

Odisha As A Tribal Tourism Destination: A Marketing Perspective

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Abstract

The state Odisha has truly all the resources of tourism enjoyment and pleasure for tourists. Since the time immemorial the state Odisha is famous for its religious tourism as well as wildlife, eco tourism, heritage, beach tourism and many others. Odisha proudly offers an enchanting and delightful experience and pleasure to the discerning tourist all across the globe. The exuberant culture, the pristine heritage, the colorful fairs and festivals and soul touching music and dance allures millions of tourists every year to this state. The exquisite and exclusive art and crafts in the forms of metal craft, silver filigree, patta chitra, pipli chandua has a worldwide recognition which really signifies the very essence of Odisha's tourism. Another important segment of the Odisha tourism is being contributed by the tribal population which constitutes one fourth of the state's population. Though the modernization has touched the every aspects of Odisha tourism, but still the tribal communities of Odisha has retained their core human values in the form of colorful tribal dance and music, art and crafts, traditional food, lifestyle and culture. In recent past the growth and development of Odisha tourism has taken a giant leap, but a very less attention has given to the marketing and promotion of tribal tourism of Odisha in global tourism map. Hence an attempt has been made to showcase or bring into lime light of Odisha's tribal tourism by proper marketing strategy in order to make Odisha as a brand destination of tribal tourism.

Keywords: Tribal, Destination, Odisha, Marketing, Tourism

Introduction

Odisha, the land of serene, sublime and scenic stores the reservoir of wonders in its magical womb. From the enchanting mountains to the tranquil seashore, and from the ornamental caves to the historic temples and palaces, Odisha sparks in every spectrum of culture, heritage, architecture, tradition to the history and heritage. Still Odisha is not complete, though it is always regarded as the poor state in India, as a matter of fact this poor statement has proved its immense and vibrancy which are hidden in its rural and remote places and that are showcased by the tribal of this state. In last one decade though modernization has touched the every nook and corner of this state, the development has touched at its peak, still people of modern society to get rid of the hustle and bustle of city life looking for the village life to get the aura of

happiness in the mind. And the state Odisha has tremendous tribal wonders that can contribute tourism culturally, ethnically, rurally, and as well environmentally. The tribal culture, fairs and festivals, traditions, lifestyles, mingled with the pristine nature, and boisterous mountains have mesmerized Odisha as the perfect tourist hot spot in the recent times. Odisha's cultural platform nestled with tribal can allure a large number of tourists globally and domestically to leverage its economic development. Hence a well carved marketing strategy emphasizing the tribal tourism promotion can lead to the sustainable development of the state as well as position Odisha as the preferred tribal tourism destination in the global map.

Purpose of the study

The sole purpose of the study is to popularize the tourism potential of Odisha domestically and universally that will enhance the socio –economic development of the people as well as the place. Although last one decade the tourism of Odisha has remarkable position in religious, eco tourism, wild life , nature based tourism, and beach tourism, but one of the grey area of tourism in Odisha is tribal tourism, which has not explored particularly to a greater extent. Though to some extent tribal are exposed and included in rural tourism parlance, but the tribal tourism as a separate entity has not yet explored perfectly and effectively. Hence the purpose of this study is to identify the tribal tourism circuit and its potential of Odisha and to chalk out a well planned marketing strategy to brand Odisha as a tribal tourism destination.

Significance of the study

From the tourism point of view, the significance of this particular study entails the adding of another potential area in Odisha's tourism map. Even the scope of this study will strengthen not only Odisha as a cultural melting pot, but also familiarize as a preferred tribal tourism destination. Also the study will unfolds the Odisha's tribal tourism resources and potential and will showcase the tribe's natural inclination towards their culture, traditions, customs, simplicity, religion and respect for the mother earth and the environment. The study will also reveals, in the name of modernization and globalization, the society has changed and depleted the nature and the environment, but the tribes, since time immemorial are the custodians of the nature and environment, by sticking to their basic instincts. This study will also unfolds the interlinking of tribal tourism with other forms of tourism like wildlife, sustainable tourism, eco tourism, rural tourism and ethnic tourism.

Literature review

Tribal tourism/Indigenous tourism/Aboriginal tourism: An overview

Indigenous tourism centered on a native community and described by various terms is steadily growing as an integral part of tourism industry. For instance, it is referred to as Aboriginal or

Indigenous tourism in Australia; as Aboriginal, Native or First Nations tourism in Canada; and Indian or Native American tourism in USA. It is also referred to as Anthropological Tourism or Tribal Tourism in some nations. And in the context of India, it is called indigenous tourism or tribal tourism. Indigenous tourism activities are driven by the ethno –centric and socio-cultural fabric of the self defined group where their language, tradition, lifestyles, and culture are intrinsically different from others. All around the globe, cultural tourism has a prominent place heading all other tourism activities at the same time. The cultural tourism experience has pulled a major chunk of tourist to travel deeper and closer to the society, where there is an opportunity for socio-economic development of people and the place. Tourism is undoubtedly a significant economic, socio-cultural and political phenomenon and has been identified as a basis for Indigenous peoples and communities to develop a better socio-economic future (Ryan 2002; Deutschlander & Miller 2003; Fuller, Buultjens & Cummings 2005; Butler & Hinch 2007). The term Indigenous or Aboriginal Tourism is used broadly to describe the participation of aboriginal people in tourism either directly through jobs and employment or indirectly through ownership of business enterprises (Tourism, Western Australia, 2006). In the words of Butler and Hinch (2007), indigenous tourism is a tourism activity in which indigenous people are directly involved either through control and/or having their culture serve as the essence of the attraction.

In Canada, Parker (1993) defined Aboriginal tourism as any tourism product or service, which is owned and operated by Aboriginal people. In Australia, Aboriginal or Indigenous tourism is interpreted as a tourism product which is either aboriginal owned or part owned, employs aboriginal people, or provides consenting contact with aboriginal people, culture or land (SATC, 1995). Among the Kuna Indians of Panama, Swain (1989) considers Indigenous tourism as tourism based on the group's land and cultural identity and controlled from within by the group. For Smith (1992), tribal tourism at Acoma Pueblo, New Mexico (USA) involves small scale enterprises that are labor intensive for an owner, a family, or a small tribe. According to Ward(2014) tribal tourism refers to a new form of travel in which tribes allow tourists to visit their villages in order to be “exposed to a culture completely different from [their] own.”

In the recent past the desire to experience the authentic, ethnicity has grown rapidly which has made indigenous life more prolific. So in this context tribal tourism has become one of the indispensable subset of cultural as well as ethnic tourism. Tribal tourism is a culmination of various components which induces it like the tribe itself is a residents and attraction (Chang, Chang, & Wu, 2013; Johansena & Mehmetoglu, 2011); has characteristics and culture of the aboriginal (Chang, Chang, & Wu, 2013; Chang & Chang Liao, 2014);five central dimensions of tribal culture that creates the special interest gazing, lifestyle, authenticity, personal interaction, and informal learning.(McIntosh and Ryan (2007) and the culinary and lodging experience as offered by the tribal people. Indigenous tourism is a resource-based tourism type while aboriginal culture as a major tourist attraction (Hinch & Bulter, 1996).In order to formulate a marketing strategy for the tribal tourism destination development ,the culture, tradition, performing arts, handicrafts , history, heritage and food are various key products. Ryan and Huyton (2002) defines "indigenous tourism" is a tourist being aboriginal culture performing arts, celebrations, attractions, historical heritage and customs of the attraction, and trips to

engage in indigenous areas. Therefore, indigenous tourism typically involves small businesses based on the inherited tribal knowledge of culture and nature. Indigenous tourism flourishes when indigenous people operate tours and cultural centers, provide visitor facilities and control tourist access to cultural events and home lands (Zeppel, 2001). According to Smith (1996), the four Hs of “habitat, heritage, history and handicrafts” define indigenous tourism as that segment of the visitor industry that directly involves native people whose ethnicity is a tourist attraction. Indigenous tourism is a means for cultural survival for many native communities and it offers a way to overcome social isolation.

Objectives of the study

Following are the some of the key objectives of this study

**To identify and explore the potential of tribal tourism in Odisha.*

**To chalk out the marketing strategy to make Odisha as a tribal tourism destination*

Research Methodologies

The theoretical study of this present paper involves the various relevant data and information derived from the secondary method, by vividly considering the different research papers, research articles, national and international referred journals, conference proceeding papers, govt. records and project reports etc.

Case of Odisha

Worldwide the population of indigenous people are estimated 370 million and it comprises of 5 percent of total population of world live approximately 90 countries. Even in Latin America more than 40 million indigenous people live in rural areas below poverty line. Since time immemorial, Odisha has carved its niche by positioning itself as the cultural and ethnic hubs on the national map. The cultural diversity, along with distinct lifestyle has mesmerized this state as the cultural hot spot bridging the gap between the east and west. The cultural and ethnic essence and values has spread from rural villages of Odisha to the tribal communities. In the year 1956, 62 tribal communities of Odisha has been declared by the prime minister of India as the “scheduled tribe”, out of which 13 communities got the status of primitive tribal group(PTGs). The percentage of scheduled area in Odisha is 44.25 percent. The prominent tribes as per their numerical strength are Santhal, Saora, Bhuyian, Kondh, Gond, Paraja, Koya, Oraon, Gadaba and Munda. There are also few numbers of tribal like Ghara, Baiga, Chenchus, Mankiridia, Khairia, Birohor lives in this state. The tribal communities like Santhal, Gond, Munda, Birhor koya, Lodha, Kondha also spread to the neighbouring states like Jharkhand, Chatisgarh, and Andhra pradesh. And other tribal communities like Juanga, Bonda, and Didaye are living in the region of Keonjhar and Malkangiri district.

Tribal Circuit of Odisha & Tourism Potential

The name Orissa believed to be derived from “Ordes” a predominant Tribe, and Odisha has positioned itself in the ethnographic map of India by creating the most fascinating tribal circuit. And the tribal circuit of Odisha has stretched from east to west and north to south, touching the most prominent districts of Odisha like Koraput, Kalahandi, Kandamala, Malkangiri, Nuapada, Baudh, Keonjhar, Rayagada, and Mayurbhanj. Although the largest varieties of tribal communities live in the above districts, but for the study purposes, the four districts have been taken for consideration.

Koraput

The Koraput district inhabitates the 51 kind of tribes out of total 62 tribes from all over Odisha. These tribal are based on the three classes like 1: Dravidian race consisting Kondh, Poraja, Gond and Koya. 2: Munda or Kolarian race which involves Savara and Gadaba 3; Austro-Asian race involving the Bondas, one of the most ancient tribes. In the district of Koraput, Kondhs are qualitatively largest in number and they constitute the two third of the total population. The word Kondhs is derived from the word “konda” which means hill. Kondhs are migratory race who settled their shifting due to the slash and burn cultivation. Another tribal group who are heterogeneous by nature are Porajas. Their main occupation is goat and cow breeding, agricultural work and firewood collection.

Another unique kind of tribal group lives in Koraput is Bonda which means naked. But female Bondas are scantily attired. Again Bonda are classified into two groups like lower Bonda and upper Bonda. Generally the upper Bonda are not accessible to the high hill regions and the lower Bonda lives in the foothills of the mountain. The uniqueness of this type of tribe is carrying of bow and arrows by the man and children. Gadaba are seen in very smaller numbers and lives in Jeypore area. The main occupations of this tribe are carrying the job of palanquin and cultivation. Though cultivation is the chief profession of these tribes, but their livelihood depends on the collection of forest produces and resources. These tribal are also very professional of preparing the intoxicating liquors from the blossoms of Mahua (bassis latifolia) tree, and sap of palm tree.

Malkangiri

The natural beauty of lofty mountains, dense forests, serene river and reservoir is the abode of various tribal communities of this district. This district also bears the mythological importance as Dandakarayana is located in where Dandaka rushi (Sage) was residing. Even this place is significant as during the 14 years of Banabasa of lord Rama and Sita, some years they spend in this forest. The major tribe of this district are Bonda, Bhumiya, Koyas, and Porajas. The Bonda are called Remo (men) a small tribal group of Austro-Asiatic origin lives in the mountainous region of north-west of Machakunda River. These groups have kept their identity intact completely away from the modern civilisation. These unfamiliar tribal groups wear the strange dress and have a peculiar appearance and speak the Austro-Asiatic language. Bondas are the most primitive tribal people of this district and live in the mountainous range of height 3000ft. Bonda hill is the main abode of this community and they solely depends on the Podu cultivation. Another tribal community is Koyas residing in the north of Godavari district of Malkangiri. They belong to the Gond family. Koyas tribe is found in the small blocks of Malkangiri like kalimela, padia, korukonda. The uniqueness of this tribal group is they do not settle down at one place, and behind this there is a superstition that the natural calamity or god will unhappy. Their main

occupations are rearing pigs, hens, cows etc. They also engaged in cultivation of tobacco leaf, paddy and maize. Mahua and Salapa are their usual drink. And they also believe in the worship of god and use the local herbs as their medicines for illness.

Kalahandi

The literal meaning of kalahandi is “Black pot” or it defines the “Pot of arts”. The legacy of this state from the ancient time based on its historical background along with its cultural heritage and archaeological evidence .Once called the state of poverty and starvation now reduced to the state of plenty. This state has been enriched by the Niyamgiri hill which is abundant of precious natural resources. This state like other state of the Odisha is the homeland of various tribal communities like Kondh, Bhotoda, Gond, Paraja and Sabar and Gadava.

Kandhamala

Kandhamala is a poor district which gets its name from the tribes Kondha inhabiting there .It is one of the most backward district of Odisha where higher concentrations of Kandhas live in. These Kandhas are divided into three sub groups like Kutia Kandha, Desia Kandha, and Dangaria Kandha. The Kutia Kandha numbers are very small. Desia Kandha is spread all across the whole district and they live in near to the foothills of the mountain. The main occupations of these tribes are rearing the animals. They also depend on the collection of forest products from where their daily bread and butter are earned. Both male and females engage in the collection of fire wood. Hunting practice is an age old practice among these tribes. In the foothills, they also cultivate various crops like paddy, wheat and millet. They also produce the various spices like turmeric, ginger, garlic, mustard etc.

Tribal Tourism Attractions of Odisha

Tourism attractions are the core product which pulls the tourists to a particular destination. A destination is declared as a tourism destination when it has all the requisite attractions to allure the tourists for various purposes. From the tribal tourism point of view, the major attractions are the blended product of the tribal culture which unfolds its uniqueness in many forms. The key strengths of tribal attractions are lies in their core values of culture which entails the tribal lifestyle, traditions, ethnic food and drink, music, fairs and festivals, social life,etc. The cultural values of tribal community mixed with the natural environment and the pleasure of rural regions adds an extra advantage for the tribal attractions. Hence Indigenous tourism attractions are often located in rural or remote regions with limited infrastructure facilities (Getz & Jamieson, 1997).

The market for tribal tourism product is very preferable and sensible because the fragments of cultural ethos are tied up with these attractions. The preference for this market lies more in offering the intimate and spontaneous cultural experiences as there is a strong affinity between the aboriginal cultures and the natural environment. (Peter & O'Neil, 2007)

As the indigenous tribes with rich cultural resources and ethnic characteristics, especially some of the remote tribes still retain many of the traditional architecture, social systems, arts and crafts, as well as ritual, those for people living in the city, forming a strong the powerful

attraction (Hinch & Bulter, 1996). As the tribal communities resides very close to the nature, and mountain ,many of the tourists want to experience the other nature related tourism activities like rock climbing, hiking, camping , wildlife enjoying. Hence the tribal tourism attractions are not a single market product rather it is a culmination of all other tourism attraction like wildlife, nature, and eco tourism and adventurous tourism.

The motivation for travel to the tribal tourism destination are to be detached from the hue and cry of the city life, and to mesmerized with the nature by exploring and experiencing the cultural insignia of tribal people, and to some extent arousing the adventurous instinct among themselves.

The fair and festivals are the prime attractions which pulls the tourist's attention to mingle with the tribal culture. Thus Ryan (2002) pointed out that tourists enjoy indigenous festival activities; the main purpose is to understand and experience the culture and rituals of indigenous peoples, as well as to participate in their dance ceremony. Aboriginal dance is an expression of culture, lifestyle, and customs, usually related with worship heaven and earth, and this is what the tourists most want to experience (Ryan, 2002; Chang, 2006). Chang, Hung & Wu (2007) found that the motivation of tourists who participate in B&B for aboriginal festival tourism was "cultural exploring", "cultural experiences and learning", "socialization", "novelty and "calm recovered" five factors

Tribal Culture

The tribal of Odisha are highland habitats possessing an ethnic tradition, art and culture that exude the essence of dignified values. The primitive tribes like Bondas, Kandhas, Koyas, Gadabas, Parajas are spread along the district of Kalahandi, Koraput, Malkangiri and Kandhamala. The tribal culture of Odisha has enriched by the enchanting folk songs, music and variety types of dances. The art and craft, the poems, the customs and the tradition are the major attractions of the tribal of Odisha. The Hindu tradition and culture are well adopted among them that has also well integrated into their own culture that has made a unique zest to the whole community. The essences of their culture are reflected in music and dances depicting the serenity and sublime of life. The strength of this tribal culture has enabled to express the human values from cradle to grave in their every aspects of tradition.

Fairs & Festivals

Fairs and festivals among the tribes of Odisha form an integral part of their social life highlighting their strong beliefs to the nature as well as god. The togetherness and sense of belongings and other human values are clearly depicted in their fairs and festivals. The traditions and lifestyles of various tribes are showcased which are worthy of seeing. The tribes of Odisha are believed to be very spiritual minded and celebrate the very exotic and vibrant festivals all round the year.

The tribal festivals are based on change of season, harvesting of crops, and sometimes religious events. These fairs and festivals create a sense of solidarity and bondage among the community also helps in the socio-economic development. The festivals create a huge platform among the various tribes to showcase their unique and distinct culture. It also offers them a golden opportunity to get along with each other and exchange their cultural knowledge creating the awareness for its preservation and conservation.

Tribal Dances & Folk Songs

The tribal festivals are incomplete without the fabulous dancing and enchanting folk music which cannot be ignored. The tribal cultures are best reflected on their dances and songs which are performed with much pomp and gaiety. Their dances and songs are very often performed in the group which creates an environment of love and togetherness. The traditional musical instruments like drum, horn, tamak, and dungdunga creates a soothing atmosphere harmonizing the tribal people's expression of body movement, the perfect platform for enjoyment and merry making. The beautiful songs and dances of tribal people are intensified by their colorful costumes and ornaments which add extra spices to their events. Dhimesa dance is one of the popular dance among the tribes of Odisha along with the songs like dalkhai, Kendra geeta, jaiphula geeta, ghumra songs and bonda songs.

Art and Craft

Due to the close proximity of mother earth and nature, and the tribal's devotion and affinity to the God, the art and craft reflects the spiritual, natural, philosophical and human dimensions of their each and every creation. The art and craft of has enriched the cultural instinct of this community that is par excellence from the modern and civilized life. The handicrafts are the symbolic proliferation of the tribal culture which exhibit the skills and creativity of the tribal. This art and craft objects of ethnicity depicts the every spectrum of tribal civilization in day to day life. This artistic traditions and acumen ship are reflected even in their paintings, textiles, metal works, stone works, and jewellery creating a fine blend of aesthetic and euphoric sensibilities. Patta paintings, Dhokra paintings, stone carving, wall paintings, wood carving, horn works, bell and metal works, pottery and terracotta works are some of the exemplary masterpiece of the tribal.

Tribal Cuisine

Tribal are sheltered in every nook and corner of Odisha. As tribal are known for their simplicity and peculiar way of living, similarly it is much more curious to know about their food and food habit and cooking styles which are authentically an important component in destination marketing. And this entire sojourn is can be called as culinary tourism that needs to be popularized for the destination development and successful brand image. As tribal communities are living amidst the dense forest, mountains, hills, there is a perennial bonding in between tribal and different flora and fauna. They are the custodians of the natural product as well as in the same time the consumer of the forest product. The food habits of tribal people centered on consuming the raw and roasted food. They prefer their food to be ethnically prepared which is healthy and wholesome. They solely depend on the forest ingredients for cooking purposes. Different varieties of wild and forest tubes, roots, leaves, fruits and vegetables are consumed by them. Tribal are voracious eater of animal flesh. They used to consume the fish, wild animals. Crab, tortoise, and other meat product. The cuisine of tribal people is very unique as they use very less oil and spice, and they cook their food in an indigenous style. Their cuisine derives a strong flavor due to the use of dried, fresh and fermented endemic and exotic herbs and plants.

Now days the tribal cuisine are the center stage in various state and district Adivasi mela (tribal festivals)

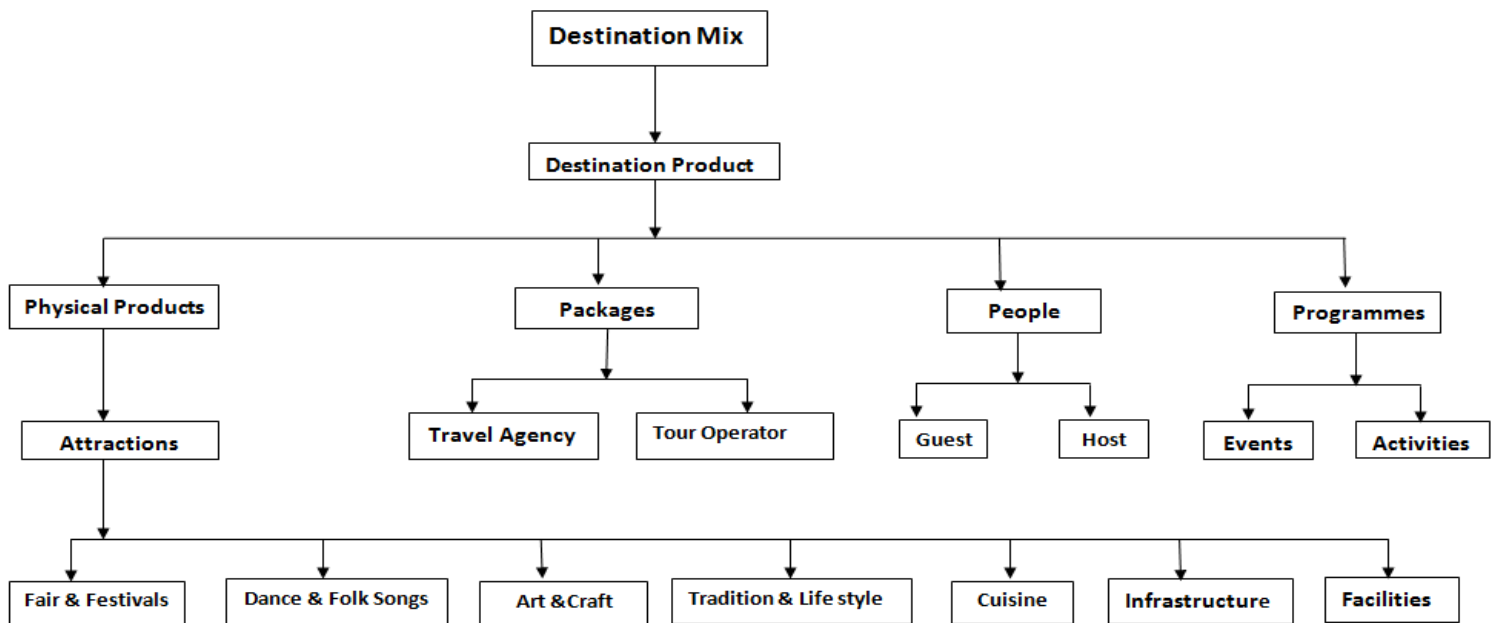
Tourism Destination Marketing

In developing countries tourism destination marketing and management is the strategic tool leveraging the economic growth. Universally only one sector which is growing by leaps and bound is the tourism sector. Hence to derive the maximum benefit from this sector, a well planned marketing strategy is essential to bring the unexplored destination to the limelight. At present the pattern of travelling of discerning tourists has changed rapidly, due to the urbanization and globalization effect, tourists are keeping aloft from the hustle and bustle of city life, seeking for a tranquil natural environment .This has led to demand for travelling to the village life , within a natural environment , amidst the greenery forest and mountain, mingling with the tribal people, exploring and experiencing the local culture and traditions, and cuisine ,all this has converted a core product called tribal tourism. Hence in this context, tourism of Odisha has well paced momentum in religious, heritage, wildlife, and eco tourism, but tribal tourism has somehow not tapped and not got the status in mainstream of tourism, although there is a huge potential of tribal tourism in Odisha that can attract lots of tourists to the state if the state as a tribal tourism destination can marketed properly. Swain (1989) considers Indigenous tourism as tourism based on the group's land and cultural identity and controlled from within by the group.

From the destination marketing point of view, tribal tourism is extremely unique as it is place oriented and people sensitive. In order to market the tribal tourism, destination management is very much necessary, and the tourism plan and strategy of a particular geographical area depends on the key elements of destination mix. It is the role and responsibilities of destination management to integrate and create the destination mix for a successful marketing process.

(Mill and Morrison, 2012) defines destination mix elements are the attractions and events, facilities (hotels, restaurants, etc.), transportation, infrastructure, and hospitality resources. Destination mix and the destination product have the similar dimensions. The destination has four components which makes it complete as a destination product that can be experienced and explored from the tourism point of view. The four components are like; physical product, people, Packages and programs.

Table 1(Conceptual Model for Tribal Tourism Destination Marketing)



Source (Designed by the author)

Physical Products

Physical products are the core product which comprises the attractions, transportation, various facilities, and infrastructure. The various attractions are the pull factor for attracting the tourists and form the centre stage in destination marketing. Apart from the attraction, the other facilities and the infrastructure is very much essential for a safe and pleasant travel to the destination.

People

In the contest of tribal tourism destination marketing, the key people are the tribes, and the people are the creator of the various attractions. They exudes the various attractions, reflects their tradition and culture, lifestyles which are significant components in tourism destination marketing.

Packages

Packages are the blended product of core attractions and the people that a destination holds and once the marketing plan is envisaged and ready to implemented, packages are released, where the travel intermediate is like tour operator and the travel agents wish to sell it to the tourists.

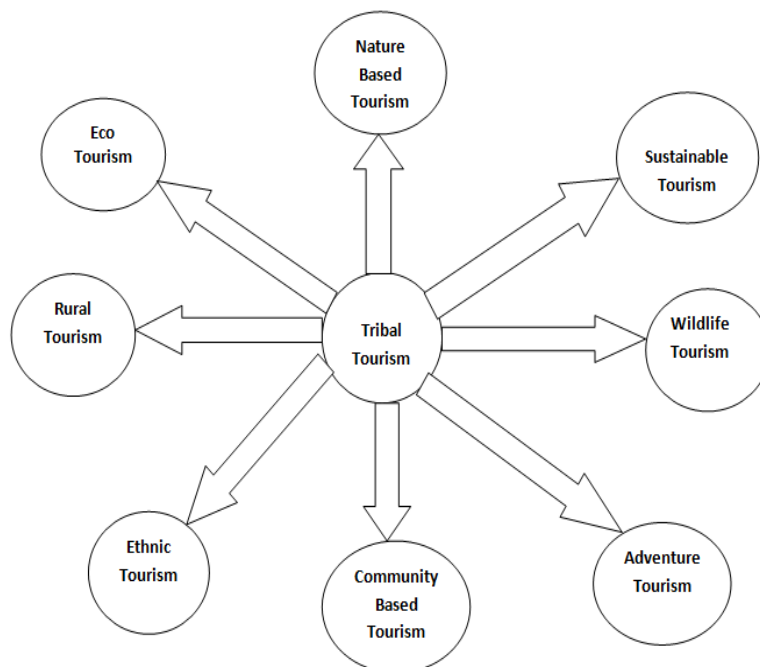
Programs

Programs are the unique attributes to a destination which intensify its brand image and brand confidence or value and also it has paramount importance in destination marketing by pulling a large number of tourists at a particular time. Destination marketing organisations should portray and create a huge platform for the successful marketing of programs, because it has a

wide reach of larger mass with in a very short span of time. Every destination has some specialised programs in the forms of events, festivals, and dance and music shows, cultural nights that should be promoted effectively to reach to the tourists.

By considering the above framework for the tribal tourism destination marketing, the other forms of tourism can be promoted simultaneously like wild life, adventure, eco tourism, nature based tourism etc that will benefit both to the guest and the host. The successful destination marketing can certainly improves the socio, economic and environmental development of the community and will fuel the tourism revenue to the state.

Table 2(Interlinking of Tribal tourism with other forms of Tourism)



Source (Designed by the Author)

Possible Outcomes, Implications and Recommendations

The proposed model for destination marketing for tribal tourism will definitely help and guide the govt authorities, tourism policy planners and promoters, and other stakeholders in the process of destination development and promotion which will reap the benefit of destination branding and image. Also it will pave the way for positioning the Odisha as a tribal tourism destination globally and domestically. Even if the destination marketing strategy implemented in an effective way it will enhance the socio- economic conditions of tribal people and the destination. The tribal people also get awaked with their culture and traditions which are the cornerstone of the tribal tourism, in turn make them empowered and motivated to further

preserve their uniqueness. The another model which shows the interlinking of tribal tourism with many other forms of tourism will definitely promoted to a greater extent for a particular destination, from the tourism marketing point of view. The tourists will also get to know the potentiality of this tourism and for the tourism destination organisation and planner; it will be act as an extra feather to their cap.

Though the state tourism department is organising “Adibasi Mela”(Tribal Festival) every year in capital, similarly the district tourism council also taking initiative for the same reason, still there are some bottlenecks for the full-fledged promotion of tribal tourism in this state. The main reason behind the impeding growth is proper publicity and advertising is not done in the international level that can bring more international tourists to the state. Apart from this, tribal tourism should be promoted in their place only which will add extra spice to the whole system. Though the ban has been relaxed for the international tourists to mingle with the tribal people, the govt authorities should take extra step to make it materialize which will further helps in the popularising the tribal tourism in the state. As most of the tribal live in the underdeveloped and remote districts of Odisha, especially the western and southern Odisha, the accessibility in terms of infrastructure development and other facilities should be improved up to the standards. Training and the awareness campaign should be organised in regular intervals that will help them for better understanding of potential and benefits of their own traditions and culture. The govt. should asses and analyse the key outcomes of the tribal tourism and should declare adjoining districts as the tribal tourism circuit.

Conclusion

The state Odisha boasts of its alluring and enchanting ,pristine nature mingled with the unique culture, traditions , history and heritage, that has long been inspiring the tourists all over the globe. Past few years the Odisha tourism has come forward making the name and fame in eco tourism, wild life tourism, beach tourism and spiritual tourism. But still the brand Odisha is not well positioned in the international tourism map. Though there is a rich potential of tribal tourism in the state, but some lacunae which hinders its growth. Tribal tourism is such type of tourism which interlinks the much other tourism, so the special attention should be given for its growth and development. The high rise demand for tribal or indigenous tourism from all corners and the concept of sustainable development will definitely fulfilled by the upliftment of the tribal tourism. Internationally the countries like Australia, South America and Newzealand are better promoting their indigenous tourism, and it is high time for India, especially for Odisha to promote tribal tourism by planning and marketing and involving tribal people meticulously for tribal tourism destination development.

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