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Theoretical and Practical Research in Economic Fields



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The Study on Socio-Economic Impacts of Tourism in the Golden Triangle of Odisha

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Abstract: The Puri-Konark-Bhubaneswar "Golden Triangle" is not only Odisha's main draw but also has enormous potential as a tourist destination. Odisha, on India's eastern coast, is an auspicious Indian state with numerous opportunities and a wealth of sights to see. The state has many natural and cultural resources, such as its beaches, arts and crafts, temples and monuments, lakes, forests, and wildlife. Millions of worshippers from all over the world visit the temple of Lord Jagannath in Puri because it is considered one of the holiest of holy dhams in India, alongside the Sun Temple at Konark, the sole World Heritage Monument in all of India. Bhubaneswar, the state capital, is home to a wide variety of well-known tourist attractions, such as the Lingaraj temple, the Rajarani temple "widely regarded as the crowning achievement of Kalingan architecture", the Jain caves at Khandagiri and Udaygiri, the white tiger breeding grounds at Nandankanan, the site of the Kalingan war at Dhauligiri, and many others besides. Odisha has a lot of potential as a tourist destination, and there are many exciting things to see and do there, but the state has not seen a significant uptick in visitor numbers to match its product. This study mostly focused on a popular travel destination for the "Golden Triangle". Many people travel to Puri each year to pay their respects to Lord Jagannath because it is considered to be one of the four Dhams. The group travels to Puri, the Sun Temple at Konark, and the Shiva Temple in Bhubaneswar. Since so many people flock to Odisha, the area around Bhubaneswar, Puri, and Konark has become known as the "Golden Triangle".

Keywords: tourism; Golden Triangle; socio-economic impact; sustainability.

JEL Classification: Q01; Z32; F43; R11.

Introduction

Tourism is seen as a means of socio-economic growth in countries like India. The tourism industry is vital to the economic development and growth of many nations. Despite the worldwide economic downturn, tourism has remained among the world's most successful. Tourism's positive effects on a community extend beyond the immediate benefits it provides to the economy and the lives of its residents, however, as greater mutual understanding and harmony among the populace is one final result, peace and brotherhood are also fostered by tourism's ripple effect. India is a huge country with a rich history and a wide variety of traditions. They were one of the world's greatest civilizations. Today, India is recognised as a world heritage site alongside other major cultural destinations. Travellers to India will encounter a wide variety of monuments, buildings, religious sites, animals, plants, musical performances, and handicrafts. Odisha has a history and culture that are unparalleled. Economic and cultural growth in tourist destinations is increasingly being entrusted to festivals.

To travel to a new place to immerse oneself in a new culture, one must first define cultural tourism as a specific type of travel. Travelling away from home allows cultural tourists to immerse themselves in the traditions of their destinations. The real reason for going is to check out the historical sites and museums. Festivals and

fairs are integral to society. It helps people calm down and enjoy themselves more. All through the year, people in India celebrate a wide variety of holidays. Cultural events in Odisha are very well-known among visitors. Celebrations and traditional practices are what make Odisha famous. Odisha's many cultural celebrations serve to boost the state's tourist industry.

Odisha is unlike any other state as a tourist destination. Odisha's Golden Triangle, which includes Puri, Konark Temple, and Bhubaneswar, should not be missed on any trip to the state. To complement its status as one of the four holiest sites in Hinduism, Puri also features a long stretch of beach. Puri is the perfect place to go if you are on a spiritual quest or just looking for a relaxing beach vacation away from the hustle and bustle of the city. Visit Puri during the annual Rathayatra of Shree Jagannath if you want to take part in one of India's most spectacular celebrations. The opportunity to travel 10 kilometres outside of Puri to visit Raghurajpur. Odia artisans who practise Pattachitra, Ganjapa, and palm-leaf painting call this place home. Notable Odissi dancer and teacher Guru Kelucharan Mohapatra was born there as well. From Puri, you can reach Konark, a UNESCO World Heritage Site, in about an hour by taking the Marine Drive. This Sun Temple, also called Black Pagoda, dates back to the 13th century, and its ruins still have the power to enchant visitors. This enormous building takes the shape of a chariot and is equipped with 12 enormous wheels on both sides and 7 labouring horses at the front. The statues of war stallions and angry elephants, along with the intricately carved walls, fill visitors with awe. The beaches of Balighai, Ramchandi, and Chandrabhaga are a bonus. Adventure sports fans will adore the water sports complex located close to Ramchandi beach.

The capital city, Bhubaneswar, captures the essence of Odisha. It has a long and storied history, but it is also quickly becoming India's leading centre for information technology. The Lingaraj Temple complex was constructed in the 11th century and is a stunning example of classical Odia architecture. It's known as a "Temple City" due to the abundance of historic temples located there. Parshurameswara, built in the 7th century, Mukteswara, constructed in the 10th century, Rajarani, constructed in the 11th century, and Brahmeswar are all well-known temples in Bhubaneswar. The Nandankanan Zoological Park and the rock-cut caves of Udaygiri and Khandagiri, both of which date back to the second century, are two attractions that visitors to Bhubaneswar should not miss.

1. Literature Review

Festivalgoers are a boon to the economy. Among the many ways in which community festivals contribute to the local economy is by serving as a venue for local artists to sell their wares (Jauhari & Munjal 2015). Festivals are important to a nation's economy, which is why Nagy and Nagy (2013) advocated for a year-round festival calendar to equalise demand and revenue. Increases in tax revenue and employment opportunities, new businesses moving into the area, soaring hotel occupancy rates, and positive press coverage are just some of the economic benefits of festival tourism, as noted by Nurse (2001).

The community and culture are enriched by festivals (Molina-Go'mez *et al.* 2021). They provide opportunities for the communities that host tourists to demonstrate their culture, history, religion, art, cuisine, and identity (Walker 2019). They are wonderful for strengthening community ties and fostering a deeper social economy (Richards & King 2022). They help keep traditions and values alive and help people feel more connected to their past (Jauhari & Munjal 2015). Community pride can be boosted through participation in festivals that honour local history and traditions (Ferdinand & Williams 2013, Zargar & Farmanesh 2021). Regional economic growth is aided by events and festivals, too (Getz, 1993, Gursoy *et al.* 2004). Festivals are increasingly being used as a source of both employment and revenue, capitalising on the attention and interest they attract from tourists (Shipman & Vogel 2022). The economic planning and tourism development trajectories of many regions, communities, and countries have begun to include festivals in recent years (Davies *et al.* 2010, Getz & Page 2016, Tichaawa 2016). Because of the international scope of the festival, Durgamohan (2015) found that the economic benefits for artists were not limited to the local context. This network of artists has opened doors for regional performers to appear at international festivals. According to Gaur and Chapnerkar (2015), festival tourism contributes to rampant consumerism, but they also point out that there are two poles to this phenomenon: on the one hand, people's strong religious convictions drive them to spend lavishly on religious festivals, which boosts the economy and causes price inflation in advance of the holidays.

The honest truth about Farm/agricultural tourism, cultural tourism, nature tourism, adventure tourism, and ecotourism are all examples of rural tourism. Tourism showcasing rural life, art, culture, and heritage in rural locations, which benefits the local community economically and socially, and allows tourists to interact with the locals for a more enriching tourism experience, can be categorised as rural tourism. Recently have festivals and events become practical means of improving community livelihoods and decreasing poverty (Wu & Pearce,

2013). Festival and event tourism is becoming increasingly popular around the world, particularly in emerging economies that are looking to diversify their economies, as reported by Steinbrink *et al.* (2011) & Thao & Dong (2023). Festivals can help stimulate the growth of other SMMEs, which play a significant role in creating jobs because of their size.

Direct economic gains, such as job creation and income generation, are favoured (Dwyer *et al.* 2005, Sharpley 2002) however; the benefits of festivals are many and varied, providing a holistic platform from which to approach the challenge of community livelihoods. Subsidiary industries such as agriculture, fishing, forestry, handicrafts, and food processing often receive an indirect boost from festivals beyond the direct benefits to those industries (Muresan *et al.* 2016). Cultural and community celebration events are vitally important to the residents of the state (Gaur & Chapnerkar 2015). Religious celebrations in Hinduism are not comparable. Different states, cities, and temples all have their unique customs and stories. When compared to festivals held in other parts of India (Yadukrishna 2020). Utilizing factor analysis and the Social Impact Perception (SIP) Scale, Small (2007) categorised social costs as follows: inconvenience, behavioural consequences, and personal frustration.

3. Methodological Frameworks of the Study

The research will focus on the positive and negative effects of growing tourism in the Golden Triangle region, so a project profile and an analysis of these effects are part of the research's mandate. This research suggests several steps that can be taken to improve the tourism industry in Bhubaneswar, Puri, and Konark Circuit. The study also considers the monetary and cultural concerns that have arisen as a result of the tourism development initiatives in the area under investigation. The primary goals of the research are to improve the positive impacts of tourism and to minimise the negative impacts of tourism in the Golden Triangle, as well as to assess the current state of tourism infrastructure and facilities in the study area. As a result, the local community in the Golden Triangle will receive social benefits, protect cultural traditions, and enjoy economic benefits from tourism.

The study's goals were to describe the demographics of the respondents in terms of age, gender, civil status, religion, income, and level of education to evaluate the perceived socio-cultural and economic effects of festivals in the province of "Golden Triangle" to determine whether or not there is a statistically significant difference in these perceptions when respondents were sorted into groups based on these variables and to suggest a strategy for bolstering and promoting the province's cultural tourism industry.

3.1 Objectives

- ✓ To study Odisha's potential as a tourist destination is being investigated.
- ✓ To identify the purpose of the analysis is to learn how tourism affects the economy and society.
- ✓ To explore how crucial Puri, Konark, and Bhubaneswar are as tourist destinations and to burgeoning tourism industries that have altered the local economies and communities.
- ✓ To demonstrate the purpose of examining the efforts made by the Odisha State Government and the Department of Tourism to promote the state's "Golden Triangle".

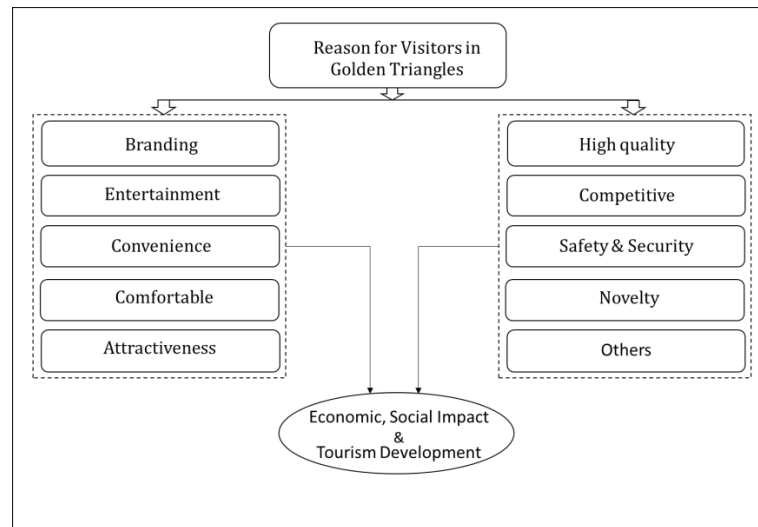
3.2 Hypotheses

H₀: There is no significant various economic and social impact due to the tourism development of the "Golden Triangle" of Odisha.

H_a: There is a significant various economic and social impact due to the tourism development of the "Golden Triangle" of Odisha.

All the information used in the proposed study has come from both primary and secondary resources. A questionnaire was used to collect the bulk of the primary data. We have collected our sample size of 1280 visitors including international and domestic visitors to the Golden Triangle and 812 residents of Puri, Konark, and Bhubaneswar so that our findings would be more easily understood by the public. All category's sample sizes were randomly determined. When surveying multiple types of respondents, we used a stratified random sampling strategy. Data collection from the communities was conducted using an observational approach as well.

Figure 1. Conceptual Framework of the Study



Taking the aims of the research into account, two sets of questionnaires were developed to collect primary data from vacationers and residents. The first round of questionnaires was created to collect data from both local and international visitors. A pilot study allowed the researcher to gauge the reliability. The questionnaires were revised based on the results of the pilot study, and they were distributed manually to ensure accurate data collection.

4. Growth of Tourism Industry

The government of Odisha has prepared a tourism development plan, focusing on a handful of strategically important areas with the highest intrinsic potential and significance. Bhubaneswar, Puri, and Konark form a triangle known as the Golden Triangle of Odisha, and they are just three of the many tourist circuits in the state that have been identified as having significant potential for growth. The Bhubaneswar-Puri-Konark route showcases the state's natural beauty and cultural heritage. Two of the most well-known are the Sun Temple in Konark and the Jagannath Temple in Puri. In addition, Puri and Konark's neighbouring regions are home to numerous tourist hotspots, such as historical monuments, beautiful beaches, and quaint villages known for their artisanal wares. However, there is a pressing need to investigate and resolve the many problems that threaten the success of the circuit's tourism industry. This will allow the circuit's tourism goals to be met and its tourism potential to be fully realised. The tourism potential should be expanded through concerted planning and action. Therefore, it is crucial to formulate a strategy that will incorporate the efforts of all relevant organisations.

The Jagannath temple and the city's beaches are Puri's most popular tourist destinations. This temple, as one of India's most sacred sites, draws visitors from all walks of life and economic strata. Very few non-Hindus are interested in visiting this temple because they cannot enter the temple premises. Thus, more pilgrims than tourists visit this temple. However, the Konark Sun Temple is both a Dead Temple (where no worship takes place) and a marvel of architecture. As a result, it draws in people who have a keen interest in culture. Having the status of a UNESCO World Heritage Site means that it is visited by many people from other countries. Scholars conducting studies in the fields of architecture, history, and culture also frequent the site. With its position as both the state capital and the state's primary entry point, Bhubaneswar is visited by many people from all over the world.

5. Golden Triangle

Bhubaneswar, Puri, and Konarka, the three major cities in Odisha, together make up a tourist hotspot known as the Golden Triangle. It is the most visited area in the state and is home to many significant temples and monuments. The distance from Bhubaneswar to Puri is 69 Km, and from Puri to Konarak is 36 Km. Bhubaneswar is the capital city of Odisha, and it is the third pole of the "Golden Triangle" which also includes the ancient cities of Puri and Konark. Many famous landmarks can be found in these areas. At the very least, we should see the Konark Sun Temple, Chandrabhaga Beach, Puri Jagannath Temple, Puri Sea beach, Lingaraj Temple, Mukteswar Temple, Dhauligiri, Udayagiri, Khandagiri, and RajaRani Temple in Bhubaneswar. Coconut water is available on the road, and the food, includes Abhada, Khaja, and Dalma at Puri. the dal to Fish fry,

Shrimp fry, and other seafood near the sea beach, are delicious. Odisha is a state in India with a rich history and many fascinating attractions.

The Department of Tourism works to promote and position Odisha as one of the preferred destinations among domestic and international tourist markets to increase the number of tourists who visit the state and the average length of their stay. The Tourism Department has adopted a multi-pronged strategy to aggressively promote tourism in source markets to accomplish the aforementioned goals.

Figure 2. State of Odisha

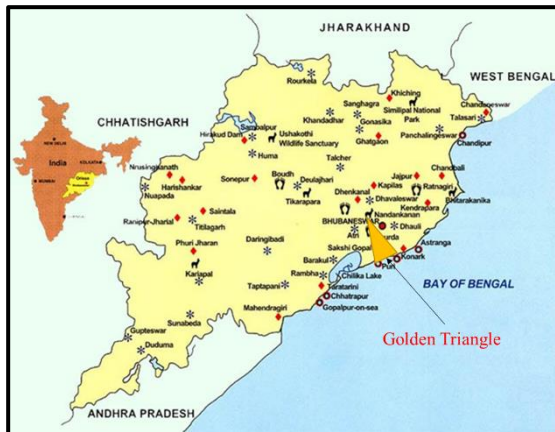
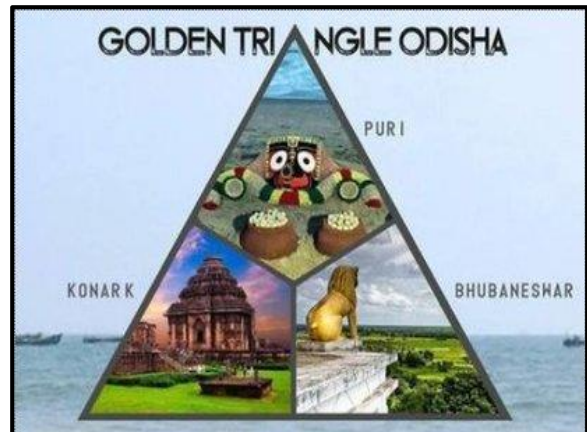


Figure 3. Golden Triangle of Odisha



On September 2021, the Department of Tourism and FICCI held a virtual celebration of World Tourism Day. This year's World Tourism Day focused on the role of tourism in fostering inclusive economic growth. As a result of Cyclone Jawad's impact on the coasts of Odisha, the annual mega-cultural extravaganza known as the "Konark Festival" set against the magnificent Sun Temple at Konark had to be shortened to just two days. This programme featured internationally renowned classical dance artists. Timed to coincide with the world-famous Konark Festival, the International Sand Art Festival takes place on the beach of Chandrabhaga (3 km from Konark). The festival's theme-based sand art is intended to draw visitors from all over the world.

The Rajarani Music Festival took place in Bhubaneswar's Rajarani Temple complex and was hosted by Odisha Tourism and the Odisha SangeetNatakAkademi. However, the Rajarani Music Festival was called off because of the heavy downpour. From March 2022, the foothills of Dhauli played host to the Dhauli-Kalinga Mahotsav, an event co-organized by the Department of Tourism, Government of Odisha and the Orissa Dance Academy. The festival's organisers say their goal is to "preserve, promote, and popularize" heritage on a global scale. Near Bhubaneswar, on the banks of the River Daya, the historically significant Dhauli hills host an annual festival.

The Department of Tourism, together with the Vrindaban Gurukul Trust in Bhubaneswar (which was established by Padma Bhushan Hariprasad Chaurasia), hosted the premier Indian classical music concert, Vrindaban Mahotsav-2022, at Utkal Mandap on March 2022. The event was held for the third time this year. Every year, Mahotsav is held on the evening before Holi, the festival of colours. DD Bharati and Odisha Tourism's social media channels broadcasted the concert live.

5.1 Tourists Visited Odisha

The Government of Odisha has established a Local Tourism Promotion Council (LTPC) in each destination to facilitate local involvement in destination planning, management, and maintenance.

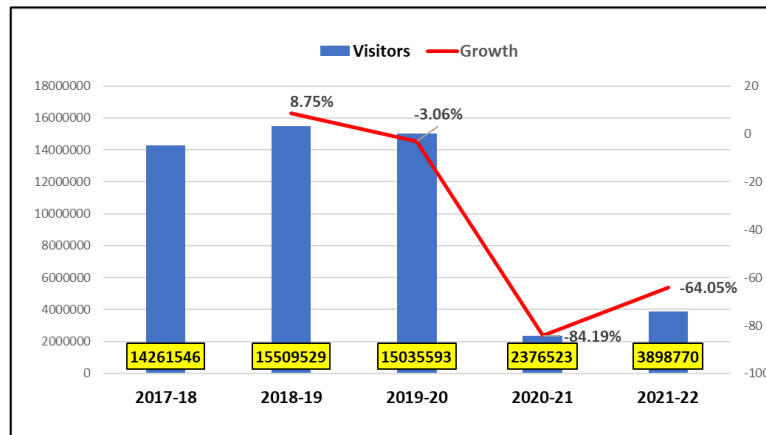
Table 1. Domestic Tourists visited Golden Triangle

| Year | Tourist | Growth |
|-----------------|----------|--------|
| 2017-18 | 14261546 | |
| 2018-19 | 15509529 | 8.75 |
| 2019-20 | 15035593 | -3.06 |
| 2020-21 | 2376523 | -84.19 |
| 2021-22 (March) | 3898770 | -64.05 |

Dhaulti, Khandagiri and Udayagiri, Chilika (Barkul), and Konark are just some of the popular tourist destinations where LTPCs are formed. Domestic and Foreign tourists have visited Odisha as well as Golden Triangle, which is

Bhubaneswar, Puri, and Konarka, the three major cities in Odisha, together make up a tourist hotspot known as the Golden Triangle. Being home to the state's most revered temples and landmarks, it attracts many visitors every year. The following table shows Domestic and Foreign tourists visiting Odisha as well as the Golden Triangle.

Figure 4. Domestic Tourists visited Golden Triangle

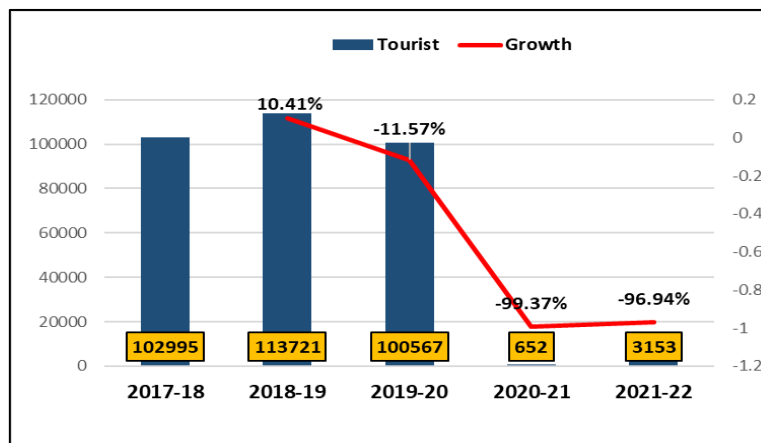


Here we are considering the domestic visitors from the year 2017 to 2022 (five years). As per the above figure, we can observe that the number of tourists visited in the year 2017-18 was around 1,42,61,546 and in the year 2018-2019 the number of tourists slightly increased and it was highest within said five years around 1,55,09,529. The growth of tourists is 8.75%, whereas in the year 2019-20 the number of tourists slightly decreased, it was around 1,50,35,593. The growth decreased by 3.06%. After that in the year 2020-21 the tourist growth rate tremendously fell due to the COVID-19 pandemic, but in 2021-22 again the tourist growth rate increased slowly and up to march the growth rate was -64.05%.

Table 2. Foreign Tourists visited Golden Triangle

| Year | Tourist | Growth |
|-----------------|---------|---------|
| 2017-18 | 102995 | |
| 2018-19 | 113721 | 10.41% |
| 2019-20 | 100567 | -11.57% |
| 2020-21 | 652 | -99.37% |
| 2021-22 (March) | 3153 | -96.94% |

Figure 5. Foreign Tourists visited Golden Triangle



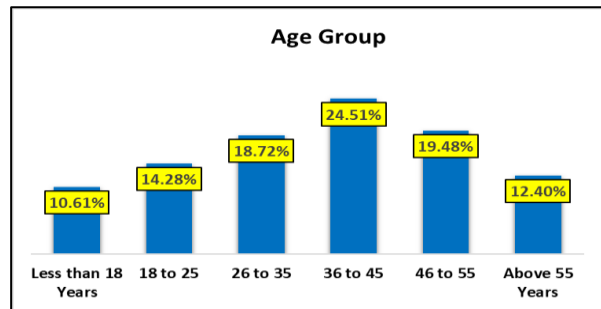
As per above table 2 and figure 5, we can observe that the number of tourists visited in the year 2017-18 was around 1,02,995 and in the year 2018-2019 the number of tourists slightly increased and it was highest within said five years around 1,13,721. The growth of foreign tourists is 10.41%, whereas in the year 2019-20 the number of tourists slightly decreased, it was around 1,00,567. The growth decreased by 11.57%. After that in the year, 2020-21 the tourist growth rate tremendously fell, it was (-) 99.37% due to the COVID-19 pandemic, but in 2021-22 again the tourist growth rate increased slowly and up to march the growth rate was (-) 96.94%.

Tourist Age Group

Table 3. The tourists age group visited Golden Triangle

| Age in Years | Tourist |
|--------------------|---------|
| Less than 18 Years | 10.61% |
| 18 to 25 | 14.28% |
| 26 to 35 | 18.72% |
| 36 to 45 | 24.51% |
| 46 to 55 | 19.48% |
| Above 55 Years | 12.40% |

Figure 6. Tourists age group visited Golden Triangle

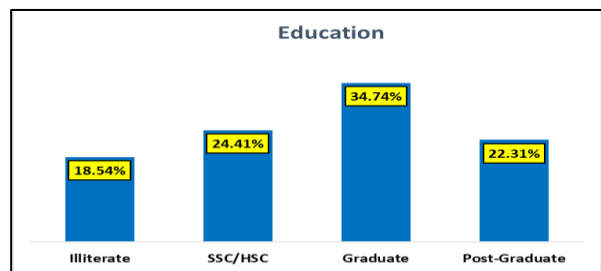


Tourist Education

Table 4. Tourists' education visited Golden Triangle

| Education | Percentage |
|---------------|------------|
| Illiterate | 18.54% |
| SSC/HSC | 24.41% |
| Graduate | 34.74% |
| Post-Graduate | 22.31% |

Figure 7. Tourists' education visited Golden Triangle

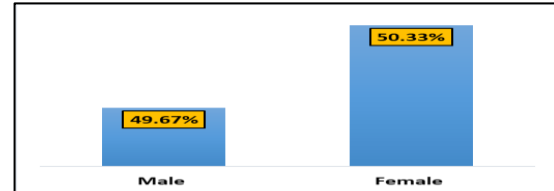


Tourist Gender Status

Table 5. Tourists gender visited Golden Triangle

| | |
|--------|--------|
| Male | 49.67% |
| Female | 50.33% |

Figure 8. Tourists gender visited Golden Triangle



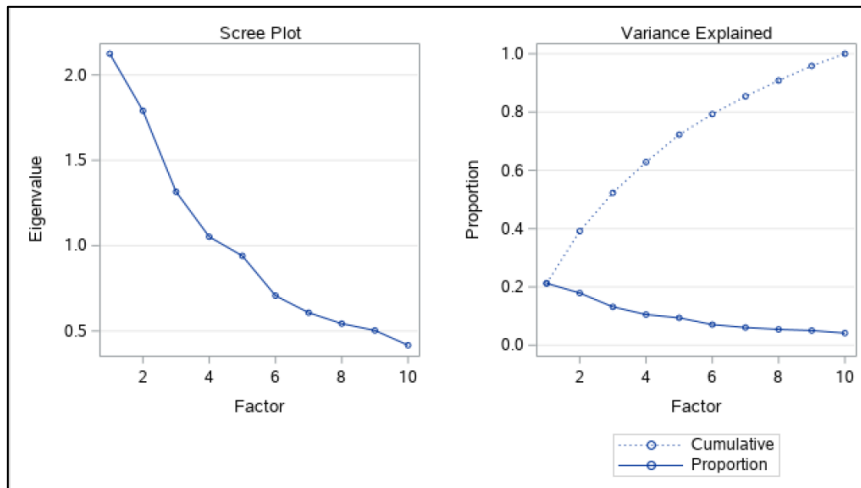
We also observe the above tourist gender status Table 5 and Figure 8 that more female visitors have mostly visited Golden Triangle in Odisha than male visitors.

6. Data Analysis and Findings

Table 6. Data Validation

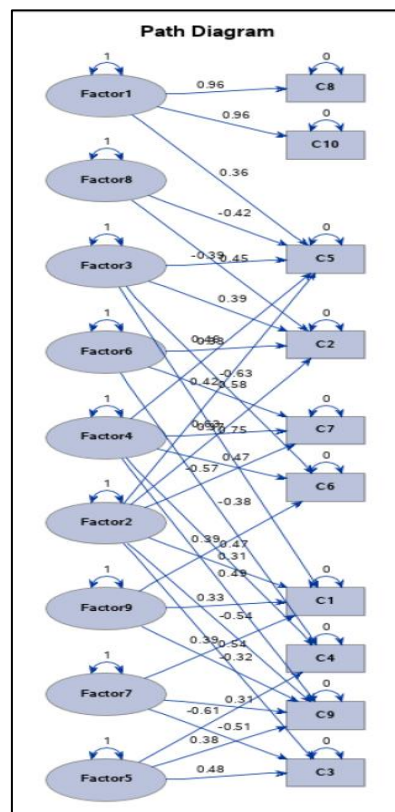
| Criteria | Descriptive Statistics | | Eigenvalue | | | |
|----------|------------------------|--------|------------|------------|------------|------------|
| | Mean | StdDev | Eigenvalue | Difference | Proportion | Cumulative |
| 1 | 4.326 | 1.518 | 2.124 | 0.333 | 0.212 | 0.212 |
| 2 | 4.118 | 1.678 | 1.79 | 0.474 | 0.179 | 0.391 |
| 3 | 4.215 | 1.622 | 1.315 | 0.263 | 0.131 | 0.523 |
| 4 | 2.256 | 1.187 | 1.052 | 0.111 | 0.105 | 0.628 |
| 5 | 2.611 | 1.051 | 0.94 | 0.233 | 0.94 | 0.722 |
| 6 | 3.326 | 1.858 | 0.706 | 0.995 | 0.71 | 0.792 |
| 7 | 2.02 | 1.27 | 0.774 | 0.644 | 0.621 | 0.853 |
| 8 | 4.465 | 1.463 | 0.784 | 0.864 | 0.503 | 0.958 |
| 9 | 3.319 | 1.615 | 0.73 | 0.401 | 0.543 | 0.908 |
| 10 | 1.604 | 0.886 | 0.745 | 0.812 | 0.417 | 0.921 |

Figure 9. Tourists gender visited Golden Triangle



After Principle Component Analysis (PCA) we can observe the data validation (Table 6) of statistics and we can observe the reliability of the Eigenvalue, which is very important for data validation. Here we can see all ten criteria of eigenvalues are greater than 0.7, which is significant in reliability. So, we can say our data is very good reliability for analysis. The Scree plot of PCA (Figure 9) is also shown very well.

Figure 10. Path Diagram of Criteria



In the above path diagram, we can observe the mostly strong correlation factors are Destination Attractiveness (C8) and the Novelty (C10) of the tourists, visit for the Golden Triangle of Odisha, which is 0.96. The second strong correlation factor is Safety & Security (C7), which is 0.75. The rest of the factors are average, which means the other criteria are also important for the tourist to visit the Golden Triangle.

6.1 Demonstrated Hypothesis

Table 7. ANOVA Table

| Source | DF | Sum of Squares | Mean Square | F Value | Pr > F |
|-----------------|------|----------------|-------------|---------|--------|
| Model | 9 | 1042.381041 | 115.820116 | 82.60 | <.0001 |
| Error | 1431 | 2006.525274 | 1.402184 | | |
| Corrected Total | 1440 | 3048.906315 | | | |

| R-Square | Coeff Var | Root MSE | Criteria Mean |
|----------|-----------|----------|---------------|
| 0.341887 | 35.21865 | 1.184138 | 3.362248 |

Figure 11. Fit Statistics

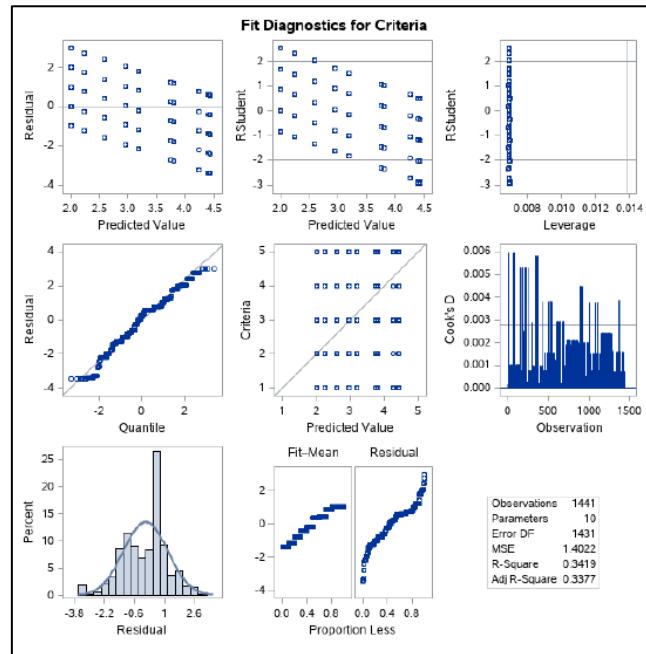
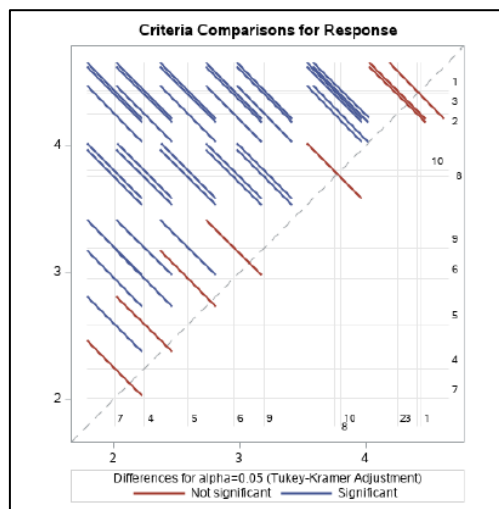


Figure 12. Comparison of Response



As per the above ANOVA Table 7, the “F” value is 82.60, which is quite good and the “P” value is less than 0.0001, which is also less than 0.05 significance. The fit diagnostic (Figure 11) shows the Mean Square Error (MSE) is 1.4022, R-Square is 0.3419, and the Adjusted RSquare is 0.3377 these values are also pretty good and acceptable. The comparison of the responsetable (Figure 12) difference in alfa is significant.

So, we can prove our hypothesis. The null hypothesis “*Ho: There is no significant various economic and social impact due to the tourism development of the “Golden Triangle” of Odisha.*” is rejected, whereas the alternative hypothesis “*Ha: There is a significant various economic and social impact due to the tourism development of the “Golden Triangle” of Odisha.*” is accepted.

It is inferred that there is a significant impact, and it also means that there is a sign of the overall satisfaction of tourists based on their demographic profiles, various economic conditions, and social activities are most important for tourism development and Golden Triangle of Odisha.

Conclusion

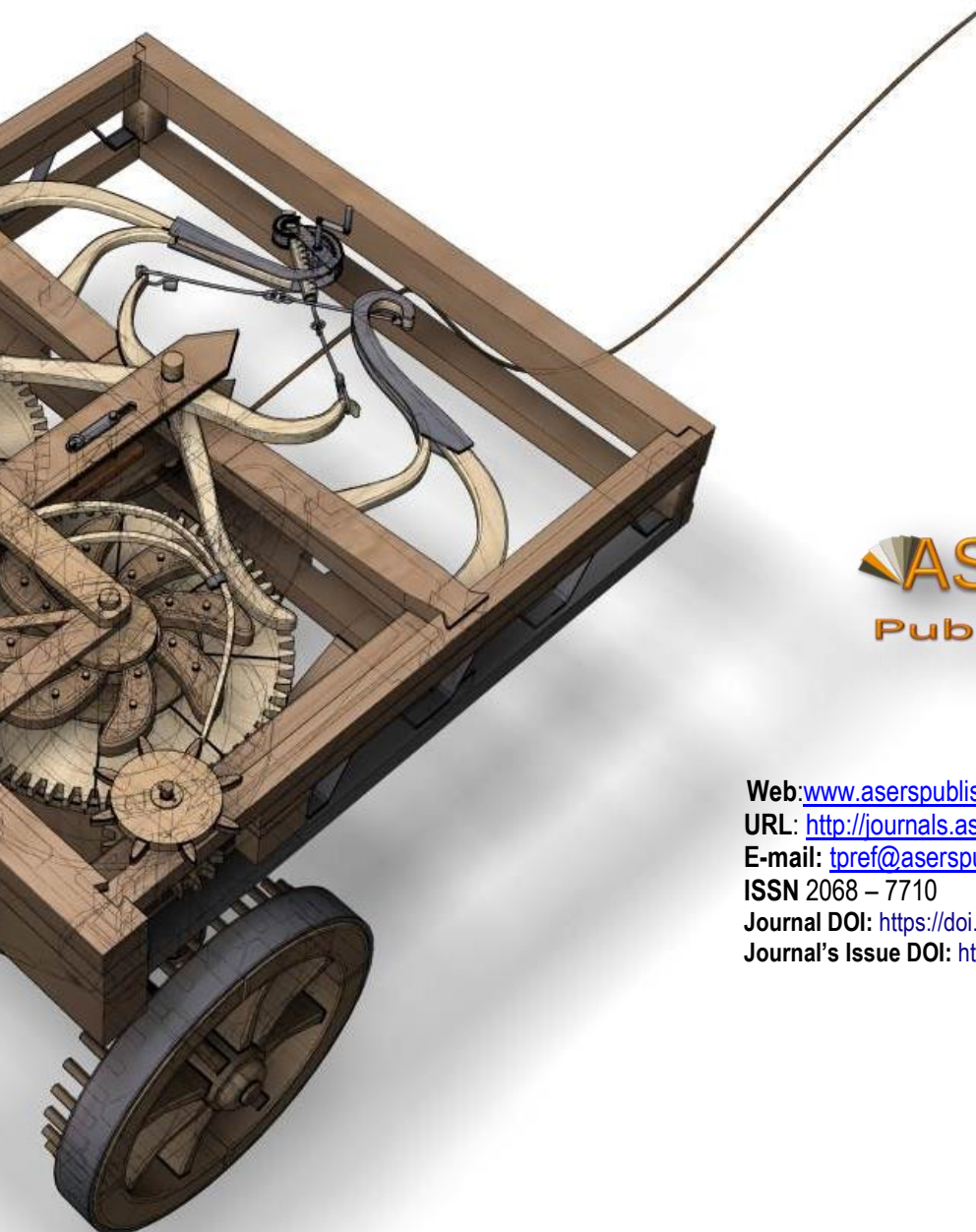
It encourages cultural exchanges between visitors and locals by drawing them to community events. Spending by event tourists on local goods and amenities has a direct economic effect on local productions and spreads the benefit more widely across the economy and the community, and these tourist hotspots have a significant impact on the local economy both directly and indirectly. There must be something in it for both the host and the guest. Empirical studies have revealed that tourism has many positive effects on the local economy, culture, and society; however, more work needs to be done to better showcase local culture to visitors. This article has highlighted the Golden Triangle in Odisha and discussed the many positive social and economic effects that tourism has there. There's no denying that the social impact of tourism is a hot topic right now. A lot has been written on the subject, but unfortunately, the vast majority of it consists of the researcher's opinions rather than hard data. However, in recent years, interest in visiting Odisha's Golden Triangle has skyrocketed.

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