

SWOT and QSPM Analysis for Sustainable Tourism at Chhattisgarh

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ABSTRACT

Chhattisgarh tourism sector is full of happenings. Since its inception in 2003 there is a rapid growth. But with increase in tourism sector, it has brought negative effects also. Economic, Social, Ecological degradation has happened in all sectors and tourism is no exception. Growth is essential but not in the cost of ecological dis-balance. Being having a high potential in tourism Government is in full dedication to promote tourism. Sustainable tourism is the only way to keep the balance intact. This paper is an attempt to know as a state where we stand and what can be done to have a win situation. For this a SWOT and QSPM Analysis for Sustainable Tourism at Chhattisgarh was carried out.

INTRODUCTION

Chhattisgarh tourism sector is full of happenings. Since its inception in 2003 there is a rapid growth. But with increase in tourism sector, it has brought negative effects also. Economic, Social, Ecological degradation has happened in all sectors and tourism is no exception. Growth is essential but not in the cost of ecological dis-balance. Being having a high potential in tourism Government is in full dedication to promote tourism. Sustainable tourism is the only way to keep the balance intact. This paper is an attempt to know as a state where we stand and what can be done to have a win situation. For this a SWOT and QSPM Analysis for Sustainable Tourism at Chhattisgarh was carried out.

Literature Review

(Santos-Roldán et al., 2020) broke down the components that drive the devouring of the travel industry type, with traveler responsiveness as the key component, and found that vacationers have an unmistakable demeanor toward creating Sustainable Tourism., driven by the beneficial outcomes and inspiration it involves, just as the fulfillment the vacationer sees while burning-through a capable the travel industry type. Notwithstanding this mindfulness, the creator has enlarged the current quandary experienced by the travel industry brought about by COVID-19. The analyst has highlighted over the advantage of this pandemic towards the Sustainable Tourism improvement, advancing less jam-packed objections that favor social separating. Likewise a model has created to set up relationship among the factors, utilizing existing writing on Sustainable Tourism. Helper to this, An example of 308 guests is

utilized to test primary condition models utilizing incomplete least squares.

(Cristobal-Fransi et al., 2020) assembled articles about the promoting of objections and the advertising and correspondence the executives of organizations and the travel industry associations from a reasonable the travel industry viewpoint. An exertion was made to make connection among the travel industry and reasonable promoting the board that can be utilized by scientists and specialists to create the travel industry showcasing systems from a practical viewpoint and investigated the goal to visit is decidedly influenced by aim to fly on the particular carrier and mentality toward visiting a spot with the goal to break down the primary commitments made because of examination identified with supportable the travel industry advertising the executives and latest things in this field... The examination infers that information about a nation fundamentally diminishes apparent dangers about visiting it.

(Qian et al., 2018) used substance examination to deliberately survey the investigations to give the present status of existing exploration the guide of perception apparatuses and investigated six significant subjects of economical the travel industry research dependent on the references of JST articles: environmental change, social examinations, destitution decrease, volunteer the travel industry, strategy instrument, and native the travel industry.

(Purnomo et al., 2020) inspected the local area strengthening model to create practical the travel industry towns in Indonesia by applying a subjective technique and inferred that travel industry advancement did in the Ponggok Village utilized four methodologies

(1) spatial methodology as a premise deciding the way of town advancement; (2) sectoral approach through expanding the job of the Village Owned Enterprises to fabricate the town economy; (3) HR to upgrade the job of town networks in overseeing town possibilities; and (4) utilization of data innovation to improve administration quality, straightforwardness and responsibility. The achievement of these four methodologies is impacted by the administration, advancement, coordinated effort, and great town administration.

(Sharpley, 2020) respects the hypothetical connection among the travel industry and feasible turn of events, thinking about later changes in understandings of the idea of improvement just as contemporary ways to deal with supportable turn of events. Featuring the debate encompassing the proceeding with adherence to monetary development being developed arrangement all in all and the travel industry advancement specifically, it examines economical de-development as an elective way to deal with improvement and, with regards to expanding worries over environmental change, the particular ramifications for the travel industry.

(Nihayah et al., 2020) guided exploratory examination to survey traveler inclinations, to assess the market for legacy the travel industry. It broke down essential information involved by arbitrary inspecting strategy absorbed from meetings and polls together from travelers, by quantitative distinct technique. A locale turns into a vacationer location in five viewpoints; attractions, availability, offices, advancements and data. Sightseers' insights will uphold its advancement strategy. Coordination with the local area and the travel industry partners is required, in light of the fact that vacationer fulfillment is a determinant of a spot turning into a manageable, legacy the travel industry location.

(Yameen et al., 2019) investigated the impact of corporate administration rehearses on firms' exhibition, with an uncommon reference to the Indian the travel industry area. The investigation gathered a board dataset of 39 inns recorded on Bombay Stock Exchange (BSE) for the time frame from 2013/2014 to 2015/2016, applied normal least square relapse model and inferred that load up chiefs' size and review advisory group's size contrarily sway the presentation of Indian lodgings, while load up chiefs' arrangement and fastidiousness, the review council's piece and carefulness, and unfamiliar possession decidedly influence the exhibition of Indian inns estimated by bookkeeping

intermediaries. Results likewise uncovered that board chiefs' size, review advisory group's size, and unfamiliar possession emphatically sway the Indian lodgings' presentation estimated by advertising intermediaries, while board chiefs' sythesis; board chiefs' determination; review council's creation; and review panel's perseverance contrarily affect the exhibition of Indian inns.

(Chandra and Kumar, 2021) explored the travel industry area of Uttarakhand, the Northern Himalayan State of India, and offered planned techniques for creating manageable the travel industry business in the locale. The examination plugged that the predominant odd acts of the travel industry, unintended reformist deeds in the area, and colossal convergence of vacationers in Uttarakhand are not adjusted with the locale's weak bionetwork and the manageability of the travel industry business. By and by, in the event that the policymakers move inside the infamous tricks, Uttarakhand the travel industry's predominant peculiar practices and immense invasion of sightseers can change into a supportable business and formative possibilities.

Research Objectives

- To apprehend the notion of sustainable tourism.
- To determine the various factors associated with the sustainable tourism, in the context of Chhattisgarh.
- To explore strategies for developing sustainable tourism in Chhattisgarh.

Research Methodology

Economy of Chhattisgarh statements of a blossoming infrastructural support which is appropriately improved by diverse businesses. While horticulture and force are the vital drivers of development in the state. Land, banking and money are the other partnered modern zones that aggregately structure a solid monetary stage for Chhattisgarh. Notwithstanding this Chhattisgarh is currently perceived for its regular flawlessness alongside devout spot for otherworldly well-being. Chhattisgarh a decent setting to observe procedures for economical the travel industry business and formative possibilities in light of the fact that; (a) Chhattisgarh is around the world known for its inborn the travel industry attractions and is a favored objective for journey, relaxation, and sporting the travel industry exercises (b) regardless of being an ideal and favored objective for the travel industry administrations and a central participant in the travel industry organizations of

India, the travel industry of Chhattisgarh is confronting supportability challenges, and mindful techniques are inadequate toward the path, and (c) not just the state is exceptional with characteristic expert articulation yet additionally clinical framework has raised.

Data Analysis

This exploratory examination study utilized a contextual investigation research plan. As a result of its suitability for a circumstance wherein research addresses need inescapable, non-manipulative, and exhaustive portrayals of the sign and its fitness to analyze the utilization of logic in an exploration study. Further, the meeting was picked as a favored strategy for information assortment on the grounds that the meeting technique is viewed as outstanding amongst other information assortment apparatus that offers voice to the examination members and furthermore explicit outcomes could be derived. All the meetings were fundamentally founded on semi-organized meeting conventions, intended to explore Chhattisgarh's travel industry area and offer forthcoming approaches for creating manageable the travel industry business in the district. The meeting conventions were at first made, audited, and refined from the underlying stage to the furthest limit of the information assortment cycle to achieve all the looming data that has added to create functional bits of knowledge and investigating planned methodologies. The convention for policymakers, researchers, administrators, carriers, entrepreneurs, and nearby locals fundamentally included inquiries; (a) on learning the SWOT elements of the travel industry area of Chhattisgarh and (b) how these elements can be convenient for articulating forthcoming procedures for creating supportable the travel industry business in the district. Further, the gathered essential information and data are validated with accessible academic writing and dependable data sources.

The SWOT of Chhattisgarh's tourism sector

(LucidChart, 2019) SWOT analysis is a type of diagram widely used in business and education used for exploring strengths, weaknesses, opportunities, and threats in a given situation.

Strengths

1. Assorted geographical landscape located in Deccan plateau.

2. Chhattisgarh is eminent for some of the world-famous destinations, religious sites, national parks, and other sacred places.
3. Dense forest equipped with medicinal plants.
4. Good governance and support to hoist tourism in the region.
5. Well-developed tourism infrastructure and facilities.

Weaknesses

1. Lack of administration is leading to the ruin of historical monuments and unregulated moments on multiple sites.
2. Lack of coordination between planning, management, and scientific agencies.
3. Strategy and marketing understanding are inadequate.
4. Lack of tourists' awareness with respect to the available sights in the region.
5. Lack of professional service approach.

Opportunities

1. Good prospects are available for developing niche tourism and recreational activities.
2. Many religious site are yet to discover.
3. Vital interests amongst natives on tourism-related entrepreneurship are good for future developmental prospects.
4. Awareness and mass promotional activities to aware and educate visitors for sustainability cause.
5. Facilities and services might upgrade through a mutual public, private, and professional association.

Threats

1. Lack of strategy and marketing understanding is leading to an unfavorable perception among the visitors.
2. The deficiency of management on the tourist sites of Chhattisgarh can damage the natural environment.
3. The absence of coordination between agencies is forming inconsistency between tourism

developmental activities and regions' sustainability.

4. The primary focus on pilgrimage and religious tourism is causing anthropogenic threats for some destinations.
5. Lack of a professional service approach is leading dissatisfaction among the visitors.

(Phadermrod et al., 2019) SWOT analysis, a commonly used tool for strategic planning, is traditionally a form of brainstorming. Hence, it has been criticised that it is likely to hold subjective views of the individuals who participate in a brainstorming session and that SWOT factors are not prioritized by their significance thus it may result in an improper strategic action. While most studies of SWOT analysis have only focused on solving these shortcomings separately, this study offers an approach to diminish both shortcomings by applying Importance-Performance Analysis (IPA) to identify SWOT based on customer satisfaction surveys which produces prioritized SWOT corresponding to the customers' perception.

(Vlados, 2019) SWOT analysis, presents the existing criticism within the international literature. Then, it articulates gradually the new evolutionary and correlative SWOT analysis, by using the approaches and the literature of evolutionary economics, and the Stra. Tech. Man approach in business dynamics. In conclusion, it presents the new conceptual framework on which a new correlative SWOT analysis can be based.

QSPM Analysis

(Rusby & Arif, 2020) The information examination strategy utilized a SWOT investigation followed by an Internal Factors Analysis Summary (IFAS) and External Factors Analysis Summary (EFAS) network. The investigation of need methodologies utilized the Quantitative Strategy Planning Matrix (QSPM). In view of the consequences of the Internal External (IE) network (IFAS and EFAS), it shows that there is a positive and huge impact on the culinary the travel industry potential in the improvement of Shariah the

travel industry in Riau Province. The outcomes showed that dependent on the IFAS network, the complete estimation of the impact was more prominent than the EFAS framework esteem.

The QSPM examination essentially involves six principle steps (I) the key inward and outer components of a business are recognized; (ii) in view of the general significance of each inner and outside factors, a weight/rating is relegated. Critically, the weight should be an entirety to 1.0 for the outer components and 1.0 for the inner variables; (iii) planned procedures are recognized for thought by deliberately coordinating with inward and outside factors; (iv) the alluring scores somewhere in the range of 1 and 4 are resolved for each forthcoming technique by separately looking at each inside and outer factor, where 1 represents essential dangers, 2 for moderate dangers, 3 for dangers, and 4 for exorbitant dangers.

Result and Findings

External factor estimation matrix (EFEM)

In the SWOT of Chhattisgarh's travel industry business, essentially five variables were relating to promising circumstances and dangers with loads somewhere in the range of 0.04 and 0.11 and appealing scores somewhere in the range of 3 and 4 for promising circumstances, and loads somewhere in the range of 0.02 and 0.11 and alluring scores somewhere in the range of 1 and 4 for dangers. For promising circumstances, the consequences of EFEM shows that the main variables which got the most noteworthy weight were 'acceptable possibilities are accessible for creating specialty the travel industry and sporting exercises' trailed by 'developing the travel industry exercises at a specific site may change into maintainability by zeroing in on specialty the travel industry' and 'logical intercessions are beneficial for deciding the mindful limit of a specific the travel industry site.' conversely, 'mindfulness and mass special exercises to mindful and instruct guests for manageability cause' had the least loads

Opportunities	Weight	Attractive Score	Total Attractive Score
1. Great possibilities are accessible for creating specialty the travel industry and sporting exercises.	0.11	4	0.44
2. Numerous religious site are yet to find.	0.60	3	0.18
3. Fundamental interests among locals on the travel industry related	0.09	4	0.36

business are useful for future formative possibilities.			
4. Responsiveness& mass promotional events to aware and educate visitors for sustainability reasons.	0.04	4	0.16
5. Amenities and services might elevate through a conjoint public-private-professional association.	0.08	3	0.24
Threats			
1. Absence of procedure and advertising understanding is prompting an ominous insight among the guests.	0.11	2	0.22
2. The lack of the board on the vacationer destinations of Chhattisgarh can harm the regular habitat.	0.60	3	.0.18
3. The shortfall of coordination between offices is framing irregularity between between tourism regions' and developmental activities sustainability.	0.09	2	0.18
4. The main focus on religious and pilgrimage tourism is causing hidden threats for some destinations.	0.04	4	0.16
5. Lack of a professional service attitude is making dissatisfaction among the visitors.	0.08	3	0.24

Conclusion

To develop a sustainable tourism business in the Chhattisgarh Region, a study using SWOT and QSPM analysis was carried on Chhattisgarh's tourism sector and an attempt was made to offer prospective strategies. The results and findings of the study reveal that the Chhattisgarh's tourism sector and business are continuously expanding and progressing. However, the lack of attentive strategies, the existing policy framework, incongruous practices of tourism, unplanned developmental activities, and the massive inflow of visitors; is not sustainable for the ecology, stability, and tourism business of the Chhattisgarh. Therefore, this study concludes that if the policymakers operate within the identified strategies, then the prevailing bizarre practices of Chhattisgarh tourism and massive inflow of visitors in the region can be transformed into a sustainable business and developmental prospects.

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