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## DEVELOPING INFRASTRUCTURE FOR PROMOTION OF RURAL TOURISM IN THE STATE OF WEST BENGAL: A STUDY ON KAMARPUKUR

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### ABSTRACT

*The concept of rural tourism has become one of the vital issues of economic and social benefits to the society. The primary objectives of this study includes the growth, development and emergence of rural tourism in the state of West Bengal, study the rural tourism potentials of West Bengal in general and Kamarpukur in Particular, study the role played by the State Government, Department of Tourism, analyze the tourist flow pattern of Kamarpukur, examine the existing as well as future requirement of tourism infrastructure of Kamarpukur and lastly to promote and market kamarpukur as an important rural tourism destination in Indian Scenario. This study is based on both primary and secondary data. The collected data has been analyzed using different statistical methods, ARMA Model used for future inflow of tourists as well as future tourism amenities requirement. The sources of secondary data collected were legal documents, official statistics, reports, publications including data from district information centre. This study also indicates that how to develop and upgrade the rural tourism destinations by development of proper utilization of tourism infrastructural amenities in the area as well as active participation by public private initiatives and utilization of local resources. This approach of study tried to achieve how to achieve sustainable tourism development in Kamarpukur as a perfect rural tourism destination of West Bengal. Rural tourism is expected to emerge as an important key factor for sustainable human development including poverty alleviation, employment generation, environmental re-generation and development of remote areas and empowerment of women in West Bengal in the near future to come. This paper provides some recommendations that the Government as well as private agencies including NGOs intending to promote rural tourism infrastructure in the state of West Bengal, India which can ensure sustainable economic development and positive social change in this particular destination.*

### KEYWORDS

Rural Tourism, Rural tourism infrastructure, Pattern of tourists, Pattern of Tourism amenities, Rural tourism indicators.

### INTRODUCTION

West Bengal has the wide variety of attractions in terms of tourist destinations from bustling Kolkata with its historical evidence to the rural beauty of lush green country side. The state is endowed with all the diversities of the nature that is the tourist's attractions or dream. West Bengal Tourism Development Corporation is foreseeing an investment of Rs 150 crore in the next couple of years just for promoting river tourism. The investment would go towards renovating heritage ghats along the Ganges as well as developing a Marina with speed boats, para-sailing and cruise boats facilities. Tourism's greatest potential benefit is to earn money and attached with different allied activities. This involvement can translate into numerous positive economic opportunities for society and development communities. Tourism in West Bengal has much to offer to the world. West Bengal has rich tradition, culture, craft and so on which can emerge as a rich potential tourism destination. Tourism development means more income profits for tourist's related business. 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 person of India is also engaged in the various arts, culture and handicrafts and the tourism in the country is also the major occupation of the country. As per the report of West Bengal Human Development, 2004 depicts that rural economy in the West Bengal province has improved especially in terms of agricultural production largely due to the effective function of the Panchayet system. The most remarkable acceleration of growth occurred in agriculture. Rural West Bengal is a land of stupendous dimension with a rich handicraft, handlooms, folklore, wild life etc.

### SURVEY OF LITERATURE

Tourism studies turned its attention to 'alternative' forms of tourism, suggesting that these were more likely to overcome the exploitative dimensions of mass tourism in developing countries (Lea 1993; Brohman 1996; Khan 1997). The 'pro-poor tourism' (PPT) approach can be seen as an attempt to take these questions into account and to target the benefits of tourism more directly towards poverty reduction (Brown and Hall 2008). According to Negi (1990) the attractions in rural areas are enjoyment of rural scenery, the desire for open space, quiet and piece of mind, rural sports like hunting, fishing, ethnic attractions like folk life, custom, food, drinks, and festivals, educational and historical attractions like castles, churches, temples and monasteries etc. According to Jennet Hanshall (2000) "describes that Rural area is that rural tourism uses the country side as resources, which is associated with the search by urban dweller for tranquility and space for out door recreation rather than being specifically liked to nature". Bramwell & Lane (1994) points out that "Rural tourism is a multifaceted activity. It is not just farm based tourism. It includes farm based holidays but also comprises special interest nature holidays and ecotourism, walking, climbing, riding, adventure, sports & health tourism, hunting, and angling, educational travel, arts & heritage tourism & in same areas ethnic tourism." Tourists participate in creation of sales, profits, jobs, returns and income. Tourism is characterized by the fact that consumption takes place where the service is provided (Steenwegen, 2003), and the economic impact of tourism is an important factor of national, regional and public planning and economic development. Focusing on the demand side as several authors have pointed out (Page and Getz 1997, Sharpley and Sharpley 1997), the recent trends in tourism lead to shift from standardized mass tourism to more individualistic patterns, which look for a more meaningful experience. In this sense the emergent rural tourist segment has varied motivations, which might include ecological uniqueness, cultural attractions, special adventures opportunities or the peace and quiet of the countryside. This represents a unique opportunity for rural operator, who can established network of different service providers to maximize opportunity and offer a diverse range of activities (Briedenhann and Wickens 2004)

### OBJECTIVES

1. To study the growth, development and emergence of rural tourism in the state of West Bengal.
2. To study the rural tourism potentials of west Bengal in general and Kamarpukur in Particular.
3. To study the role played by the State Government, Department of Tourism, to promote rural tourism in the state.

4. To analyse the tourist flow pattern of Kamarpukur
5. To examine the existing as well as future requirement of tourism infrastructure of Kamarpukur.

## METHODOLOGY

This study is based on both primary and secondary data. Observation and Survey methods have also been used in conducting this research study. For fulfillment of the objectives of this study, observation method and survey method are the main technical tools. The survey instrument included questions on socio-economic aspect like age, sex, education and occupation of respondents. Information about the profile of tourism industry includes the tourism units (i.e. hotel, guesthouse, etc.), number of rooms, number of persons employed, number of local workers as well as the profile of tourists were the main elements of the survey. The Sample size was restricted to 150 respondents. The data sources include an integrated household questionnaire about socio economic and health status; a survey of village infrastructure; detailed surveys of village infrastructure; detailed survey of public, private and traditional health facilities available to villagers. The collected data has been analyzed using different statistical methods like percentage and ARMA Model for future prediction of tourist inflow.. Sources of secondary data collected were legal documents, official statistics, reports, articles, publications and other documents, reports of self-government bodies and organizations websites.

## KAMARPUKUR

Kamarpukur is situated in the extreme West of Arambag Sub-division of Hooghly District, West Bengal in India with Bankura district in the West and Burdwan in the North. It is surrounded by three rivers like the Damodar, the Kansabati and the Darakeswar. Considering its geographical location and historical importance, Kamarpukur has taken a vital position in the road map of rural tourism in West Bengal. Although this tourist spot is of religious importance, it nature – lovers' paradise as if Garh Mandaran, Jilimili, Susunia and Mukutmanipur are located in crow's flight from tourists' main destination of Kamarpukur. In other words, it may be said that the tourists visit Kamarpukur for religious purpose and thereafter cover the neighboring tourists locations in one go. The Ramakrishna Mission Kamarpukur is the holy birth place of Sri Bhagawan Ramakrishna and the centre was affiliated to the Headquarter of Ramakrishna Math and Ramakrishna Mission, Belure Math in 1947.

## STUDY AREA

The study area has covered more than 5000 house holds were covered under the survey covering around 42 villages and 3 GPs(Gram Panchayet). In the process 22233 persons were exclusively interviewed to know about their behaviours and social practices, of which about 50% i.e 10,926 were female. As the area under operation are very much back warded with comparatively high density of socially and educationally back ward households 42% of the households surveyed are SC and around 10% households are of minority community(Mandaran GP having more proportionate of minority community). The purpose of the study to identify about different infrastructural component in the point of view of tourism as well as socio economic conditions, such major components are education, occupation, sanitation, water, environmental infrastructure .

## DEMOGRAPHIC PROFILE OF THE RESPONDENTS

TABLE 1: DEMOGRAPHIC PROFILE OF RESPONDENTS

Demographic Characteristics	No of respondents	Percentage of respondents
<b>Sex</b>		
Male	85	83.33
Female	65	16.67
<b>Age</b>		
Less than 25	40	26.67
25 – 35	46	30.67
Above 45	64	42.66
<b>Marital Status</b>		
Single	50	33.33
Married	100	66.67
<b>Occupation</b>		
Businessmen	25	16.67
Servicemen	40	36.67
Professional	55	26.66
Students	30	20.00
<b>Income (Rupees)</b>		
Less than 15,000	35	23.33
15,000-45,000	50	33.33
Above 45,000	65	43.34
<b>Length of Stay</b>		
Less than 5 days	35	23.33
5- 15 days	55	36.67
Above 15 days	60	40.00

Source: Data collected from field survey

## RESULTS AND DISCUSSIONS

For analysis the gathered data a 5 point Likert Scale was used. The range of ordinal scale starting from very good – 5(more than 80%), good- 4(more than 60% but less than 80%), satisfactory- 3(more than 40% but less than 60%), average – 2(more than 20% but less than 40%), unsatisfactory- 1(20% and less).The following tables depict that the highest score in the point of view of different infrastructural factors.

TABLE 2: TOURISTS MOTIVATIONAL INFRASTRUCTURE

Parameters	Score	Ranking
Cultural Infrastructure	3.8	1
Enjoyment of rural experience	3.5	2
Art and Folk lore	2.8	4
Historical Setting	3.1	3

The above table depicts that, score of cultural infrastructure is high and art and folk lore belongs to the lowest score. The reason behind the lowest score of folk-lore is modern culture exploits the rural culture. According to few artists of folk-lore that due to lack of publicity, lack of Govt. initiative, lack of fund, they are

migrated in other profession. Cultural activities at Kamarpukur are very rich. Enjoyment of rural experience is the second option to the respondents popular activities at Kamarpukur as activities bicycle rides, tree house recreation, yoga vacations, bush walking, farm holiday, horse cart rides, craft market, fishing, bird watching.

**TABLE 3: INFRASTRUCTURE OF PHYSICAL AMENITIES**

Parameters	Score	Ranking
Rest house	3.1	5
Sight seeing	3.0	6
Room service facilities (lighting, bath ,etc)	3.7	2
Attractive environment of meditation	4.2	1
Rural recreations	3.4	3
Car Parking	3.3	4

Table 4 revealed about the physical amenities infrastructure, where attractive environment for meditation belongs to highest score and sight seeing belongs to lowest score. Rural recreation infrastructure is moderately satisfied but according to respondent’s car parking infrastructure is not too much satisfied they often complained that at the time of festival the parking problem occurred. According to respondents the entire atmosphere is very peaceful so it is ideal for meditation. The internal infrastructure of rest house should improve as per the opinion of respondents.

**TABLE 4: INFRASTRUCTURES OF TOURISM ACTIVITIES**

Parameters	Score	Ranking
Handcrafts and arts	3.7	3
Shopping	3.5	4
Festivals	3.9	2
Religious activity	4.4	1
Cultural activity	3.4	5

The above table depicts about the infrastructure of tourism related activities, where the religious activity belongs to high score and cultural activity belongs to lowest. Ramakrishna Mission Pallimangal satisfactorily organized the handicraft units as per the respondents the quality of the products are good . The shopping outlets are situated inside the temple campus so it is very easy access to purchase the souveniouir by the visitors. According some locals cultural activities are exploited by the modern culture when the different behavior pattern of tourists.

**TABLE 5: DESTINATION INFRASTRUCTURES**

Parameters	Score	Ranking
Peaceful Place	4.6	1
Accessibility to the destination	4.1	2
Price consideration	3.1	6
Transportation	3.5	4
Safety and Security	3.4	5
Guide	2.8	7

The above table revealed about destination infrastructure where peaceful place belongs to highest score and guide facility belongs to least score. Transportation Cost is comparatively high as per respondents. Most of the respondents shared their view in the context of handicraft that the price of handiwork at Kamarpukur and outside Kamarpukur quite same. Low prices would easily and quickly attract clients, but this is an inefficient way to seek for sustained success in the market (Vitkienė, 2002; Kotler, 2003). At Kamarpukur there is no discount or rebate offer it implies that the price of the product is fixed. According to respondents safety and security should improve due to disturbance of some law and order.

**TABLE 6: PROMOTIONAL INFRASTRUCTURES**

Parameters	Score	Ranking
Fairs & Trade shows / Brochures	3.5	2
Advertising	3.4	3
PR Cell	4.1	1
Publications	3.2	4

In the context of promotion of marketing mix dimension, four elements were selected. Among four parameters PR Cell has the highest score and publications has the lowest score. According to respondents Public relation plays a very vital role in the promotional activity of any tourist destination. At Kamarpukur, well executed PR Cell may be established with the support of the Ramakrishna Math as per respondents. Respondents have agreed that Fairs & Trade shows or quality Brochures carry more weightage than publications. According to them Fairs & Trade shows / Brochures have stronger impact in their minds compared to any publication. Good quality of Brochures on the villages of Kamarpukur as a spiritual and rural destination may be produced containing detailed tourism information regarding accommodation, prices travel, schedules, attractions, for tourists in the villages and the pattern of different activities available including auxiliary and ancillary services through illustrations, roadmap, and graphic design of the cover and the layout of the Brochures.

**EMPIRICAL STUDY**

On the basis past 5 years tourist’s inflow data, we are analyzing the future trend of tourist inflow in Kamarpukur. We apply a general time series regression model, which describes as:

$$Y_t = X_t \beta + \epsilon_t \tag{1}$$

Where  $Y_t$  =tourist inflow,  $X_t$  = Year,  $\epsilon_t$  = White noise, with zero mean and constant variance. We estimate the time series regression equations as follows:

$$y_t = 4140 .79 + 85 .54 x_t \tag{2}$$

Based on the above time series regression equation we predict the future trend of tourist inflow in.This is a basic time series regression model where we do not consider the random walk model as well as the stationary property of time series that is the problem of moving average and autoregressive problem. In order to avoid the problem of autoregressive and moving average we consider the ARMA (Autoregressive Moving Average) model for prediction of tourist inflow in Kamarpukur.

AR-model:  $y_t = \rho y_{t-1} + \epsilon_t$  . It can be shown that

$$E(y_t) = 0; V(y_t) = \frac{\sigma^2}{(1 - \rho^2)}; corr(y_t, y_{t-k}) = \rho^k \tag{3}$$

ARMA MODEL:

$$y_t = \rho_1 y_{t-1} + \dots + \rho_p y_{t-p} + \epsilon_t \tag{4}$$

We estimate the ARMA model for tourist inflow, where we apply  $\rho = 1$  and  $q = 0$  based on partial autocorrelation functions. Here  $x_t$  is the value of time. The estimate ARMA equation as follows:

Tourist inflow:

$$y_t = 3140.79 + 82.54 x_t + 0.43 y_{t-1} \tag{5}$$

Based on Akaike Information criteria and all t values for different regression parameter we can conclude that model is accepted and it can be used for predict the future trend based on past data.

**TABLE 8: ARMA ESTIMATION OF TOURIST INFLOW IN KAMARPUKUR**

Number of residuals	48		
Standard error	1430.0396		
Log likelihood	-415.45199		
AIC	836.90398		
Analysis of Variance:			
	DF	Adj. Sum of Squares	Residual Variance
Residuals	45	9,24,38,641.2	20,45,013.2

From the above table 3 we observed an Akai Ke information criterion which is highly recommended to accept ARMA (1,0) model in our analysis. If we consider the likelihood test statistics, it also suggests us to accept ARMA (1,0). In first row shows the number of observations. First column of second row shows the standard error and second column of second row shows the value of standard error. First column of the third row estimates the value Log likelihood statistics and second column of third row show the values of estimated Log likelihood statistics. First column of the fourth row estimates the value AIC statistics and second column of fourth row show the values of estimated AIC statistics. Fifth row shows the value of analysis of variance. Second column of sixth row shows degrees of freedom, third column of sixth row shows adjusted sum of squares and fourth column of sixth row shows residual variance.

**TABLE 9: SHOWS THE PARAMETERS OF ARMA ESTIMATION OF TOURIST INFLOW IN KAMARPUKUR**

Variables in the Model:				
	B	SEB	T-RATIO*	APPROX. PROB Or p-values
AR1	0.43980	0.14818	2.9681127	.00478743
MONTH	82.54851	25.34438	3.2570740	.00214403
CONSTANT	3,140.79088	719.04335	4.3680132	.00007284

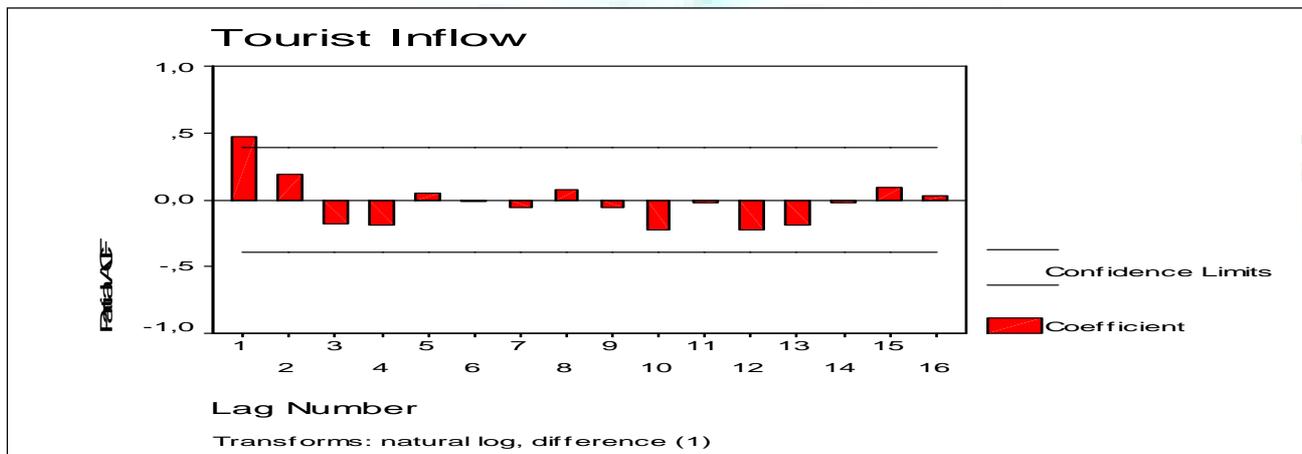
From table 4 we have a different test statistics for different parameters. Here all t-values are statistically significant at 5% level of significance. So we accept alternative hypothesis i.e. all parameters are explained our model significantly. In first row shows the variable in the model. Second column of second row shows parameters and third column of second row shows the value of standard error, fourth column of second row shows t-ratio and fifth column of second row shows p-values. First column of the third row estimates the value AR1 and remaining column shows the estimated values of different statistics. First column of the fourth row estimates the value of month parameter and remaining column shows the estimated values of different statistics. First column of the fifth row estimates the value of constant parameter and remaining column shows the estimated values of different statistics.

In our model, we accept the alternative hypothesis for each parameter based on t-statistics where the test statistics is described as follows:

\* t- statistic are significant at 1% level of significance i.e., t-values are more than 2.51 at 45 degree of freedom and t-values are more than 2.50 at 45 degree of freedom.

\*\* t- statistic are significant at 5% level of significance i.e., t-values are more than 1.96 at 45 degree of freedom and t-values are more than 1.96 at 45 degree of freedom.

**FIGURE 1: PARTIAL AUTOCORRELATION FUNCTIONS OF TOURIST INFLOW**



This figure shows that partial autocorrelation functions of tourist inflow, where it has a one coefficient, which is out of the confidence limits that mean we consider one order auto regressive model for our analysis.

TABLE 10: TOURISTS ARRIVAL TO KAMARPUKUR (ACTUAL)

Year	No of Tourist Arrival	% Change
2006	48,714	-
2007	53,322	9.45
2008	59,454	11.49
2009	82,511	38.78
2010	90,734	9.96

Source: Database from Ramakrishna Mission Authority

Table no.5 reveals the actual tourist arrivals to Kamarpukur starting from the year 2006 onwards. The table also reveals that the tourist flow to the destination is increasing every year.

TABLE 11: TOURISTS ARRIVAL TO KAMARPUKUR (FORECASTED)

Year	No of Tourist Arrival	% Change
2010	91,656	-
2011	1,03,541	12.96
2012	1,15,427	11.47
2013	1,27,312	10.29
2014	1,39,199	9.33

Table no.6 reveals the expected tourist flow to Kamarpukur starting from the year 2010 onwards with the help of ARMA model and percentage change of tourists' inflow at Kamarpukur

From the table also depicts that the tourist flow to the destination is increasing every year and it is matching the actual number of tourist arrivals with a negligible difference, which we have already seen from the recent compiled tourist statistics of the year 2010. Where the actual tourist arrivals to Kamarpukur is 90,734 and projected tourist arrivals to Kamarpukur is 91,656 with a minimum error of 1.01%.

On the basis of above analysis it has been observed that tourist inflow is increasing but the capacity of accommodation is very little. The infrastructural amenities like more smooth running transportation facilities, guide, up to date technology, should develop to increase the tourists stay at Kamarpukur.

**INFRASTRUCTURE REQUIREMENTS IN AND AROUND KAMARPUKUR**

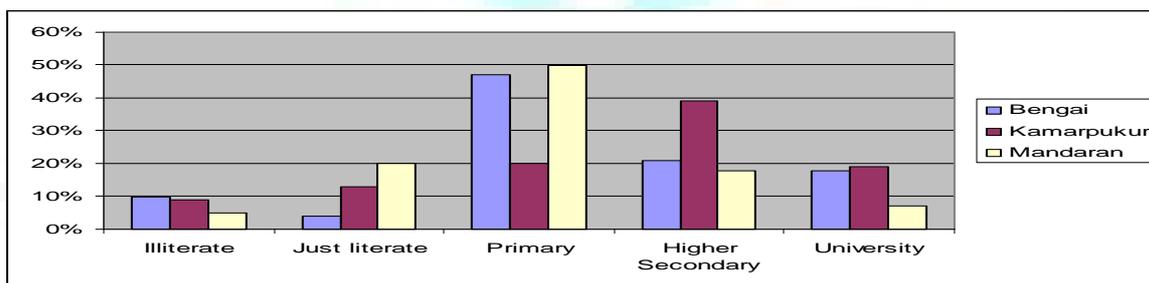
After analyzing the data both from the tourists and well as from various stakeholders it is noted that the hotel facilities to be increased substantially to accommodate more number of tourists in this destination particularly. As existing number of hotel is only seven and mostly they are budget category of hotels so effort should be made on a private –public partnership basis to construct at least two standard hotels in Kamarpukur just to make the tourists stay as most of the tourists return back on the same day to Kolkata and nearby town due to non availability of good hotels at the destination. Another important observation made by the researchers that particularly during rainy season water logging takes place causing the tourists more inconvenient to travel. So effort should be made by the concerned department of the state government to construct good drainage system to get rid of this problem of water logging.

It is also observed that during any festivals and fairs in this destination, due to the increase inflow of the people, the transportation facilities at the destinations is not sufficient to meet the need of the people. As a result within a very short span of time, the rickshaw puller and generator operator van numbers are increasing at a alarming rate causing traffic problem as well as noise pollution. So effort should be made both by the govt. as well as private body to introduce some battery operated multi utility van to minimize the sound as well as noise pollution in the area.

**RURAL INFRASTRUCTURE FOR SOCIO-ECONOMIC DEVELOPMENT**

❖ **Educational Status:**

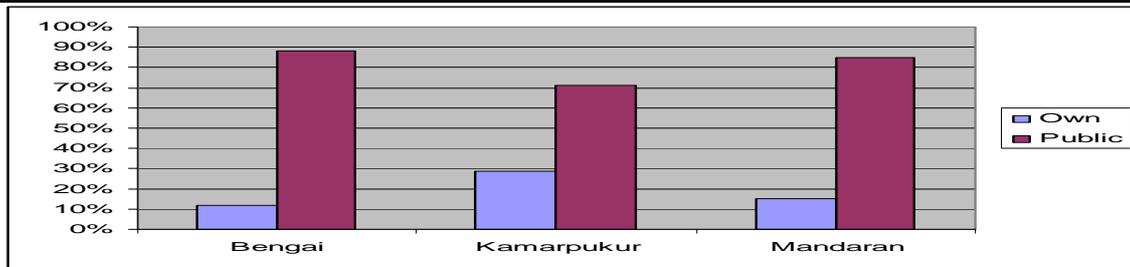
It is well recognized that education level plays a vital role in improving the quality of life of people on the average 16% of the households having good educational background with at least one person in the family having university degrees. A large population of this study area is only primary educated and the density is 39% of the total population. 23% of the households are having members who have just attended higher education. 13% of the households having just literate members and 9% of the HHs are still having members who are completely literates. In three GPs the educational status varies interestingly, Kamarpukur where more number of HHs having university Degrees most of them Masters Degree. But in the other side this GP is having more illiterate population as compare to the other two GPs Bengai and Mandaran GPs having more number of primary educated people. Education has a direct impact on the health status of the family. During the field operation it has been well recognized that house holds having good educational background are practicing healthier practices of water and sanitation activities. Muslim communities in this study area are having less education and their sanitation operation practices are very poor condition compare to the other community in this study area.



**WATER RESOURCE INFRASTRUCTURE**

“The 7<sup>th</sup> Goal of the millennium development in its Environmental sustainability focuses that by half proportion of people without sustainable access to safe drinking water reduce by 2011”

In this study area more than 70% of the households are observed using bore well/ hand pump as drinking water sources with a variance at village level whereas rest are depending upon the open well or some time pond water used for drinking water purpose. Where as pipe or tape water used is marked only in case of 10% families in the whole operational areas. In this resent scenario accessibility to the bore well/ hand pump is minimum looking in to the population size. According t the community point of view to get water from the hand pump they have to wait in long queue for long time. As the trend shows in regard to water collection for drinking in some of the specific area / HH water collected for drinking is from the contaminated sources. It is only due to insufficient water sources at the ground level.

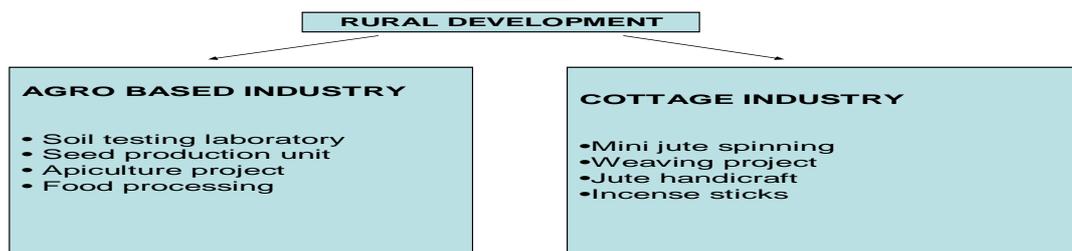


#### ❖ FOOD PRESERVATION INFRASTRUCTURE

In this present study scenario, two aspects of food keeping practices were observed during the survey. It was observed in the villages that on average 70% families are not keeping food in a relatively safer place away from animals. The other one is almost 50% of families is keeping their food for longer time after cooking.

#### ❖ RURAL DEVELOPMENT INFRASTRUCTURE

Pallimangal is a Bengali word, which means rural welfare. Thus Ramakrishna Mission Pallimangal Kamarpuku ,Hooghly has been working for the upliftment of the poor and downtrodden with an emphasis on the folk in the health, education, training in order to enable them to earn their livelihood. Since its inception in 1980, various new income generating initiatives have been launched that have developed into mature and effectively managed programmes under two major categories: Agro Based Industry and Cottage Industry.



#### ❖ AGRO BASED INDUSTRY

Soil testing laboratory established in 1983 to encourage the farming community for scientific agriculture with balanced use of plant nutrients for higher production, economy in input cost, maintenance of soil health and reduction in pollution. Total 2918 soil samples were received and tested during the year 2008-09. Soil samples for testing received from farmers 1224, soil samples received from NGO 39, from Government 2 and directly received from farmers 1632. Simultaneously apiculture project increases the potentiality of Beekeeping unemployed youths are trained and provided with Bee Box and appliances. Honey is collected from the bee keepers and is sold after processing and bottling.

#### ❖ INDUSTRY INFRASTRUCTURE

Jute is a cash crop which is cultivated in Eastern Region of the country mainly in Bengal . A large number of industries have been engaged to produce bags and carpets of jute fabrics since the 19<sup>th</sup>. Century and export the products all over the world. This helps to develop the socio economic conditions in the country. Ramakrishna Mission and Math has started jute handicraft projects through its Ramakrishna Mission Pallimangal, Kamarpukur in the year 1980. More than 160 different varieties of products comprising of bags, decorative items, shoes, money purse etc are being produced and sold at showrooms of Ramakrishna Mission located in different parts of the country. Besides this a large number of people who have been trained by experienced and expert trainers under the guidance of Ramakrishna Mission at Tarakeswar, Dhaniakhali in Hooghly districts are now engaged in producing selling the jute products. Ramakrishna Math and Mission exemplary rerecord in promoting rural crafts has now earned the patronage of Ministry of Tourism, Govt. of India for its valuable contribution to the "Incredible India".

## RECOMMENDATIONS

Some policy prescriptions are given in the context.

1. Local authorities should have to provide a legislative frame work to regulate tourism.
2. Govt. should do something towards provide the improvement of the village road.
3. Multiple information service must be provided such as established 'Tourism Information Centre' and local educated youths should be hired as a guide those who know Hindi and English.
4. To build more guest houses/hotels for accommodation of tourist at the time of Mass Tourism.
5. So many heritage architectural sites are in ruined condition (Manik Rajas Palace), so it should be taken over & maintained both by R.K.M authority and local Govt.
6. Organize Silpa Mela, Exhibition, Travel Fairs in Calcutta and other major cities of India.
7. Local authority should do something for development of drainage system.
8. Improvement of transportation facilities and other allied facilities.
9. Optimum marketing strategies keeping in mind the all segment of the tourism marketing.
10. The tourism package/product, which is composite in nature, must match the taste, temperament, income and requirement of difference group and segment.
11. The stable price structure of various tourist packages/products, which place a very important role in effective tourism marketing and directly effects, the sales of the tourism products because the potential customers are price sensitive.

## CONCLUSION

In the conclusion, we can say that, the social significance of heritage lies in its association with identity: it is fundamental in helping individuals, communities. Kamarpukur is a destination of custodian of religious heritage sites constitutes key elements in defining their Socio Cultural identity. Interest in cultural heritage emerged as a tourist attraction during the 1990's and was embraced as an important economic asset and a mechanism to preserve ethnicity. History and its tangible markers in the form of buildings, Cemeteries, folk music, literature, Culture has quietly survived for centuries. This study reveals that Kamarpukur has a great prospect as rural heritage tourism, cultural tourism destination as well as pilgrimage tourism. The interest of tourism and heritage conservation is complementary and thus tourism & culture become partners in the developmental process. This paper provides some recommendations that the Government

as well as private agencies including NGOs intending to promote rural tourism infrastructure in the state of West Bengal which can ensure sustainable economic development and positive social change in this particular destination. It can be said that rich traditions of religious tourism, Kamarpukur can emerge to be a promising destination for modern tourism in India.

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