



Self-Help Groups in Chhattisgarh State Tourist Destination

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ABSTRACT

Tourism is currently one of the fastest growing industries. People are becoming more and more interested in all kinds of activities and are traveling great distances to participate in events that intrigue them. The main findings of the study show that although tourism organizations have become more aware of the potential and importance of events, there are still large differences in how these organizations use events. Strategically and the extent to which women in SHGs work around the tourist destination in which they participate. receive. their jobs and income sources are created. Events are their own business and have their own business plans across a number of tourism organisations, who have embedded them deeply into their wider tourism strategies.

KEY WORDS

Tourism, Self-Help Groups.

INTRODUCTION

Different countries around the world offer different reasons to visit them. Some countries are known for their scenic beauty and natural wonders, while others bring together many cultures and have rich culinary and musical traditions and diverse experiences all in one place. These are all great reasons to travel, but what about the rest of us? What is the secret to our success? Well, we have something that no other country has: psychologists! Traditional rituals involving therapists are of great importance in our culture. They help maintain balance in people's lives by addressing mental health problems such as depression or anxiety as well as physical problems such as poor circulation or headaches. These rituals

also help us celebrate important events in life such as weddings or birthdays. There is a belief that psychologists are part of our culture. Their presence is essential, especially in small communities, where they maintain peace and unity. They also play a role in meeting the needs of people around the world through healing methods. People come to psychologists throughout their lives, whether they are children or adults. Even the elderly receive treatment so they don't feel lonely when they leave this world.

Tourism is travel for the purposes of entertainment, religious pilgrimage, business and/or research. Tourism has become one of the world's largest industries, with international travel generating more than \$1 trillion annually. There are more than four million psychologists in the world and they know all the best places to visit. Chhattisgarh, located in central India, has a rich cultural history as well as fascinating natural diversity. Ancient structures, unusual wildlife, wonderfully carved pagodas, Buddhist temples, palaces, rivers, caves, cave paintings and mountainous plateaus have a lot in the state.

Rajnandgaon is a famous city in the state of Chhattisgarh. Although the town is not densely populated, it was an important part of the region's economic activity before independence.

The city was ruled by many different dynasties and was famous for its wood trade. The region is also known for its agricultural prowess. A number of small and medium-sized agri-food businesses have emerged in the region in recent decades. These fields have provided a number of employment opportunities for youth in the area and contributed to changing their lives.

Literature Review

Women entrepreneurship is seen as an opportunity for economic empowerment. Women's participation in business activities is closely linked to improving women's status as well as family and community well-being (Haugh and Talwar, 2016; Scott et al., 2012; Ardrey et al., 2006; Jamali, 2009). According to Haugh and Talwar (2016) and Clarke and Holt (2010), there is a difference between traditional entrepreneurship and social entrepreneurship. Conventional entrepreneurship considers innovations, initiatives, and new business models as solid business goals. On the other hand, social entrepreneurship is more ethical in its entrepreneurial activities, with a clear model of social change, influenced by social and environmental values (Haugh and Talwar, 2016; Branzei, 2012). The relationship between women's entrepreneurship and social entrepreneurship has been discussed by Haugh and Talwar (2016), Rindova et al. (2009) and Steyaert (2007), in which these authors studied the key connections between women's entrepreneurship, empowerment and social change. They found a strong connection between these issues. Women entrepreneurship is a multidimensional phenomenon (De Bruin et al., 2006) that can be considered from many perspectives:

Such as women's activism where they invest in women and motivate them to take action (Calás et al., 2009); is economic development, from the perspective of business investment (Heilman and Chen, 2003; Hania et al., 2012); as a means of social policy where a sense of material security influences the promotion of self-employment (Godwyn, 2009; Kimbu and Ngoasong, 2016); and sustainable development, where women entrepreneurs can be seen as a means of harmonizing economic development with environmental and social development, through socially responsible businesses (Markantoni and van Hoven, 2012; Shams, 2017).

According to the World Tourism Organization (2011), tourism work is suggested as the best way to promote UNIS because it provides many income-generating opportunities for women. Baikuntha and Elizabeth (2013) in their study found that home tourism is a very popular route for women to become self-employed in many destinations. Additionally, this type of business is important for destinations that cannot invest significantly in infrastructure. Their research is based on a semi-structured interview method, the results of which show that women's tourism entrepreneurship is important for WE and sustainable community development. A similar study was examined in the work of Ateljevic (2009) which examined the business behavior of small tourism businesses and their influence on regional development. The same author used in-depth interviews and questionnaires to study the business behavior of small businesses in the tourism sector. In the study of Tajeddini

et al. (2017), women are affected by environmental factors in the tourism business. The authors (Tajeddini et al., 2017) used interviews to analyze how women use limited resources and financial capital to succeed in the tourism industry. Bensemman and Hall (2010) found that women have cooperative relationships in rural tourism businesses. They used in-depth interviews to analyze women's experiences in the rural tourism accommodation sector. According to their results, women run businesses as a "hobby" and these businesses are primarily driven and influenced by non-economic factors, personal preferences, and lifestyle. Their findings are important in promoting gender equality and bringing women into the business process. Ferguson (2011) raised a similar question. However, this author focuses on the third Millennium Development Goal, which is gender equality and WE. As a result, WE relies heavily on significant policy restructuring for the Millennium Development Goals.

The importance of the participation of different stakeholders in the tourism industry is receiving increasing attention (Shams, 2016) and tourism stakeholders are defined as "any cluster or individual will have an impact on the development of tourism" (Byrd, 2007, p. 6). Their role in the women's entrepreneurship and self-employment system is considered 'an example of good practice' and generally the backbone of WE (Buhalis, 2000; Dredge, 1999). However, most of these studies reflect a US- and European-centric bias. Several other studies (e.g. Cinar, 2001; Al-Dajani, 2007; Al-Dajani and Marlow, 2013) have analyzed the links between entrepreneurial activity, gender, migration status and empowerment. Compared to stereotypes centered on the United States and Europe, these studies address the issue of displaced and marginalized women facing significant material deprivation. quality, culture and economics. These articles illustrate the role of displaced women and their entrepreneurship in creating social change. On the other hand, in studies focusing on the United States and Europe, women enjoy greater stakeholder support for entrepreneurial activity. One of the most popular aspects of female entrepreneurship is in the tourism sector. In addition to being a good business practice, with the support of stakeholders (Cooper et al., 2009; Gossling et al., 2009; Waligo et al., 2015), this practice also demonstrates the impact Strong impact on WE (Datta). and Gailey, 2012; Scheyvens and Biddulph, 2018). Over the past 20 years, the UNIS trend has grown and more and more people are interested in this topic (Kabeer, 2005; Narayan, 2002; Vujko et al., 2019). Special attention is paid to the psychological aspects of empowerment (Osirim, 2001). According to the author, it is clear that women's sense of identity and self-awareness is one of the most necessary factors. Additionally, it is argued that a sense of social belonging, self-esteem, autonomy as well as the desire to achieve economic independence characterize WE. Kabeer (2005) states that WE has three aspects:

Access to resources as well as the necessary prerequisites for obtaining them; agency, as well as the process of acquiring knowledge; and achievements and results. Moser (1989) defines WE as "giving women the power to make decisions" (Soroushmehr et al., 2012).

According to Seguino (2000), WE are a tool to control their lives and overcome the obstacles posed by traditional patriarchal ideology (Batliwala, 1994). Schuler and Hashemi (1993) explain that WE dimensions include:

Internal strength and vision for the future, quality as well as economic independence. There is general consensus that empowerment can be a multifaceted approach. The best known aspect is women's awareness and education (Presser and Sen, 2003). It can be argued that WE often begins with an attempt to understand how and why women should be empowered (Datta and Gailey, 2012).

Objective of Research

1. To examine the various viable women's business ventures in selected areas of Rajnandgaon district.
2. To find reasonable predictions about the benefits that can be achieved from optimal tourism development in the study areas.
3. To make proposals to implement comprehensive tourism development programs in selected areas through self-help groups.

Hypothesis of Research

1. Rajnandgaon district has great scope and potential for development as attractive tourist hotspots.
2. The villages of Rajnandgaon district have enough local resources to enable economically viable businesses for women to grow and flourish.
3. Optimal tourism development in Rajnandgaon district can bring significant benefits to the people of these villages, especially through sustainable women's entrepreneurship.

Research Methodology

1. **Research Design:** Descriptive and analytical.
2. **Population:** Existing and potential tourism hotspots in Dongargarh, Rajnandgaon, ambagargarh chowki and khairargarh constitute the universe for the detailed research.
3. **Sampling Design:** Convenient sampling technique is used for selecting the required respondents for gathering the needed data for the detailed enquiry. Accordingly, 50 women of Self Help Groups were selected from each study area for gathering the required data.
 - a) Tools for Data Collection.
 - b) A structured interview schedule was designed to collect the needed details from the respondents.

Similarly, 10 officials each for the two DTTC's were conveniently selected for collecting the pertinent details for the study. Further, 10 panchayath officials from Rajnandgaon District, 3 each from the remaining three destinations were also conveniently selected for getting the needed data. Besides, 5 socially prominent persons from all the four destinations were also chosen to unearth the details regarding the participation of the local population. In to this, 15 visiting tourist each from all the four areas were also interviewed. The sampling technique used in this regard was accidental sampling. Thus, the total sample size is 60.

Arrival of tourists in India in the last 5 years

Year	Arrivals	Gender Distribution (%)		
		Male	Female	Not reported
2017	10035803	59.4	40.5	0.01*
2018	10557976	58.6	41.4	0.01
2019	10930355	58.9	41.1	0.0
2020	2744766	57.8	42.2	0.0
2022	1527114	59.7	40.3	0.0

(Source: Bureau of Immigration, India, *: transgender.)



Major Archaeological and Tourist Sites of Rajnandgaon District

S. No	Archaeological Tourist Site	Place	Specialty	Distance From Rajnandgaon
1.	Shiv Temple	Gandai (Tikari Para)	The Shiva temple is built on the eastern horizon. This temple is of high quality in terms of architectural art. This temple was built in the 13th and 14th centuries.	74 Kilometer north
2	Shiv Temple (Newly excavated)	Ghatiyari	Architecturally, the simple base and sanctuary remain. This temple was built in the 11th and 12th centuries.	79 Kilometer
3	Narmada Kund	Narmada	This is a natural water source (water reservoir). This temple is in the Maratha Panchayat style of those times.	62 Kilometer
4	Mandeep Khol	Thakurtola	This is a natural cave and water source.	85 Kilometer
5	Dongareshwar Mahadev	Jangalpur	Water flows through caves and natural rocks about 100 feet below the surface throughout the year.	65 Kilometer
6	Indira Arts and Music University	Khairagarh	This is India's only university of music and fine arts. An archeology museum was also created.	39 Kilometer
7	Jagannath Temple	Pandadah	It was the capital of the Rajnandgaon state of the Bairagi kings. The famous temple of Lord Jagannath was established here.	47 Kilometer
8	Bamleshwari Temple	Dongargarh	There is a Bamleshwari temple located on the hill. A major fair takes place at Shardishya and Vasanthi Navaratri.	40 Kilometer
9	Principate palace	Rajnandgaon	The modern, state-of-the-art royal palace is currently used as the government's Digvijay College. In the rear part of the palace, the Triveni Museum was established and the palace was covered by a lake.	0 Kilometer
10	Natural cave	Ambagarh Chowki	This place is located 13 to 14 km from Ambagadh Chauki Tehsil headquarters. There are natural caves and lion ponds.	40 Kilometer
11	Archaeological Museum	Rajnandgaon	Established on August 31, 1977, the Archaeological Society was established in Rajnandgaon district, registration number 44, issued on July 8, 1980. It is a preeminent institution among the archaeological institutions established in the state. It is an important organization approved, guided, and funded by the Commissioner of Archeology and Museums, Government of Chhattisgarh.	0 Kilometer
12	Mukti Bodh Parisar	Rajnandgaon	Nationally renowned literary figures, grew up in the district, Even after the existence of Sarvee Shri Gajanan Madhav Muktibodh, Padumlal Pannalal Bakshi, and Baldev Prasad Mishra, the region remains completely neglected in the field of literature. The famous Burhan Bagh, located near Digvijay College, was developed as the Triveni Complex, which is currently under construction on the beautification grounds. In such a beautiful place, there will be large cities of the state, which are surrounded by two or two ponds. The Earth-Volume section of the site is installed on the Mukti Bodh complex, representing the historical context.	0 Kilometer
13	Triveni museum	Rajnandgaon	There are three sections on the upper floor of Triveni Museum. It's the northern part where Muktibodh lives. His literature is about the position of sadhana and the curved scale which he mentioned in his compositions in this northern part.	0 Kilometer

(Source: https://rajnandgaon.nic.in//tourist_place)

Importance of Study

Tourism businesses become autonomous and consider other tourism businesses as competitors. The travel industry is becoming more open and collaborative than ever. As you may have noticed in your day-to-day activities, there has been a shift towards self-help groups working in tourism partnerships across all areas, including marketing, promotion, development, planning and research. These collaborations are important and can be an effective and efficient strategy to obtain quality products and provide employment to the beneficiaries of self-help groups.

Finding

1. Rajnandgaon of course has captivating natural beauty and very attractive scenery, which certainly attracts both domestic and foreign tourists. However, basic infrastructure such as transportation, hotels, motels, parks, etc. in the area is not enough to attract tourists optimally. Furthermore, the lack of adequate advertising is a major hurdle in attracting tourists to Doangarh and turning it into a popular tourist hub.
2. According to research, a staggering 80 lakh tourists visited Rajnandgaon district, where the Bambleshwari temple is located. Rajnandgaon was followed by Bilaspur and Mungeli, which had around 45.2 lakh and 22.6 lakh tourists respectively. Of the total 2,444 main tourists, 7,777 were foreigners.
3. To support the above finding, most foreign tourists surveyed said that they knew about Rajnandgaon and its tourist attractions from their friends. This further highlights the inadequacy of advertising in promoting tourism in the region.
4. It turns out that there is huge scope and market potential for SHGS in RAJNANDGAON State as it is huge market potential in front of Maa Bamleshwari Devi Temple. It has great spiritual importance and several legends are also associated with this temple.
5. A significant number of foreign tourists interviewed in Dongargarh expressed dissatisfaction with people staring at them.

CONCLUSION

Tourism offers many income-generating opportunities for women in formal and informal jobs. Travel jobs are generally so flexible that they can be performed in a variety of locations, including work and home. In addition, tourism offers many new opportunities for women through the complex value chains it creates in destination economies. Strengthening the role of women in society is one of the world's fundamental challenges. Using questionnaire-based research and analysis of their attitudes, we sought to better understand what these women think about their role and empowerment in tourism development in their area of birth. living. We believe that this research will be useful in raising awareness of women in the tourism sector, highlighting the support they receive within this tight network and the opportunity to demonstrate their creativity. Their creativity and skills can give them great opportunities to establish and develop their role. in the tourism development of their small communities. This is especially relevant for women in underdeveloped areas of developing countries due to the specific economic, psychological, and social frameworks of these societies.

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