

## **MARKETING OF BIHAR TOURISM – A BUDDHIST DESTINATION TRANSFORMING TO LEISURE DESTINATION**

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*Bihar has been distinguished for its spiritual outlook since time immemorial. It is the birth place of two religions, Buddhism & Jainism, and also the birthplace of Guru Govind Singh. The state is also well known for the Muslim Shrines, Hindu Temples and association with Gandhian movements. Bihar has always recorded good number of religious tourists from China, Japan, Korea, and Thailand especially in the form of Buddhist pilgrimage. For the promotion of tourism Bihar State Tourism Development Corporation (BSTDC) was established in 1981. In the 30 years BSTDC has performed well. But in the last 10 years the tourism scenario has changed drastically, resulted in the exponential growth of tourism. State Tourism Policy 2002 and Marketing Strategy worked well to diversify the image of the state from pilgrimage to leisure destination through marketing of white-sand beach of the river Ganga, surface water activities, Dolphin watch, visiting historical sites, bird watching distinguished the state. Present study focuses on the trend of tourism development & marketing strategy of BSTDC. Analysis of tourism growth in 10 years 2001-2010 is done to show the trend and effectiveness of marketing strategy after implementation of tourism policy in 2002.*

***Keywords:*** *Buddhism, Pilgrimage, Marketing, Development, Planning*

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## **INTRODUCTION**

The success of any product or services depends on its value for consumers. Specialties and qualities of the products decide the life cycle of the product. For the same association of all the marketing mix is must in a balanced way. The American Marketing Association define marketing as the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational needs (Kotler, 2004). Tourism is discussed everywhere in terms of hospitality and services. Tourism comprises the activities of persons traveling to and staying in places outside their usual environment of not more than one consecutive year for leisure, business and other purpose (WTO). It is an important phenomenon of the modern society with definite economic, social and environmental consequences. Motivations may vary from person to person while visiting the same destination. This phenomenon, tourism, has now become one of the largest industries in terms of employment generation and contribution to GDP. Many countries are mostly dependent on the earnings of this industry. It is mainly a combination of three things, destination (locale), accommodation and transportation.



*Source: Mapsofindia.Com*

Since tourism plays a vital role in the economy. Its marketing is required for sustainable practices in the industry. Tourism marketing is a systematic and coordinated execution of business policy by tourist understandings whether private or state owned at local, regional,

national or international level to achieve the optimal satisfaction of needs of consumer groups, and in doing so to achieve an appropriate return (Krippendorf, 1987). Bihar is well known for its glorious past, its association with Buddhism, Jainism and ancient empires and travelogue by Huen Tsang and Fa-Hien. The government of Bihar has come to the consensus that tourism development in the state can change the economic condition of the flood prone poor state. So tourism has been given the status of industry in the state and now is being diversified, which were generally associated with religious tourism.

For the promotion and development of tourism in the state Bihar State Tourism Development Corporation (BSTDC) was formed in 1981. But even after 30 years of establishment it has yet to achieve the target of destination marketing. Destination marketing facilitated the achievement of tourism policy, which should be coordinated with regional development strategic plan. It should also guide the tourism impacts optimization the maximization of benefits for the region (Buhalis, 2000). In the last 5 year the scenario is improved due to better law & order and strategic plan. Now the Department of Tourism, Government of Bihar has decided to diversify the image of the state from a pilgrimage destination to a leisure and recreation destination. The purpose of this paper is to analyze the efforts and special steps taken by BSTDC to diversify the image of the state. For this both the things, traditional religious attractions and modern initiatives to attract the tourists are discussed with the tourism policy and marketing strategy of the state.

## **REVIEW OF LITERATURE**

Cox and Wray (2011) advocated tourism as a means to diversify economic condition in rural and regional areas by providing alternative sources of employment and income generation. Chin-Tsai Lin and Chuan Lee (2010) explored that the determination of marketing strategy is the critical function of management. Authors tried to develop a marketing strategy evaluation framework based on the resource-based view (RBV) of the firm to competitive advantage. It tried to identify the most important marketing-specific resources and capabilities using a multiple criteria decision making (MCDM) method. Aqaba Tourism Marketing Strategy 2010-15, developed by USAID (June 2009), emphasized to develop a visually stunning, state-of-the-art tourism website to communicate brand values and to enable the maximization of internet linkages. Area of major interest was to develop the brand image and make people aware of the destination. For the same

many activities were suggested for branding of the destination like awareness campaign, trade relations, hosting journalists for travel writ up.

Pearce et al (2008) researched the importance of the personalities who became individual icon to attract the people to the destination e.g. many places are mainly known for its association with people who were remarkable in their field. In the context of small town and countries, the association of the individual and the place may represent the only distinctive feature or marketing opportunity for tourism. Dacko (2008) elaborated the buying/ booking behavior of people. Last minute travel by individuals that do not book or purchase such services far in advance, but rather book/ purchase anywhere from 2 weeks to 3 hrs in advance of actual travel or tourism service use is regularly increasing. This shows the suitability of travel and tourism market to revenue management principles and practices based on the market characteristics.

Stokes (2008) described events tourism by citing the definition from Getz's work (1997) as the planning, development and marketing of events as tourist attractions to maximize the number of tourists participating in events as either primary or secondary attractions. A strategy is an integrated set of policies and programs intended to achieve the vision and goals of the organization or destination. At a practical level, this research offers a platform for public sector agencies and others engaged in strategy formation to reflect upon and enhance their practices. It also gives cause for public sector events agencies to deliberate about their current stakeholder orientations. With collaborative strategy models being advocated for all forms of tourism, these findings question the practicality of this expectation in all tourism settings. Consideration of alternative strategy schools in events tourism and the adoption of a mixed approach in line with different subsets of activity (event acquisition and others) may suggest different degrees and types of stakeholder engagement.

Hudson and Ritche (2008) pointed out very common happening in the industry i.e. many destinations around the world sell themselves in very similar ways; imagery centers around overused icons, such as nature, beaches, families and couples all having fun usually focusing on the ideas of escape & discovery. In an increasingly competitive global marketplace, the need for destinations to create a unique identity to differentiate themselves from competitors has become more critical than ever. Successful destination branding lies in its potential to reduce

substitutability. Stokes (2007) suggested establishing the NTO to concentrate on the business and major events sectors. There is a very high level of investment in tourism marketing and the integration of key events into the NTO's domestic and international marketing strategy is now legislated.

Husain (2007) focused on the issues related to growth of tourism in terms of accommodations, accessibility, attractions and amenities and suggests making tourism economically viable and ecologically sustainable and which can be achieved only through appropriate & effective promotional strategy. Bihar secured itself as a distinct and honorable status as an administrative unit, with an individuality on the same footing as that of the more important provinces in the country. In no other state in India are the local differences so marked as in Bihar (Chaturvedi and Bakshi, 2007). After independence Bihar has shown growth. Prasad (2007) explained the scenario of the state with socio-economic development, agricultural development and especially agricultural marketing.

As the competition between destination increases, destination branding is emerging as one of the most powerful marketing weapons available to contemporary marketers. Critical to the creation of a durable destination brand is the identification of the brand's values, the translation of those into a suitably emotionally appealing personality and the targeted and efficient delivery of that message. While this is difficult to achieve in destination marketing, it is not impossible and, having reviewed some of the key issues in brand management (Morgan, 2003). Zou and Cavusgil (2002) emphasized on the conceptualization of global marketing strategy on three perspectives. Each perspective focused on different aspects of firm's global marketing behavior on the same goal, enhancing the firms' performance in the global market. Each perspective is different but not mutually exclusive. The extent to which a perspective can be applied may be constrained by the product market environments as well as by internal organizational characteristics. And suggest that management should carefully assess the attractiveness of various key regions or markets and carry on marketing activities in areas deemed essential.

The World Tourism Organization (WTO, 1999) also proposed a model for marketing destinations in a sustainable manner. It too suggests that destinations begin with the process of inventorying their existing tourism attractions and facilities as well as identifying potential

destinations which may be considered as competitors. From this, the WTO (1999) then recommends that destinations clarify what the local community's objectives are with respect to tourism. This should be followed by an estimation of current and future demand levels compared to capacity levels, assessing the support services and public facilities needed to meet this level of desired demand, determining which target markets should be the focus for the destination, and finally—developing a promotional program that will match existing facilities to the needs of the target market and the objectives of the local community.

By going through the literature it is found that a lot of work is conducted on marketing, tourism marketing, pilgrimage tourism in Bihar, but very less work has been done on new dimensions of tourism industry in Bihar and marketing of Bihar tourism. Since tourism in Bihar is growing and Government of Bihar is planning to diversify the tourism, so focus should be the target market and for the same effective marketing strategy is required. This paper covers the new areas of tourism in Bihar and branding of Bihar as a leisure destination besides a pilgrimage destination.

## **RESEARCH METHODOLOGY**

**The Study:** The present study is exploratory in nature. The paper aims at developing a competitive tourism policy and marketing strategy for the Bihar State Tourism Development Corporation (BSTDC).

**The Sample:** The study covers the period of ten years i.e. from 2001 to 2010. Editing, classification and tabulation of the data which has been collected from the secondary sources have been done as per the requirement of the study.

**Tools for Data Collection:** The study is based on secondary data. For this purpose alongside books, study of research papers from reputed journals has been done. Brochures and documents on marketing strategy from BSTDC, data from BSTDC and Ministry of Tourism – Government of India have been gathered. Help from various websites has been taken to collect relevant information.

**Tools for Data Analysis:** Collected data has been edited, classified, tabulated, and finally analyzed by using graphs and pi-chart and trend analysis has been done.

## **OBJECTIVE OF THE STUDY**

The objective of the study is to analyze the marketing strategy of BSTDC and its suitability to establish the state as a unique destination.

## **HYPOTHESIS**

H0: Marketing strategy of BSTDC has no significant impact on the tourism growth in the state.

H1: Marketing strategy of BSTDC has significant impact on the tourism growth in the state.

## **ANALYSIS AND INTERPRETRATION**

### **Tourism Potential of the State**

Between 2001 and 2010, the inflow of foreign tourists saw a near-eight fold rise from 85,648 to 635,722 (Table-1). This represents that Bihar has enormous potential for up gradation of existing tourist products & development of new products, some of which are the latest craze in the western world today. The history of Bihar indicates a rich heritage inherited from various dynasties & great personalities. The state has an abundance of historical places, Religious Places, Archeological Sites and forts which can be suitably renovated and opened up for tourism. The archeological & historical value of this heritage still remains to be explored & recognized in the international scenario although there is an inflow of foreign tourists in the present situation. The wildlife, birds & sanctuaries hold vast potential for nature-based eco-tourism.

Spring Sites in the state has tremendous potential for health tourism due to their medicinal values. The river Ganga, all along its stretch offers potential for water based sports & riverfront activities. These features have a great potential in Bihar as they will introduce a variety of recreational facilities to tourists and will lead to water-based tourism (water-parks, riverfront development, water transport etc.). These features if properly developed will definitely attract a lot of tourists to the state. One of the features of modern tourism, which is barely available in the state, is entertainment complexes such as amusement parks, water parks, cable car rides, aquariums, casinos, sound and light shows, etc. These features are highly popular in the west as well as in India, wherever available. But, the tourism potential of the state for generating much needed income & employment remains under utilized. Though the state has high tourism

potential, owing to lack of infrastructure facilities such as, transport, communication facilities, accommodation and other tourism supported facilities, most part of it remains unexplored by the tourist.

### **Tourism Policy 2002 & Marketing Strategy of the State**

State tourism policy was introduced in 2002. Even in 9<sup>th</sup> five year plan special emphasis has been given to develop tourism by preparing a tourism master plan to improve level of facilities-services, accommodation and transportation. Importance of publicity campaign and advertisement has also been mentioned. There is a need to maintain the quality of attraction for which the place is known. Long Term and Strategic Planning Tourism development policies and plan to be prepared for relatively long-term periods (for 20 years) depending on the predictability of future events in the region. Strategic planning typically is to be oriented to rapidly changing future situations and how to cope with changes organizationally. It will be more action oriented and concerned with handling unexpected events.

The marketing strategy should include the need to portray a favorable but realistic image of the State. Image building is especially important because of the publicities that have taken place about the natural calamities as well as ethnic development. Develop the perception of Bihar in the major source market areas of India and abroad as a destination offering quality attraction, facilities and experiences. Design and execute marketing activities which build on Bihar-distinctive features and advantages. Expand penetration in the Asian markets, particularly Japan, South Korea, Bangladesh and Sri Lanka and European markets, viz. U.K., Germany, U.S.A., and Australia etc. To publicize tourism print and electronic media to be used like, newspaper holiday supplements and editorial coverage, audiovisual material - slide, film and video shows for use in travel seminars, world TVs, etc. The respective roles of the government and private sector should be clearly defined, with their promotional activities closely coordinated.

To strengthen the tourism and attract large number of tourist, Product Diversification/Improvement is needed. Religious tourism & Wild Life Sanctuary are the mainstream activities in Bihar. The natural resources in the state of like springs, rivers scenic beauty and wild life reserves has not received enough attention and did not grow to its fullest



potential. To strengthen the tourism in the State, the Consultants have suggested a policy for the State to develop a sustainable tourism.

- Diversification of tourism product/improvement.
- The inter-State tourism circuit is required to prevent the diversion of tourist flow.
- Establish Tourist Information Center at all District Headquarters of the state.
- An urgent need felt for requirement of overall improvement of infrastructure facilities and also providing better quality facilities in places of tourist attractions.

### **Tourist Places in Bihar**

Bihar is famous for religious tourism and cultural heritage sites. Historical importance of Bihar has been established again with the discovery of ‘biggest ever Buddhist stupa’ at Kesariya by the Archeological Survey of India (ASI). The most important sites are Bodhgaya, Rajgir, Nalanda, Vaishali, Valmikinagar, Maner sharif, Motihari etc. On the basis of the association of the attraction with various sects, these can be broadly classified as Religious Tourism and Cultural Heritage Sites in Bihar as mentioned in Table-4 and Table -5.

### **Recent Development of Tourism in Bihar**

**Cruise Tourism:** BSTDC signed a Memorandum of Understanding (MoU) with UK-based Pandaw Cruise India Pvt. Limited in Patna, in order to promote River Cruise Tourism in Bihar. The cruise will have 30 double bed (A/C) rooms, open deck, dining hall, bar, restaurant, massage centre, big hall and emergency medical facilities. The cruise have six-day stoppages in Bihar which will include Kahalgaon, Munger, Barh, Patna and Buxar. In the first stoppage at Kahalgaon, visitors will be taken for sight seeing of ancient Vikramshila by luxury vehicle. Visitors can also enjoy the betel leaf (Paan) plantation and toddy palm tapping at Oriup near Vikramshila. on the second day they will cruise to Munger through Dolphin sanctuary which is 60 km stretch from Kahalgaon to Sultanganj.

The third day will be spent at the famous Yoga school in Munger. Special rickshaws will be available near river ghat which will take them to the Munger Yoga



school. While on the fourth day visitors will be taken to the ancient Nalanda Mahavihara and Rajgir by luxury vehicle from Barh River ghat. After lunch at Rajgir, tourists will be taken to Bodh Gaya by bus. They will return to Patna the same evening. On the fifth day, all the tourists will be taken for local sightseeing in Patna by bus. The sixth last day, they will cruise to Buxar and get an opportunity to watch birds in the neighbouring areas. During the seven-day cruising in Bihar, several items like Madhubani paintings, Sikki, Bhagalpur silk and other handicrafts will be put on display for sale.

**Ganga River Island:** It has been developed on the golden sands of river Ganga near Patna. There recreation, sports and entertainment activities are provided. A person can reach to the place by enjoying in floating restaurant. There people can enjoy Camel Safari, Beach Volley Ball, meditation and ayurvedic treatment etc. besides these there are 5 huts are constructed to stay in the night and a gol-ghar restaurant to serve delicious food.



**Golf Course at Bodhgaya:** Bodhgaya, located around 125km south of Patna, is home to the seventh-century Mahabodhi temple. The temple, built during the reign of the Guptas, is visited by tourists from across the globe as the sacred Bodhi tree, under which Gautama Buddha attained enlightenment, is situated here. The government now wants the foreign visitors to get some entertainment also during their stay in Bodhgaya and for this, they have zeroed in on a golf course, a popular game in east and southeastern Asia countries from where the majority of foreign tourists come to visit the shrine. The Bihar tourism department has finalised a plan to set up an 18-hole golf course in Bodhgaya, which draws an estimated 1 lakh foreign tourists every year (The Telegraph Dec 5, 2010).

**Ghoda Katora Lake of Nalanda:** This is towards the development of ecotourism and providing opportunities for tourists to indulge in the activities. In the midst of five hills Goda Katora is a pollution free tourist spot. This place is also well known for its historical importance & natural beauty. Here approx 150 kind of trees and medicinal plants are found. This is the place of many

kind of migratory bird. Recently boating in the lake has been started with the facility of mountain biking and horse riding.

### **New Projects to Diversify the Tourist Inflow**

Apart from the pilgrimage/ religious tourism, emphasis on other tourism places for promotion of more tourism activities like, arts & crafts, urban haat, fair & festivals, waterfront development, health tourism etc. is given

### **Arts & Crafts and Rural Tourism**

Mithila paintings are famous the world over for their intricate designs and motifs. The folk paintings of the women of Mithila are the exclusive monopoly of the women artists. Darbhanga (Darbhanga distt.) & Madhubani (Madhubani distt ) have identified for for rural tourism.

### **Urban Haat at Madhubani and Bhagalpur**

Like Dilli Hatt,same kind of Haat can be proposed at Madhubani and Bhagalpur.Silk is very famous at Bhagalpur & Mithila paintings at Madhubani are famous the world over for their intricate designs & motifs. There will be provision of Stalls showing various arts, crafts and textile, Products of the state lined traditional art & Culture.

### **Fairs & Festivals**

The cattle fair at Sonepur is very popular. Chhau is the most vibrant and popular dance form of Bihar performed by the men only. This traditional dance form can be promoted as a cultural element of rural tourism.

### **Cultural Centres**

Amba Chowk (Muzaffarpur distt), Deo(Aurangabad) etc centers have a great deal of potential for spreading cultural awareness among people and promoting tourism through culture.

### **Health Tourism**

The hot springs containing sulphur cures physical ailments and promotes good health. These places have potentiality for development of therapeutic tourism, by using mineral water & other elements of curative quality. Two hot spring sites i.e, Sitakund and Makhdumkund have identified for establishment of health resort.

### **Waterfront Tourism**

The river 'Ganges' offers potential for development of water based sports & activities along its stretch. Riverfront development has to be undertaken at the identified places like Patna, Bhagalpur to promote tourism.

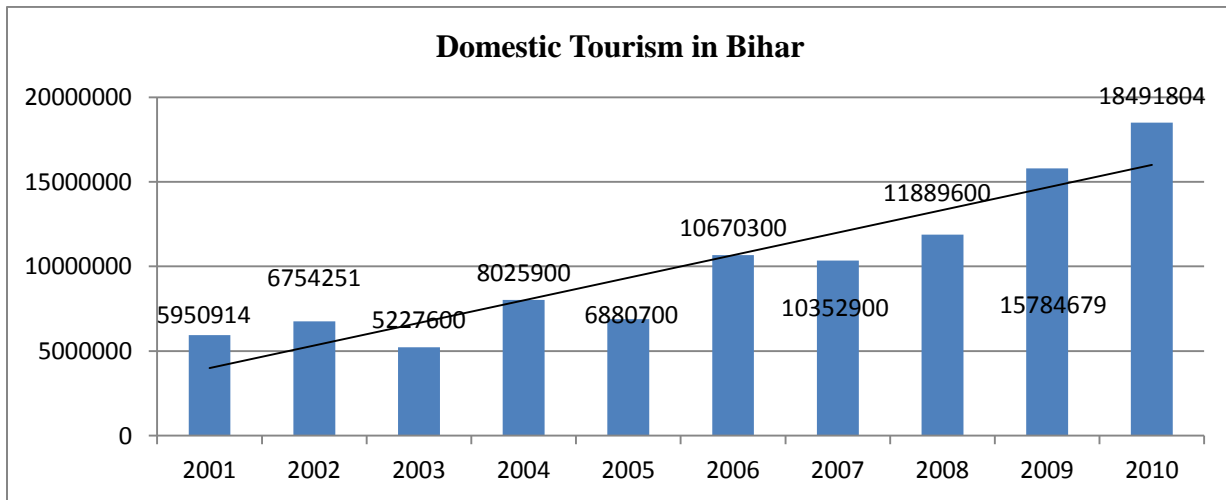
### **Shopping Tourism**

Bhagalpur and Purnia are known for world famous silk. Silk shopping can be promoted at markets in major tourist centers in Bihar. Bhagalpur has potential to be developed exclusively as a silk market.

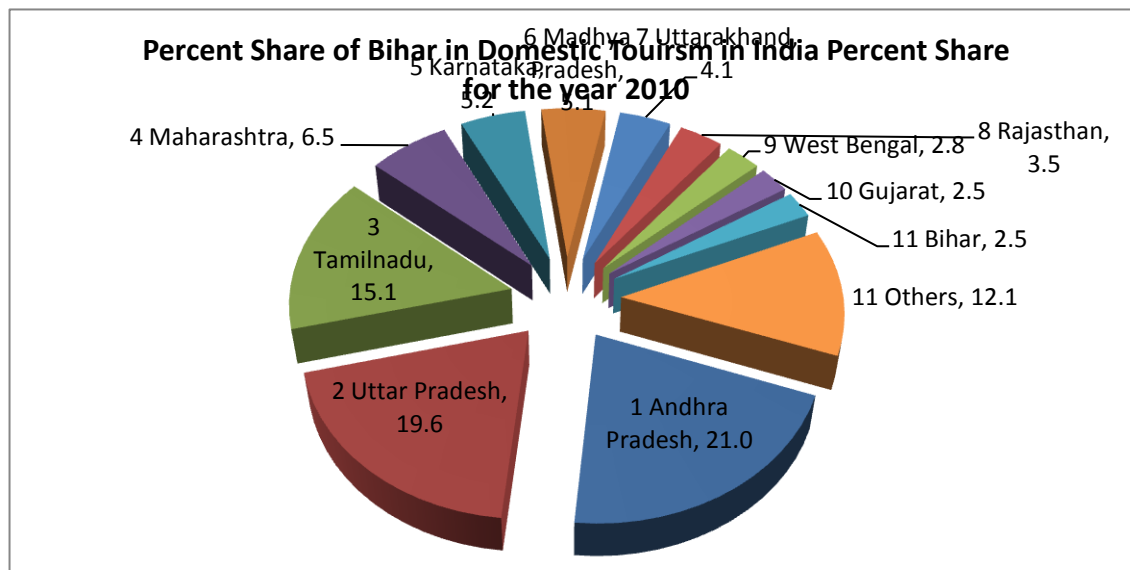
### **Trend of Tourist Inflow**

In the existing trend both Domestic and Foreign tourists is expected to grow regularly due to amendment in the tourism policy, marketing strategy and branding. As per Tourist Statistics, between 2001 and 2010, the overall growth of domestic tourism in Bihar shows an increasing trend, approximately 210percent growth. Domestic tourism in the state has increased from 5950,914 in 2001 to 18491,804 in 2010 (Figure-1). Bihar as the 11<sup>th</sup> most visited destination by domestic tourists in India with 2.5percent share among the Indian states/ UTs. It has more domestic tourist than some of well known destinations like Himachal Pradesh, Goa, Delhi, Jammu & Kashmir. Tourism in Bihar is not evenly scattered in all over the state. It has concentration in some of the destinations like Bodhgaya, Gaya, Nalanda, Rajgir, Patna, Vaishali and few in Muzaffarpur, Bhagalpur, Munger and other district. Major attraction remained the Bodhi Temple of Bodhgaya, Ropeway of Rajgir and attractions of Patna.

**Figure- 1: Trend of Domestic Tourism in Bihar Based on Data Set**

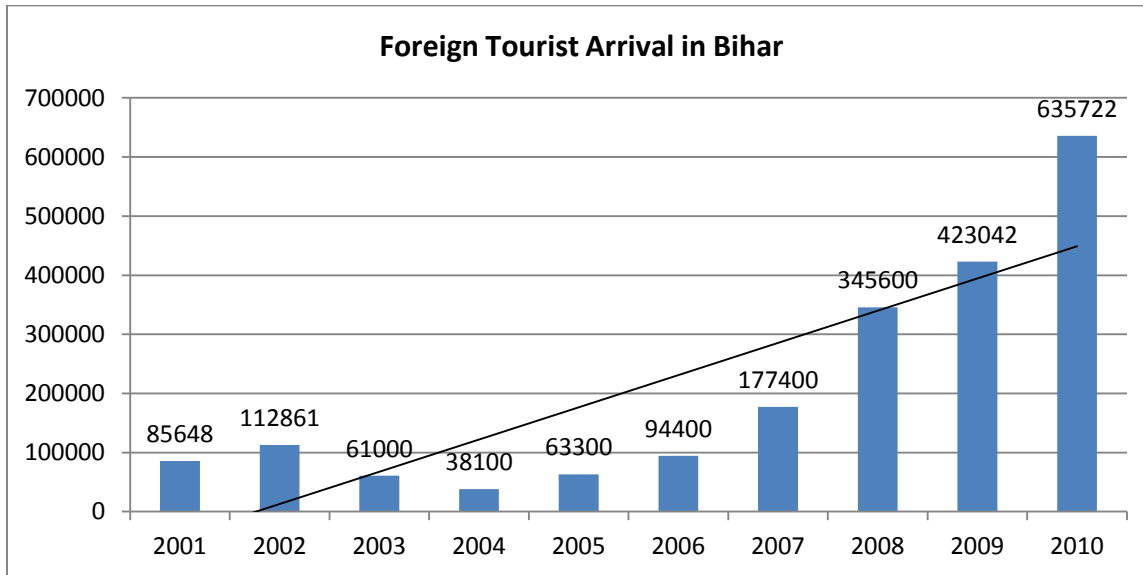


**Graph- 1: Percent Share of Bihar in Domestic Tourism Based on Data Set**

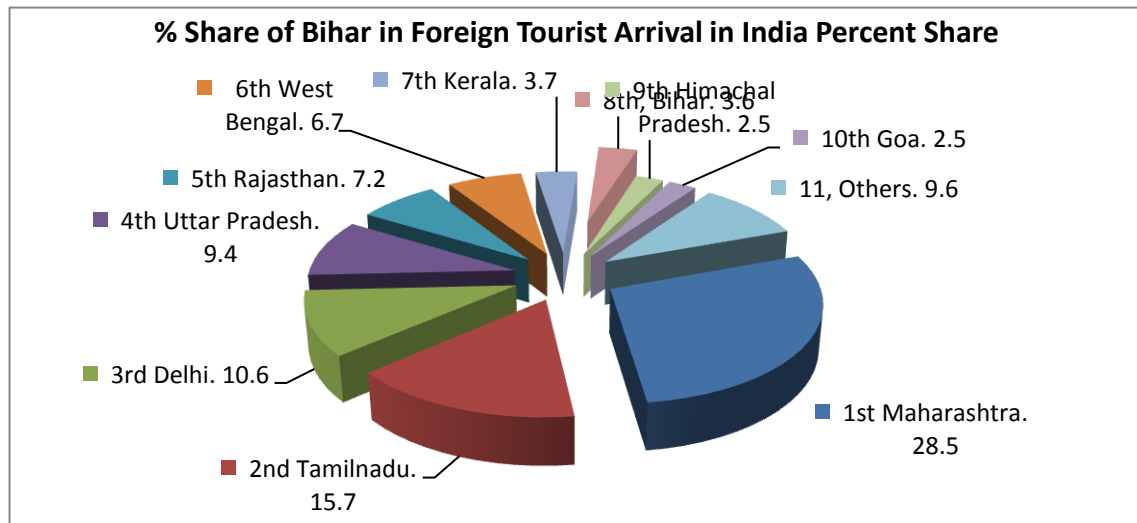


Between 2001 and 2010, there is a consistent growth in foreign tourist arrival in Bihar and shown exponential growth after 2004. FTA has increased from 85,648 in 2001 to 635,772 in 2010. This shows approximately 8 fold increase in the foreign tourist arrival in the last 10 year. The most important part is that most of the foreign tourists are Buddhists who visit Bodhgaya, Nalanda, Rajgir and Vaishali especially for religious purposes. Bihar was on 9<sup>th</sup> position among Indian states & UTs in 2009 and was in news for getting more number of foreign tourists than well known destination. In 2010 Bihar became the 8<sup>th</sup> most popular state of India among the foreign tourists with 3.6percent share.

**Figure- 2: Foreign Tourism in Bihar Based on Data Set**



**Graph- 2: Percent Share of Bihar in Foreign Tourism Based on Data Set for the year 2010**



The above analysis shows the positive results for the growth of tourism. Tourism Policy of Bihar was formed in 2002 and revised in 2008. Use of marketing strategies and branding of the state has been seen in the last 10 year. Three years in the beginning shows slow down after ward there were regular increase in the tourist arrivals. This regular and exponential growth in the tourism shows that the marketing strategies of Bihar State Tourism Development Corporation are quite effective and shown significant impact on the tourism growth.

## **\RESULTS**

Bihar has good potential for the development of tourism in the state. In the flood prone and minimum opportunities for other industries, tourism could be the best way for economic growth and employment generation in the state. There is a need to minimize the hurdles and threats by developing good governance. Many destinations in the state are still unexplored and reason behind is infrastructure problem. Lack of adequate infrastructure deprives them from fulfilling their desire of leisure and rest. This has adversely affected the perception of the state as a tourist destination. It is expected that if the infrastructure is improved and the introduction of more activities at the site and to the excursion point can increase the duration of stay and lure more tourists. For many places of interest accessibility is a huge problem where as for others condition of roads needs to be vastly improved.

## **CONCLUSION**

Furthermore, concrete steps need to be taken to publicize the various tourist destinations, as in most cases, the tourist's primary reason for visit was not tourism, but either business, or visiting their relatives. For the same focus marketing activity on creating awareness amongst the international and domestic travel trade, encouraging better access and enabling the local travel trade to form linkages with international partners. Drive the brand image through a regular program of news-worthy press releases, promoting high profile events related to key product clusters and through hosting journalists and travel writers. Cooperate closely with tourism board and its overseas public relations advisors. Appoint an advertising agency to devise a series of superb branded advertisements for each product cluster and for a domestic holiday campaign. The advertisements will form part of the brand portfolio and, once created will be used consistently for a three year period at least. The print runs should be determined on the basis of a literature distribution plan. The print pieces should be made available on the Internet in downloadable format. The range of languages in which literature is produced should be expanded as soon as possible.

To develop tourist complexes and amusement parks public private partnership is required. Since people from Bihar are spread out all over the world so investment opportunities can be given to "*Apravasi Biharis*". By seeing the return from the tourism sector most of the big corporate

houses has entered in this business but to motivate them it is necessary to guarantee them about the safety from naxalite and illegal elements of the society. There is a need to identify the target and domestic tourism in the state to be appraised to avoid the monotony in the tourism. Future work can be done on this paper by comparing the Tourism Policy and Marketing Strategy of Bihar with Andhra Pradesh (1<sup>st</sup> rank in domestic tourism), Maharashtra (1<sup>st</sup> rank in FTA), Kerala and Rajasthan to analyze the competencies. And furthermore primary data collection on the satisfaction level of tourist should be done in to see the difference on the paper and in the practical things.

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Annexure

**Table 1 - Tourist Arrival in Bihar from 2001 to 2010**

Year	Foreign Tourist Arrival			Domestic Tourist Arrival		
	Number	Growth/Change	percent change	Number	Growth/Change	percent change
2001	85648			5950914		
2002	112861	27213	31.77	6754251	803337	13.50percent
2003	61000	-51861	-45.95	5227600	-1526651	22.60percent
2004	38100	-22900	-37.54	8025900	2798300	53.53percent
2005	63300	25200	66.14	6880700	-1145200	14.27percent
2006	94400	31100	49.13	10670300	3789600	55.08percent
2007	177400	83000	87.92	10352900	-317400	-2.97percent
2008	345600	168200	94.81	11889600	1536700	14.84percent
2009	423042	77442	22.41	15784679	3895079	32.76percent
2010	635722	212680	50.27	18491804	2707125	17.15percent

Source: Bihar State Tourism Development Corporation

**Table 2 – Top 10 States in Foreign Tourist Arrival in 2010**

Rank	State	Tourist in 2010	Percent Share
1	Maharashtra	5083126	28.5
2	Tamilnadu	2804687	15.7
3	Delhi	1893650	10.6
4	Uttar Pradesh	1675123	9.4
5	Rajasthan	1278523	7.2
6	West Bengal	1192187	6.7
7	Kerala	659265	3.7
<b>8</b>	<b>Bihar</b>	<b>635722</b>	<b>3.6</b>
9	Himachal Pradesh	453616	2.5
10	Goa	441053	2.5

**Table 3- Top 10 States in Domestic Tourist Arrival in 2010**

Rank	State	Tourist in 2010	Percent Share
1	Andhra Pradesh	155789584	21.0
2	Uttar Pradesh	144754977	19.6
3	Tamilnadu	111637104	15.1
4	Maharashtra	48465492	6.5
5	Karnataka	38262077	5.2

6	Madhya Pradesh	38079595	5.1
7	Uttarakhand	30206030	4.1
8	Rajasthan	25543877	3.5
9	West Bengal	21072324	2.8
10	Gujarat	18861296	2.5
<b>11</b>	<b>Bihar</b>	<b>18491804</b>	<b>2.5</b>

*Source, 2010 Report, Ministry of Tourism, Government of India*

**Table -4: Religious Tourism and Cultural Heritage Sites in Bihar**

<b>Buddhist Circuit</b>	<b>Tirthankar Circuit</b>	<b>Ramayana Circuit</b>	<b>Islamic/ Sufi Circuit</b>	<b>Gandhi Circuit</b>	<b>Nature &amp; Wildlife Circuit</b>
Bodhgaya	Vaishali	Valmikinagar	Maner Sharif	Motihari	Rajgir Sanctuary
Rajgir	Patna	Pretshila Hill	Fulwari Sharif	Betia	Bhimbandh Sanctuary
Nalanda	Rajgir	Ahilya	Tomb of Chandan	Bhitharwa	Vikramsila Sanctuary
Patna	Pawapuri	Asthan	Shahid	Brindaban	Udaipur Sanctuary
Vaishali	Mandar Hill	Sitamarhi	Dargah Sharif	Sadaquat	Kaimur Sanctuary
Lauriya		Kako	Bihar sharif	Ashram	Gautam Buddha Sanctuary
Nandangarh	Bisram	Sitakund	Tomb of Hasan		Nakti Dam Sanctuary
Lauriya			Khan Sur		
Areraj	Masadh	Tar	Hazrat Jandaha		
Kesariya	Champanagar	Singheshwar	Hasanpura		
Vikramsila	Nalanda	Chankigarh	Hajipur – Serukahi		
	Nathnagar	Buxar	Goraul Sharif		
			Kanti		
			Masurhi		Gogabill Sanctuary
			Tomb of Pir Shah		Valmiki National Park & Sanctuary
			Nufa Saran Khas		Kanwar Jheel Sanctuary
			Pir Pahar		
			Lakri Dargah		

*Source: Researchers Compilation from various travel literatures*

**Table -5: Cultural Attractions of Bihar**

<b>Cultural Attractions of Bihar</b>				
<b>Name</b>		<b>Specialty</b>	<b>Theme</b>	<b>Performed by</b>
<b>Art &amp; Crafts</b>	<b>Mithila Paintings</b>	The Juice of Locally Available Flowers	Mythological Characters	Done By Women of Mithila
	<b>Chhath Puja</b>	New paddy, sweets and fruits are offered in worship	Associated with the worship of Sun God	Mostly women of Bihar
<b>Fair &amp; Festivals</b>	<b>Pind-daan</b>	In group last rituals are done	For the divine	Gayawals in Gaya
	<b>Marriage Mart</b>	Mithila Brahmins settle a record number of marriages	To find bride & grooms	The people of Mithila in the village of Saurath
	<b>Rajgir Dance Festival</b>	Grand festival of dance and music	Festival of classical and folk dances	World class renowned artists
	<b>Chhau Dance - The Martial Dance</b>	Masks	Based on Nature & Mythology	Men only
<b>Dance</b>	<b>Jat-Jatin</b>	Masks	Based on the life of Jat-Jatin	Performed by the Harijans

*Source: Researchers Compilation from various travel literatures*