
Domestic	70
International	1

Discount Provided	%
Group Booking	30
Travel Agent Booking	20
Tourist Self Booking	Below 10

BRANCH OF HOTELS

Having Branch	4	50%
NO Branch	4	60%

Staff	No. of Staff
Suhashita	15
Sananda	4
Adhikary	8
Oasis	4
J.N. Palace	18
Arnya	2
Serehalata	4
Aakashdeep	14

Facilities	Yes	NO
TV	6	2
Telephone	5	3
Greyser	6	2
Mini Freeze	-	8
Restaurant	6	2
Room Service	4/3	1
Car Parking	5	3
Lawn	3	5
Luggage Room	4	4
Internet	3	5
Doctor On Call	2	6
Lift	2	6
STD/ISD	3	5

TOURIST SURVEY : DHARAGIRI FALLS AND BURUDI LAKE

TOURISTS' HOMEPLACE :

Kolkata	Howrah	Hoochli	Jharkhand	Total
15	5	16	34	70

PURPOSE OF VISIT :

Family Tour	25
Office Tour	11
Picnic	17
Visitor	17
Total	70

DEMOGRAPHIC INDEX OF TOURISTS :

Marital status	M	UM	Total
Female	12	20	32
Male	10	28	38
	22	48	

DURATION OF TRIP :

One day	34
2 nights 3 days	21
more than 3 days	15

SOURCE OF INFORMATION OF THIS PLACE :

Local Information	33
Friends	10
Others	20
Internet	7

NATURE OF TRIP :

TYPE	No. of Visitors
Package	45
Self	25

Tourists to Intends to revisit	Yes	NO
	22	48

Places	Quality Scale
Dharagiri	poor
Burudi Lake	good
Rankani Temple	very good
Bibhutibhushan House	poor
Phuldungri	good
Subarnarekha River Bank	poor.

BIBLIOGRAPHY

CONCLUSION

1. <https://en.m.wikipedia.org>.
2. tourplannerblog.com.
3. <https://wikitravel.org>.
4. <https://tripinfi.com>.
5. <https://beautyspotsofindia.com>.
6. <https://www.incredibleindia.org>.
7. <https://theohatshila.weebly.com>
8. <https://www.holidify.com>.
9. <https://www.researchgate.net>.
10. <https://www.indiatravelblog.com>.
11. <https://brainly.in>
12. <https://rukmathghatshila.org>.
13. <https://indiantribalheritage.org>.
14. <https://www.jitirunaz.com>

Ghatshila is a land of rocks and this is a place of Jharkhand. Ranchi is the capital city of Jharkhand and Ghatshila is a well connected place. The place is surrounded by various natural elements such as — Phuldungrī Hillock, Burudi Lake, Dalma Wildlife Sanctuary and Dharagiri.

Apart from that, Ghatshila is situated near the - Subarnarekha River and it is an East Indian State situated in Jharkhand. An aerial view of Ghatshila will look like a rocky landscape with flowing river along with meagre human habitat at certain places. The scenic beauty of the place is partially marred by the smoke arising from the chimneys of a nearby factory. This place in Jharkhand Tourism truly reflects the essence of calm and quiet village life. Though the place is slowly being industrialized the verdant mango gardens, traditional burners etc. is what keeps the inhabitants engaged.

On the contrary, Ghatshila, the charming spot of Jharkhand Tourism does not have much to explore but the scenic beauty is marvellous and enchanting. Enthusiasts can also explore Ramkini Temple, Narva Forest, Surda Pahar and Mosaboni Copper Mines. Galudi is another attractive tourist spot located on the bank of river Subarnarekha. Dalma Range of Moubhandar is a unique spot of Ghatshila. We also find here the variety of Santhali Handicrafts.

Lastly and finally, we can say that, the spot Ghatshila is ideal place for a stay of 2 to 3 days. As a whole, we can say that, this place of the world is the symbol of cosmic mountains which are covered by the sky roof that creates a specific sound of isolated alleys.

ANNEXURE

QUESTIONNAIRE FORM

1. Name of the Destination: *Bibhutibhusan Bandhopadhyay's house.*
2. Year of Establishment : *2007*
3. Opening time: *09:00 am. & 03:00 pm*
4. Closing time : *01:00 pm and 05:30 pm.*
5. Scheduled Days : *Everyday (Mon - Sun)*
6. Entry fee : *NO*
7. Is there any government sponsorship? *Yes/No* ✓
8. Peak Season : *October - February* Lean Season : *March - June*
9. What are the Restrictions Followed:
 1. *Video restriction follows*
 2. *Photo restriction follows*
 - 3.
 - 4.
10. What are the main attraction of this destination? — *Bibhutibhusan's record and this museum is the main attraction of this destination.*
11. Who is the founder of this destination?
12. Is this place has connection with founder's family? *Yes.*
13. Approx annual income :
 - below 50000 ✓
 - 50000 - 2 lakhs
 - above 2 lakhs

15. Maintenance cost sponsored by - self/ government/ co. government

16. Is there any fairs and festivals celebrated in this spot? NO

17. What are the main problems faced by this spot? 1. Financial Gov Problem

2. Investors problem.

3.

4.

18. What are the remedial measures taken by this spot?

19. Mention the resources or infrastructural facilities provided by this spot for tourism development?

Nothing, such special.

20. Any suggestions for future development of this spot?

If the maintenance cost sponsored by the Govt. or the Co. Government then the spot will be more attractive and will be well known for the tourists.

THANK YOU VERY MUCH

Muralidhar Girls College
Department of Travel and Tourism Management
Kolkata, West Bengal

HOTEL SURVEY QUESTIONNAIRE

1. NAME OF THE HOTEL : Adhikari Lodge.

2. PROFILE OF THE HOTEL :

- Address : College Road, Gopalpur, Ghatshila
- Contact No : 9097075292 / 9006294847
- E-mail : Adhikari Lodge @ gmail . com .
- Owner : Tapas Maity
- Foundation : 1977 - 78
- Any branch : NO
- Type/ Category of hotel : 3 star
- Season : On : Dec - Feb Off : March - June
- Check out time : 09 : 00 am .
- Occupancy Rate : 600/- - 1000/-

3. ACCOMODATION TYPE :

Details of room	Tariff			
	DOUBLE	SINGLE	EXTRA PAX	OTHERS
1. TOTAL NUMBER OF ROOMS IN HOTEL	35	2	2	
2. TARIFF	1000/-	600/-	Per bed 200/-	
3. PURPOSE OF HOTEL (USES)	Fooding Lodging Car Parking			

4. CHANGES IN TARIFF DURING OFF SEASON OR PEAK SEASON

NO

5 DISCOUNTS PROVIDED :

- Group Booking Discount : *Provided*
- Discount if coming through travel agent : *Yes*
- Any other, please specify :

6. TYPE OF PLAN FOLLOWED : EP AP

DETAILS OF FUNCTIONAL DEPARTMENTS

FRONT OFFICE *Yes.*

NUMBER OF STAFF *8 people*

ADVANCE RESERVATION : Yes: No:

MODE OF PAYMENT : CASH : CHEQUE : E PAYMENT :

HANDLING FOREIGN GUESTS : C-FORM : *NO*

TRAVEL DESK AND TRAVEL RELATED SERVICES : YES : NO :

RESERVATION OF RAILWAY TICKETS *NO*

CAR RENTAL SERVICES *Yes*

SIGHT SEEING TOURS *Yes*

ANY OTHER FACILITY *NO*

LAUNDRY AND DRY CLEANING SERVICES : YES : NO:

INHOUSE LAUNDRY

CONTRACT BASIS

FACILITIES IN ROOMS : HOT AND COLD WATER T.V. (COLOUR/ B&W)
TELEPHONE GEYSER MINI FREEZER *(NO)* OTHERS *(NO)*

Muralidhar Girls College
Department of Travel and Tourism Management
Kolkata, West Bengal

A Questionnaire For The Tourists

A. PERSONAL INFORMATION:

- Name of the guest: *Rahul Bose*
- Age : Below 25 26-35 ✓ 36-45 46-60 Above 60
- Sex : Male ✓ Female
- Marital status : Married Unmarried ✓
- Place of origin : *City / Province* Country : *India*
- Nationality : *Indian*
- Occupation : Govt. Job Private Service ✓ Business
Professional Academicians Others
- Accompanies: Alone Family Friends ✓ Colleague Other
- Purpose to visit : *Leisure*

B. INFORMATION

C. OPINION ABOUT THE DESTINATION:

- Do you find the place / Attractions are properly maintained?
~~Yes~~ The place is properly not maintained but the original nature's beauty is so attracting.
- What is your opinion about the transportation, communication, information facilities and other facilities?

Excellent Very Good Good Poor Very Poor

Any Comments: *Overall transportation is good.*

- Which Attraction has impressed you most and why?
Burudi Dam/Lake for the scenic beauty.
- What is your opinion about the local people?
Good and helpful.

- On the whole, are you satisfied or not?

Fully Satisfied More or less satisfied Dissatisfied

If Dissatisfied Specify Reasons: *NO*

- Would you like to revisit the place again? Yes No
- Your suggestion for the development of the destination.
Transportation and hotels should be cleaned.

- Problem faced by: *Nothing..*

SIGNATURE: *R. B. Se.*

DATE: *16.1.20*

THANK YOU FOR YOUR KIND COOPERATION

C. OPINION ABOUT THE DESTINATION:

- Do you find the place / Attractions are properly maintained?
~~Yes~~ The place is properly not maintained but the original natural beauty is so attracting.
- What is your opinion about the transportation, communication, information facilities and other facilities?

Excellent Very Good Good Poor Very Poor

Any Comments: Overall transportation is good.

- Which Attraction has impressed you most and why?
Burudi Dam/Lake for the scenic beauty.
- What is your opinion about the local people?
Good and helpful.

- On the whole, are you satisfied or not?

Fully Satisfied More or less satisfied Dissatisfied

If Dissatisfied Specify Reasons: NO

- Would you like to revisit the place again? Yes No
- Your suggestion for the development of the destination.
Transportation and hotels should be cleaned.

- Problem faced by: Nothing..

SIGNATURE: R. B. Be.

DATE: 26.1.20

THANK YOU FOR YOUR KIND COOPERATION