



Role of Tourism in Economic and Sustainable Development: Case Studies of Koraput District of Odisha

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Abstract: The Koraput district in Odisha is actively engaged in promoting sustainable tourism as a key strategy to catalyse social development, preserve the environment, and drive economic growth in the region. In this endeavour, the government is undertaking various initiatives such as developing ecotourism industries, constructing eco-cottages, and establishing eco-parks that not only showcase the natural beauty of the area but also provide a sustainable source of income for local communities. The objectives of the paper are to know the current status of tourist place in Koraput district and to know the changes that have come to the tourist places of Koraput district from past few years ago. The district attracts a diverse visitor base, with 86% of visitors hailing from Odisha itself and the remaining 14% traveling from other regions. Understanding the unique dynamics of these visitor segments can provide valuable insights for crafting targeted marketing strategies that resonate with different demographics and preferences. By nurturing long-term relationships with visitors, the district can cultivate a loyal and engaged tourist community that is invested in the sustainable development and prosperity of Koraput. The study employs purposive sampling, selecting 80 households from 5 different places and will collect primary data through personal interviews and standardized questionnaires, as well as secondary data from various tourist sites. The study explores tourism in Koraput district, focusing on infrastructure development, tribal tourism, ecotourism, adventure tourism, sustainable development policies, cultural festivals, community involvement, digital platform, and collaboration with government department.

Keywords: Sustainable Tourism, Economic Growth, Environment, Ecosystem, Koraput, Tourism

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Introduction

The Koraput district has great potential for social development, environmental preservation, and economic growth through sustainable tourism development. Koraput is a special and prospective location for sustainable tourism activities, and this justification is reinforced by a number of elements. First of all, the Koraput district is renowned for its many ethnic populations and rich cultural legacy. Numerous indigenous groups with distinctive customs, artistic expressions, and way of life reside in the district. In addition to showcasing and protecting these cultural treasures, promoting sustainable tourism in Koraput can help to build mutual respect and understanding with the local people. According to Lal (2024) in “*Sustainable Tourism and Economic Growth in India An Analysis*” shows that tourism contributes significantly to GDP, provides employment, and helps in foreign exchange earnings in India. Second, Koraput is renowned for its amazing natural beauty, which includes verdant forests, undulating hills, and stunning vistas. By encouraging ethical travel behaviors that reduce their negative effects on the environment, sustainable tourism practices can aid in the protection of these natural resources. Moreover, Koraput’s sustainable tourist growth has the potential to strengthen the local economy and generate jobs. Sustainable tourism initiatives can give locals ways to make money by incorporating the community in tourism-related activities including homestays, guided tours, artisan fairs, and cultural performances. This can support the region’s general socioeconomic development, empower underprivileged populations, and lessen poverty. At that time the Role of Tourism for Economic Development in North West India with Special Reference to Uttarakhand” (Uniyal & Jain, 2020) finds a strong positive relationship between tourist arrivals and economic indicators like per capita income and state GDP. Furthermore, equitable benefit sharing among diverse stakeholders and the promotion of inclusive growth are two more areas in which sustainable tourism may make a significant contribution. Through active collaboration with local communities, government organizations, non-profits, and corporate partners, sustainable tourism initiatives can be developed and carried out in a manner that upholds indigenous rights, promotes social justice, and fosters community well-being.

The Ministry of Tourism has been engaging in thorough discussions and negotiations with Odisha Tourism and a reputable project development consultant to solidify an agreement aimed at incorporating the captivating district of Koraput into the overarching Central scheme for tourism development. Renowned for its diverse array of tourism products, Koraput is set to receive a well-deserved spotlight through the implementation

of an extensive range of physical and software upgrades. These enhancements are envisioned to encompass the establishment of distinctive tourist interpretation centres, the development of modern accommodation units, the provision of essential public amenities, the installation of charming gazebos, and the implementation of eco-friendly solar lighting solutions to illuminate the mesmerizing landscapes of the region. In the Indian state of Odisha, the Koraput district is a hidden treasure that provides a singular fusion of historical significance, tribal culture, and natural beauty. Travelers seeking out undiscovered areas are increasingly drawn to the Koraput district.

The following are some of the main features that make the Koraput district an essential place to visit:

Tribal Culture: There are numerous indigenous tribal communities in the Koraput district, each with a distinctive and rich culture.

Scenic Beauty: Endowed with verdant forests, undulating hills, and pure waterfalls, the district is a nature lover's dream come true. Nature lovers frequently visit places like Gupteswar Cave, Duduma Waterfall, and Odisha's tallest peak, Deomali.

Historical Sites: The Koraput district boasts a wealth of historical sites, including ruins and various old temples that date back to the Middle Ages. For those who are interested in history and architecture, locations like the Kolab Dam, the Sun Temple in Koraput, and the Jagannath Temple in Jeypore are worthwhile visits.

Adventure Activities: The Koraput district provides thrilling chances for trekking, camping, and animal observation for those seeking adventure. Experience the wonders of nature with a visit to the Simlipal National Park, which is close to Koraput. Here, you may see tigers, elephants, and a variety of birds.

Native Food: Visitors can savor a range of tribal cuisines made with fresh, organic ingredients in the Koraput district's original native food. Don't pass up the chance to sample regional specialties like millet bread, bamboo chicken, and pork curry prepared in the tribal style.

Handicrafts and Handlooms: Colorful handicrafts and handloom goods made by talented tribal artists are well-known in the Koraput district. Shops offering handcrafted products, pottery, textiles, and distinctive tribal jewelry are available for visitors to purchase as mementos to bring back home.

Festivals and Cultural Event: Throughout the year, the district hosts a number of tribal festivals and cultural events that give tourists a taste of the vibrant and joyous indigenous way of life. The Parab Festival, observed by the Bondas tribe, is a significant cultural occasion that draws visitors from all over the world.

As advised that you schedule your vacation to Koraput area during the winter, from October to February, when the weather is nice and perfect for outdoor activities, in order to get the most out of your trip. To maintain the beauty and legacy of this special place, you should also promote sustainable tourist practices, respect tribal populations' right to privacy, and be aware of local customs and traditions.

The Review of Literature

Mishra, Himanshu and Sangitamitra (2016) says that this paper focused on tourism in Odisha as an engine of long-run growth. Tourism was an instrument for achieving sustainable growth for India and her states. The growth of tourism was due to the implementation of government policy, infrastructure development, the development of new tourist destinations, and the improvement of existing tourist spots and hotels. Because of this, the number of both domestic and foreign tourists was growing. Tourism activity made a positive contribution to the economic growth of Odisha, highlighting the role of tourism in the long-term growth of the state.

Mohanty, Rout and Samal (2019) focused on communism in the reduction of rural migration based on sustainable tourism as a tool for fostering and promoting peace, with a case study of Odisha. Much had been discussed about tourism, but one of the important roles tourism played was fostering and promoting peace. Tourism had not only socio-economic contributions but also created a platform for all to exchange, share, and understand each other better in order to achieve a peaceful society where justice and equal chances for everyone to live sustainably were ensured. Community participation and their involvement in sustainable development initiatives led to inter-existence between locals and visitors.

Objectives

1. To know the current status of tourist place in Koraput district.
2. To know the changes that have come to the tourist places of Koraput district from past few years ago.

Methods

The study followed the purposive sampling technique, a method deliberately chosen to ensure the inclusion of specific characteristics or elements for a comprehensive analysis. To provide a deeper insight into the research area, out of a pool of five hundred households, 80 were carefully selected as the focal points for the study as

sample units. These households were chosen with precision, reflecting the precision and intentionality of the research process. The data collected primarily focused on different tourist destinations within the Koraput district, including renowned sites such as Deomali, Raniduduma, Duduma, Gupteshwar, and more. These locations served as crucial focal points for the study, providing a rich tapestry of insights on tourism activities, visitor preferences, cultural significance, and economic impact. By examining these diverse tourist spots, the research aimed to paint a comprehensive picture of the district's tourism landscape, shedding light on its unique attractions and challenges. Additionally, secondary data were sourced from various reputable tourism websites. These online platforms served as valuable repositories of information, offering a wealth of data related to tourism trends, visitor demographics, and other relevant statistics.

Case Studies of Famous Tourist Places of Koraput District

Case Study 1: Rani Duduma waterfall

In the Indian state of Odisha, the Koraput area is home to the scenic Rani Duduma Waterfall. It is well-liked by travelers looking for a tranquil getaway and environment enthusiasts due to its location amidst the Eastern Ghats mountain range's abundant flora. The waterfall, which rises to a height of roughly 175 feet, is renowned for its breathtaking beauty and tranquil atmosphere. The meaning of the name "Rani Duduma" is "Queen of Cataracts," which perfectly captures the majesty and elegance of this waterfall. It is quite captivating to watch the water fall from the steep cliffs that are encircled by lush vegetation. A wide range of plants and animals can be seen thriving in the area surrounding Rani Duduma Waterfall, which is rich in biodiversity. In addition to lounging and taking in the peaceful surroundings, visitors can take a refreshing swim in the natural pool that has formed at the base of the waterfall. It could be necessary to take a quick stroll or trek through the gorgeous scenery in order to reach Rani Duduma Waterfall, which would heighten the experience's appeal and adventure. It is best to go during the monsoon season when the surrounding greenery is lush and vibrant and the waterfall is at its best. All things considered, a trip to the Koraput district's Rani Duduma Waterfall provides a tranquil escape into the arms of nature, enabling guests to relax, revitalize, and take in this natural wonder's breathtaking splendor.

Case Study 2: Deomali

In the Indian state of Odisha, the town of Deomali is situated in the Koraput district. Situated atop the Eastern Ghats mountain range, Deomali welcomes guests with

calm surroundings and awe-inspiring sights. The village is renowned for its pristine surroundings, verdant vistas, and abundant wildlife. Because of its difficult terrain and breathtaking views, Deomali is a well-liked location for trekking and hiking aficionados. Adventurers can enjoy breathtaking views of the surrounding valleys and forests on the rewarding hike to the summit of Deomali Peak. The town's rich past and diversity of cultures are further enhanced by the presence of multiple indigenous tribes. By engaging with the locals, sampling traditional foods, and perusing the distinctive arts and crafts of the area, visitors can fully immerse themselves in the tribal culture of the area. Deomali offers a tranquil getaway from the bustle of the city in addition to its natural and cultural attractions. Nature enthusiasts and those looking for a peaceful retreat will find it to be the perfect destination due to its cool atmosphere and immaculate surroundings. All things considered, Deomali in the Koraput district is a hidden treasure in Odisha, providing travelers with the ideal fusion of scenic beauty, action, culture, and peace. All things considered, Deomali in the Koraput district is a hidden treasure in Odisha, providing travelers with the ideal fusion of scenic beauty, action, culture, and peace. All things considered, Deomali in the Koraput district is a hidden treasure in Odisha, providing travelers with the ideal fusion of scenic beauty, action, culture, and peace.

Case Study 3: Duduma Water fall

Situated in the Koraput district of Odisha, India, the breathtaking Duduma Waterfall is a popular tourist destination for those who enjoy the outdoors. The Machkund River forms this magnificent waterfall by tumbling down a height of around 175 feet amid verdant foliage and rugged cliffs, producing a tranquil and scenic scene. Duduma Waterfall is a well-liked spot for families wishing to spend quality time in the great outdoors as well as nature enthusiasts who may enjoy hiking, bird viewing, and picnicking. The plunge pool's cool, refreshing waters offer the ideal break from the heat and are a great place to have a revitalizing swim. All things considered, Duduma Waterfall in the Koraput area is a hidden gem that is just waiting to be discovered. It provides a unique combination of adventure, peace, and natural beauty for anyone looking to get lost in nature's wonders. The sound of the waterfall gushing down combined with the mist rising from the plunge pool creates a captivating atmosphere that makes everyone who visits feel peaceful and at ease. It's incredibly breathtaking to see the water rushing down the jagged cliffs, and it makes for an unforgettable scene. The dense forests in the vicinity are home to a wide variety of plants and fauna, making the area renowned for its great biodiversity.

Duduma Waterfall is the ideal location for nature lovers and adventure seekers because it offers visitors the chance to explore the pure natural surroundings in addition to taking in the spectacular views of the flowing water.

Case Study 4: Gupteswar Temple

Gupteswar is a famous tourist destination located in the Koraput district of the Indian state of Odisha. It is renowned for its magnificent Gupteswar Temple dedicated to Lord Shiva and its stunning natural beauty. The temple is nestled inside a cave with a mesmerizing waterfall nearby, creating a serene and spiritual ambiance for visitors. The Gupteswar Temple is a sacred site for Lord Shiva devotees and attracts pilgrims from far and wide. The unique feature of the temple is that it is located inside a limestone cave, adding to its mystical appeal. Visitors have to climb down a flight of stairs to reach the sanctum sanctorum where the Shiva Lingam is worshipped. The cave is adorned with stalactites and stalagmites, enhancing the spiritual experience for devotees. Situated in the Koraput district of the Indian state of Odisha, Gupteswar is a well-known tourist destination. It is well-known for both its breathtaking natural beauty and the beautiful Gupteswar Temple, which is devoted to Lord Shiva. The temple is tucked away inside a cave, and the captivating waterfall that surrounds it lends the area a tranquil, spiritual atmosphere. For followers of Lord Shiva, the Gupteswar Temple is a revered location that draws tourists from all over the world. The temple's location inside a limestone cave is one of its unique features, which adds to its ethereal allure. The Shiva Lingam is worshipped in the sanctum sanctorum, which is accessed by descending a set of stairs. Stalactites and stalagmites throughout the cave enhance the spiritual experience for. In addition to the temple, Gupteswar has beautiful surroundings that are ideal for those who enjoy the outdoors and outdoor activities. Gupteswar Waterfall, a neighboring waterfall, is a well-liked location for leisurely picnics. Rich vegetation and the sound of falling water provide a tranquil atmosphere that invites guests to relax and get in touch with nature. The tourism experience in Gupteswar is enhanced by the distinctive tribal culture and heritage of the Koraput district. In addition to exploring the local tribal tribes' way of life and engaging with them, visitors can purchase indigenous handicrafts and relics. The richness and legacy of the area are better understood as a result of this cultural immersion. Gupteswar provides chances for hiking, trekking, and nature walks in the nearby hills and forests for those seeking adventure. For those looking for adventure and discovery, the area's serene environment and breathtaking scenery make it a perfect location. In terms of lodging, guests can stay in guest homes and small

hotels in and around Gupteswar and take their time exploring the area. The traditional Odia meals and tribal delicacies offer a distinctive gourmet experience, making the local cuisine another attraction for travelers. Gupteswar, located in the Koraput region of Odisha, is a hidden gem that offers travelers seeking to experience off-the-beaten-path sites in India a chance to blend spirituality, natural beauty, cultural richness, and adventure activities.

Result and Discussion

In the Koraput district, sustainable tourism development is essential to striking a balance between local culture and environmental preservation and economic prosperity. Koraput, an Indian state in the east, is home to a variety of indigenous communities, breathtaking natural settings, and a rich cultural history. Stakeholders want to support sustainable tourism practices in the area so that local communities can prosper economically and the area's distinctive features be preserved for future generations. This strategy promotes responsible travel while also assisting in the preservation of the district's natural resources and the general well-being of its citizens. The Indian state of Odisha's eastern Koraput area offers a special opportunity for sustainable tourism growth. The district, which is well-known for its varied indigenous populations and rich cultural legacy, has a number of attractions that entice tourists looking for real experiences. The region's breathtaking natural scenery, which includes verdant forests, undulating hills, and gorgeous waterfalls, adds to its allure as a travel destination. In general, the profile of sustainable tourism development in the Koraput district demonstrates a dedication to comprehensive growth that places an emphasis on the preservation of natural resources, the promotion of genuine cultural experiences, and the well-being of local populations. With clever collaborations, creative projects, and community-driven initiatives, Koraput is set to become a regional leader in sustainable tourist development. Koraput district prioritizes sustainable tourism, focusing on eco-friendly methods to preserve environment and indigenous customs. Programs include sponsoring local artists, honoring traditions, and promoting eco-friendly lodging. Koraput's potential as a major tourism destination faces challenges like poor connectivity, outdated infrastructure, and unemployment. To overcome these, community engagement, environmental preservation, and cultural preservation are being implemented. Tourism benefits local communities by involving them in activities, providing economic opportunities, and fostering pride in protecting natural resources and cultural heritage.

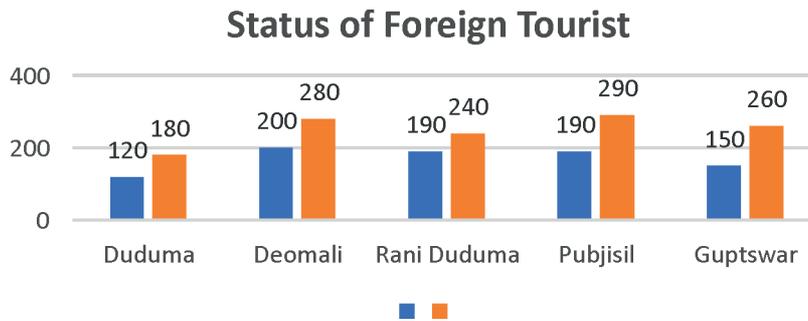


Figure 1: Status of Foreign Tourist

The data provided in the table illustrated the trend of foreign tourist visits to various tourist destinations in Koraput. Analyzing the figures, it became evident that there was a significant increase in the number of foreign tourists from 2023 to 2024. Specifically, the total number of foreign tourists visiting Koraput rose from 850 in 2023 to 1250 in 2024. This growth was observed across multiple locations within Koraput. For instance, Duduma witnessed an increase in foreign tourist visits from 120 to 180, showcasing a notable rise in interest in this particular area. Similarly, Deomali experienced a surge in foreign tourists from 200 to 280, indicating a growing popularity of this destination among international visitors. Furthermore, Raniduduma saw an increase in the number of foreign visitors from 190 to 240, suggesting a positive trend in tourist arrivals to this scenic spot. Moreover, the attractiveness of Punjisil as a tourist spot was also on the rise, with foreign tourists visiting increasing from 190 in 2023 to 290 in 2024, signifying a strengthening appeal of this location. Lastly, Gupteswar witnessed a substantial growth in foreign tourist numbers, with an increase from 150 to 260, highlighting the growing reputation and interest in this particular destination. Overall, the data presented indicated a promising growth trajectory in foreign tourist visits to Koraput, reflecting the region's increasing allure and appeal to international travelers.

Table 1: Respondent Knowledge about Sustainable tourism Development

Place	Yes	No
Deomali	4	12
Duduma	6	10
Raniduduma	2	14
Punjisil	1	15
Gupteswar	3	13
Total	14	66

Sources: Own survey

The above tables showed that respondent knowledge about sustainable development total sample size was 80. Visited 5 tourist places in Koraput district in Deomali, 4 respondents were knowledgeable about sustainable tourism development, and 12 people didn't know about sustainable tourism development of Koraput district. In Duduma, 6 people were aware of the concept of sustainable tourism development, and another 10 people didn't know about the concept of sustainable tourism development. In Raniduduma, there were a few people who knew about sustainable tourism development in Koraput district, and another 14 people didn't know about sustainable tourism development in Koraput district. In Punjisil, there was no one with that much knowledge about sustainable tourism development in Koraput district. In Gupteswar, 3 people knew about sustainable tourism development in Koraput district, and 13 people didn't know about sustainable tourism development in Koraput district. In total, 14 people had proper knowledge about sustainable tourism development in Koraput district, but maximum people didn't know about sustainable tourism development in Koraput district, so the government took various initiatives or programs for awareness of sustainable tourism development in Koraput district.

Table 2: Rating of Punjisil

<i>Sl. No.</i>	<i>Place</i>	<i>Status of Facility</i>	<i>Rating</i>
1	Punjisil	Security	05
2		Infrastructure	03
3		Scenic Beauty	09
4		Attraction	08
5		Cleanliness	05
6		Maintenance	07
7		Rates of Hotel Room	NA
8		Accessibility	01
9		Cuisine	NA
10		Toilet	NA
11		Behavior of the Local Staff	NA
12		ATM/Credit Card Facilities	NA
13		Internet Facilities	NA
14		Rates of Transport	03

Sources: Own survey

From the data provided in the table, it was observed that the area of Punjisil exhibited a security rating of 5, reflecting a relatively stable and secure environment. Additionally, the infrastructure in the same area garnered a modest 3 out of 10 points, suggesting

room for improvement in terms of development and facilities. Noteworthy was the overwhelming number of 9 ratings attributed to the scenic beauty and attractions, coupled with an equally impressive 8-point rating for their overall allure. This indicated that the locale offered a visually captivating and appealing setting that was likely to entice visitors. Moreover, the ratings for cleanliness stood at 5 points, underscoring a satisfactory level of tidiness, while maintenance received a commendable score of 7, highlighting a proactive approach to preserving the area's aesthetic appeal. Interestingly, certain aspects such as hotel rooms, cuisine, toilet facilities, staff behavior, ATM and credit card availability, as well as internet connectivity lacked specific ratings, indicating a potential need for further assessment or feedback in these areas. Finally, the accessibility of the area was granted a modest 1-point rating, implying potential challenges in reaching the location, while the transportation infrastructure scored 3 points, hinting at adequate but possibly room for enhancement in terms of connectivity and ease of mobility.

Table 3: Rating of Duduma

<i>Sl. No.</i>	<i>Place</i>	<i>Status of Facility</i>	<i>Rating</i>
1	Dudama	Security	05
2		Infrastructure	03
3		Scenic Beauty	10
4		Attraction	10
5		Cleanliness	05
6		Maintenance	07
7		Rates of Hotel Room	NA
8		Accessibility	01
9		Cuisine	NA
10		Toilet	NA
11		Behavior of the Local Staff	08
12		ATM/Credit Card Facilities	NA
13		Internet Facilities	NA
14		Rates of Transport	07

Sources: Own survey

From the comprehensive data provided in the table, it was evident that the area of Duduma exhibited varying ratings across different aspects. Notably, security seemed to be a significant concern, with a modest 5-point rating. The infrastructure, on the other hand, had received a lackluster 3-point rating out of a possible 10, indicating room for improvement. Shifting focus to the more positive aspects, Duduma boasted exceptional scenic beauty and attractions, as reflected by the numerous perfect 10 ratings. However,

the same level of excellence was not mirrored in other categories such as cleanliness and maintenance, which scored 5 and 7 points, respectively. It was noteworthy that certain essential services and amenities like hotel room quality, cuisine offerings, toilet facilities, availability of ATM services, credit card acceptance, and internet connectivity had not been rated, possibly suggesting an area for further evaluation. On a more positive note, the behavior of local staff was well-regarded, scoring an impressive 8 points. In terms of convenience and accessibility, Duduma seemed to fall short, with only 1 point attributed to accessibility while transportation services fared moderately better with a rating of 7. In conclusion, while Duduma excelled in some areas like scenic beauty and staff behavior, there was room for improvement in infrastructure and other essential amenities that were yet to be evaluated. This data provided a helpful overview for visitors looking to explore the offerings and services in the Duduma area.

Table 4: Rating of Gupteshwar

<i>Sl. No.</i>	<i>Place</i>	<i>Status of Facility</i>	<i>Rating</i>
1	Gupteshwar	Security	07
2		Infrastructure	08
3		Scenic Beauty	09
4		Attraction	07
5		Cleanliness	10
6		Maintenance	10
7		Rates of Hotel Room	08
8		Accessibility	06
9		Cuisine	07
10		Toilet	05
11		Behavior of the Local Staff	08
12		ATM/Credit Card Facilities	NA
13		Internet Facilities	NA
14		Rates of Transport	06

Sources: Own survey

From the data presented in the table, we gathered insightful information regarding the area of Gupteswar. It reflected a nuanced evaluation of various aspects, shedding light on the overall landscape. Security, a fundamental concern for travelers, was rated at 7 out of 10 points, indicating a reasonably secure environment. Moving on to infrastructure, an essential foundation for any destination, it received a commendable 8-point rating, suggesting a decent level of development. The charm and allure of Gupteswar were vividly captured through the 9-point rating for scenic beauty, painting a picture of

brehtaking vistas waiting to be explored. Moreover, the attention to cleanliness and maintenance, evident in the perfect 10 out of 10 ratings, highlighted a commendable effort to upkeep the area’s appeal. When considering accommodation options, the 8-point rating for hotel rooms signified a comfortable stay experience, adding to the overall allure of the destination. However, the accessibility rating at 6 points hinted at areas that could be improved to enhance the travel experience for visitors. Delving into the culinary realm, the 7-point rating for cuisine hinted at a gastronomic experience worth savoring, showcasing local flavors and culinary delights. The behavior of the local staff, crucial in shaping visitors’ experiences, garnered an 8-point rating, suggesting a warm and welcoming atmosphere within the community. On the flip side, the absence of ATM credit card facilities and internet services may have posed challenges for modern travelers reliant on digital transactions. Despite these limitations, the holistic picture painted by the ratings gave a comprehensive view of Gupteswar, offering a glimpse into its strengths and areas for potential growth.

Table 5: Rating of Deomali

<i>Sl. No.</i>	<i>Place</i>	<i>Status of Facility</i>	<i>Rating</i>
1	Deomali	Security	03
2		Infrastructure	05
3		Scenic Beauty	07
4		Attraction	08
5		Cleanliness	07
6		Maintenance	05
7		Rates of Hotel Room	NA
8		Accessibility	05
9		Cuisine	NA
10		Toilet	NA
11		Behavior of the Local Staff	07
12		ATM/Credit Card Facilities	NA
13		Internet Facilities	NA
14		Rates of Transport	08

Sources: Own survey

The table above illustrated the ratings of Deomali in the Koraput district, offering valuable insights into various aspects of the area. Attesting to the security measures in place, Deomali boasted three distinguished ratings that reflected the community’s commitment to ensuring safety and protection for its residents and visitors. Moreover, the infrastructure within the area of Deomali shone with a notable 5-point rating, underscoring the robust framework that supported the region’s development and

growth. The scenic beauty of Deomali captivated with an impressive 7-point rating, showcasing the natural wonders that adorned the surroundings and contributed to the area's allure. Equally noteworthy was the high rating of 8 awarded to the attractions in Deomali, highlighting the diverse array of landmarks and cultural gems that beckoned exploration and discovery. Not to be outdone, cleanliness garnered a respectable rating of 7, underscoring the community's dedication to maintaining a pristine environment that residents and tourists alike could enjoy. Maintenance received a solid 5-point rating, reflecting the ongoing efforts to preserve and enhance the infrastructure within Deomali. Accessibility, while garnering a middling rating of 5 out of 10, remained an area of potential improvement to ensure ease of mobility for all. Transport rates in Deomali commanded a noteworthy 8-point rating, signifying the efficiency and reliability of the transportation services available to facilitate seamless travel around the area. However, the absence of hotel accommodations, culinary offerings, restroom facilities, ATMs, credit card services, and internet accessibility posed challenges for visitors seeking modern conveniences and amenities during their stay in Deomali. Despite these current limitations, Deomali's potential for growth and development remained promising, with opportunities to expand its tourism infrastructure and enhance the overall visitor experience in the future. Thus, as Deomali continued to evolve and adapt to the changing needs of its residents and guests, it was poised to emerge as a sought-after destination that harmoniously blended natural beauty, cultural richness, and modern convenience.

Table 6: Rating of Raniduduma

Sl. No.	Place	Status of Facility	Rating
1	Raniduduma	Security	06
2		Infrastructure	05
3		Scenic Beauty	10
4		Attraction	08
5		Cleanliness	07
6		Maintenance	05
7		Rates of Hotel Room	04
8		Accessibility	07
9		Cuisine	NA
10		Toilet	NA
11		Behavior of the Local Staff	07
12		ATM/Credit Card Facilities	NA
13		Internet Facilities	02
14		Rates of Transport	05

Sources: Own survey

The table presented above provided valuable insight into the ratings of Raniduduma in Koraput district, shedding light on the area’s overall appeal and facilities. Specifically, Raniduduma had been assessed across various criteria, with security obtaining a total of 6 ratings to ensure visitors’ safety and peace of mind. Delving deeper into the ratings breakdown, the infrastructure of Raniduduma had been deemed worthy of 5 points, highlighting the sound structural foundations present in the area. Additionally, the scenic beauty had garnered a commendable 10-point rating, showcasing the picturesque landscapes that adorned the surroundings. The attraction factor followed close behind with an 8-point rating, indicating the allure and charm that drew tourists and locals alike. Furthermore, cleanliness had been acknowledged with a respectable rating of 7, demonstrating a concerted effort towards maintaining a hygienic environment. Similarly, the maintenance aspect had been evaluated to secure a rating of 5, indicating an ongoing commitment to preserving the area’s facilities. Accessibility, a crucial component for visitors, had been gauged at 7 out of 10, suggesting ease of movement and travel within Raniduduma. Rates for transport had been allocated a modest 5-point rating, reflecting the affordability and convenience of transportation options available. Evaluating accommodation, the hotel room quality had been subject to a 4-point rating, assessing the comfort and amenities provided. The behavior of local staff had been lauded with a 7-point rating, signifying their professionalism and hospitality towards visitors. In terms of technology and connectivity, internet services had received a minimum 2-point rating, indicating room for improvement in this area. Notably, facilities such as Cuisine, Toilet facilities, and ATM and credit card services were currently unavailable within the vicinity, potentially impacting visitors seeking such amenities and conveniences.

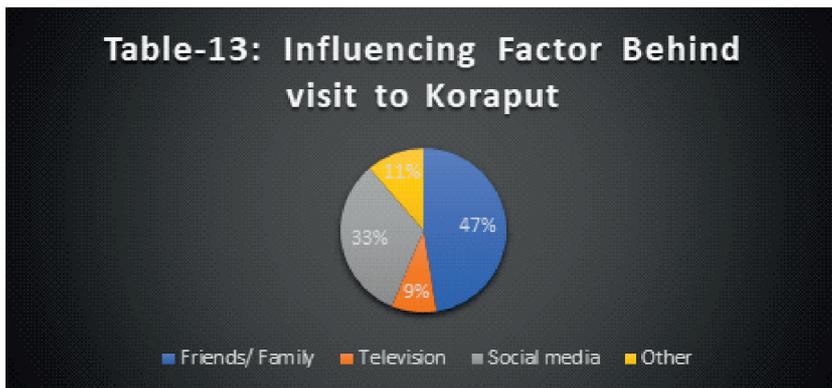


Figure 2: Influencing Factor Behind visit to Koraput

Sources: Own survey

Overall, the detailed ratings painted a comprehensive picture of the offerings and areas of improvement within Raniduduma, aiding prospective visitors in making informed decisions and enhancing their overall experience within the district.

From the analysis of the provided picture chart, it was evident that a significant proportion, specifically 47%, of individuals who chose to visit the picturesque destination of Koraput were motivated and driven by recommendations, suggestions, or influences from their peers, friends, or family members. This highlighted the power and impact of personal connections and word-of-mouth recommendations in shaping travel decisions and preferences. Furthermore, the data also revealed that a substantial 33% of tourists were swayed and influenced by the pervasive reach and influence of social media platforms such as Facebook, Instagram, WhatsApp, and similar digital channels. In today's digital age, the role of social media in inspiring and guiding travel choices could not be overstated, as these platforms provided a constant stream of information, images, and personal experiences that shaped perceptions and preferences. On a different note, the survey indicated that a modest 9% of visitors to Koraput were primarily influenced by traditional forms of media such as television. This suggested that while newer digital channels had gained prominence, there was still a segment of the population who valued and responded to the impact of televised content in their travel decision-making process. Lastly, the data showcased that an additional 11% of tourists were influenced by various other factors that were not explicitly mentioned in the chart. These unspecified factors could encompass a wide range of elements, including advertisements, travel blogs, travel agencies, personal interests, or even spontaneous decisions based on last-minute information or recommendations. In summary, the diverse sources of influence highlighted in the provided data underscored the multifaceted nature of travel decision-making, where a combination of personal, digital, traditional, and other factors collectively played a role in shaping individuals' choices and preferences when it came to exploring destinations like Koraput.

Table 7: Respondent thinking about protection of environment activities

<i>Place</i>	<i>Manage and Maintain Environment</i>	<i>Common Responsibility</i>	<i>Necessity to teach</i>
Deomali	5	6	5
Duduma	7	3	6
Raniduduma	8	5	3
Punjisil	4	8	4
Gupteswar	9	2	5

Sources: Own survey

The above table gave information about respondents' thinking about protection of environment activities. In total, 24 people thought that environmental protection was a common responsibility, and tourists should take good care of local resources. 33 respondents viewed that managing and maintaining the environment was the cleaners' task, and tourists were necessary to teach those on environmental protection to help achieve the objectives of sustainable tourism development.

Conclusion

The tourism industry is a booming sector that generates revenue, employment, and foreign exchange for countries. It is the only industry that holistically supports the development of related sectors. Developed countries have promoted the industry by preserving local culture and traditions. However, developing countries need more effective strategies for tourism promotion. Media plays a crucial role in promoting the tourism industry, as it can create awareness and contribute to socio-economic change. Media can be used to develop products, services, and methods, generating interest in travel destinations like Koraput. Innovation is essential for global success in the tourism industry, and judicious use of media can open new horizons in this non-smoking industry. The survey data reveals a diverse range of visitors, with 86% from Odisha and 14% from other regions. The number of foreign tourists visiting Koraput rose significantly from 2023 to 2024, reflecting the region's increasing appeal to international travelers. The secondary occupations of respondents include agriculture, labor jobs, service sector, education, and other sectors. Out of 80 tourists surveyed, 52 visited the location only once or for the first time, while 16 were returning guests and 12 were frequent visitors. Understanding visitor dynamics can help tailor marketing strategies, improve visitor services, and foster long-term relationships with tourists. Duduma, an area in India, has varying ratings across different aspects, with security being a significant concern and infrastructure being a lackluster area. The survey results reveal a substantial demand for improved medical facilities, new dining establishments, a well-structured transportation network, a conveniently located cafe, and a professional tour guide service. Tourists are motivated by recommendations from peers, friends, or family members, while social media platforms and traditional forms of media influence them.

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