

Recreation and Value Addition of Tourism Facilities on Riverside Hooghly (Ganga) from Millennium Park to James Prinsep Ghat, Kolkata

Doctor of Philosophy in Hospitality and Tourism Management

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Abstract: *My keen interest in tourism of Hospitality since youth gave birth to many questions. One such question is why can't we develop this area on riverside Ganga and make it a world class destination, thus generating employment, speed cultural awareness, making the area more happening and active.*

My work will analyse the various aspects of development and find solutions to every possible problems. The detailed report of the problems and its solutions in most scientific manner and this will benefit the tourism and hospitality sector of West Bengal specially Kolkata.

The whole objective of my studies is Nation building, economic upliftment, employment generation, socioeconomic development, cultural development, industry development and overall the Tourism development of the state.

Keywords: Ganga, Hooghly, Kolkata, Tourism

I. INTRODUCTION

I am born and brought up in Kolkata, widely travelled across India and had an extended study of Tourism and its related hospitality in various parts of India. As Kolkata is very close to my heart, where I grew up. I found many unexplored places and areas which can be utilized as world main tourist destination.

Out of such, the area which is parallel to river Ganga from Millennium park to James Prinsep Ghat, a 3km stretch has a huge scope for development. If it can be systematically utilized, then the govt. can earn a huge revenue, generate employment and attract a big number of tourist throughout the year.

When I explored the tourist destinations across India and abroad, I observed that wherever a River/ Stream or water body are found, some kind of tourism came up and attracted the crowd. I also felt that the tourism is mainly related to activities, recreations, water sports, food, spending leisure time, etc. Thus the water-bodies are considered as a point of recreation. Therefore a combination of all can be developed at that stretch and the thought was there in my mind long before and how it can be presented in a structured form.

My study will now be in depth and once my report gets published then the Govt. can use it for development. As any of these must be for a cause and the ultimate aim is Nation building, development and good for mankind and environment. I am sure that my thesis will certainly match the requirement.

The selection of this topic is natural as I had been working on the same for years now. I do have my blog in social media where my findings are frequently released. My love and passion for Hospitality and Tourism is for long.

The state of West Bengal has lot to offer. The state is crowned by colossal mountains, drained by pristine rivers and fringed by a turbulent sea, all contributing to a topography that is as varied as its history.

II. LITERATURE REVIEW

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III. STATEMENT OF THE PROBLEM

Kolkata is fortunate to have River Ganga passing through. It is said that the ancient Kolkata was developed around the bank of River Ganga and ever since then many things changed but still the place where I mentioned attracts a good no of tourist especially the local crowd but its only that few boats are available and some seats for the visitors, nothing much. It can be a paradise for evening life with the cool breeze from the river, beautiful environment with eateries serving multi-cuisine food, snacks, joyrides and many things which are presently not available. My study will focus the inclusion of as many tourist attractions as possible. Therefore the gap is clear that Nature is present, tourism can be increased, only the effective development is necessary. The whole idea is to engage the tourist in various activities so that they can get the attraction to visit again and again.

West Bengal has a diverse and traditional cultural base. It is also called the Cultural Capital of India. The state offers its traditional Bengali cuisine, varieties of sweets, its own dance form, songs, historical Monuments from different era and many other things associated with it.

The River Ganga flows through this state and in the capital city "Calcutta" now known as Kolkata is situated on and near Ganga. The city developed over times and many things got changed so does the riverside Ganga. There is a general transformation which happened over decades. In the 80's and 90's the riverside was not at all developed. Only a certain portion used to be open and the local public used to crowd on some local snacks and spend some leisure time. However the last decade saw some notable development in forms of a long pavement which was constructed from James Princep Ghat to Millenium Park. Now a good number of locals visit throughout the day with limited choice of food and recreations. There are benches, few temporary food stalls, some hand operated boats, one age old restaurant serves some ordinary snacks, one permanent tea stall with some titbits and nothing special. Even the parking area which is a long stretch is unmanned.

This gives a scope to develop this area into a world class tourist destination. The study begins here to fill the gap and come out with an extensive study which will not only develop tourism but also generate employment, increase state revenue and give ways for MSME to develop as well, showcase the cultural aspect of Bengal, etc.

IV. ANALYSIS AND SOLUTIONS

- **Recreations-** There could be a good number of things related to recreations , can be included which proved to be successful in many places in India and abroad.
- **River activities** like boat-ride, speed boats, river/water scooter. These activities and many more can be explored which proved to be successful elsewhere and thus a detailed study about it and its success stories can be done.
- **River cruises-** The destination can be made more happening by river cruises which may have cultural program with light food/dinner or weekend lunch. The cruises can have few destinations where the passengers can go and take a view and spend time.
- **Cultural Shows:** A dedicated place for cultural shows where a certain age group can be entertained.
- **A Giant wheel** which will give a nice view of riverside Kolkata once it goes on top. This will bring a good number of crowds especially the young crowd.
- **Handicraft Zone-** The zone where local handicrafts can be sold, thus giving ways to the MSME based organisations.

- **Restaurant-** The requirements of takeaways, fine dining restaurants, snacks vendors, local and traditional food is very much required.
- **Houseboats -** The concept of House boats can be introduced with an idea to stay on river and along with food especially local food.
- **Revenue** for the state will be increased to a great extent.
- **Local, out-stationed and foreign tourist** in flow will be increased thus giving a boost to tourism and associate business.
- **The growth of employment** due to the increase of tourism and its related hospitality.
- **Joy Train** ride in collaboration with Indian railways. As the circular railway already pass through the said area, it will be easy to initiate the project. A certain route can be ascertained which will come back to the same point from where it started. *A success story is the Darjeeling Himalayan Railway which passes through the mountains.*

V. SIGNIFICANCE / RATIONAL OF THE STUDY

The significance of this study is much required. It will help in the follow ways;

- To generate revenue for the state.
- To generate Employment
- To boost MSME Sector
- To bring Tourist
- To develop Socio-Economic status.
- To showcase Local Products.
- To develop Tourism in Bengal
- To develop the entire stretch of said area.

VI. OBJECTIVES OF THE STUDY

- To find out the unexpected area of tourism.
- To find out the variety of food and beverages the area offers.
- To find the flaws of various destinations and ways to overcome those.
- To get avenues to attract tourism, the areas which can be made attractive to the tourists
- To make Bengal a destination where a tourist can stay for 10-15 days with a good content.
- To identify areas having particular to pull crowd.
- To add on entertainment to areas where tourists can spend quality time.
- Amalgamation of Heritage, food, entertainment in one place.
- To suggest accommodation and road development for particular tourist destination.
- To utilize the rivers and sea for prominent tourist destination and finding ways and means to explore.
- To highlight nature tourism and attract tourists for nature therapy.
- To find out various circuits where a comprehensive tour wins other factors, can be explored.
- To make Bengal a place where people with high, medium and low budget can come and explore.
- To explore the potential of various religious destinations with entertainment and aim factors where they can spend more time.
- To come out with plans where kids can find enjoyment along with their parents.

VII. HYPOTHESES / RESEARCH QUESTIONS

The research will give new horizon of scope. The state will largely benefit in terms of revenue, Tourism. People of the country will get job. Small Enterprise and large Organisation will be benefited if everything is implements. Such Development can be an example for many other destinations in India. This will have a positive impact on the socio-economic structure largely.

The Study will not only boost tourism but it will also help the organisation dealing with adventure Sports, Food Business, Hotels, MSME , etc. To bring foreign travelers.

VIII. METHODOLOGY

- Questionnaires
- Google forms
- Interviews
- Site survey

A study has been made, where the respondents were given a google form to fill up the relevant questions.

IX. CONCLUSION

The study on the possible development at the said area will generate government revenue, will increase livelihood and generate employment and self-employment. This will also showcase local handicraft and support the government campaign: Vocal for Local and indigenous products.

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