

**National Conference on Recent Advances in
Commerce, Management and Computer Science
(NRCACMC-2020)** sponsored by

Department of Commerce, VEL TECH RangaSanku Arts College,
Avadi, Chennai-62

Held on 4th January 2020

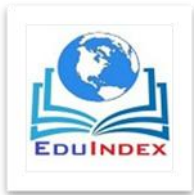
**A Study on Innovative Strategy Implementation By Tourism Market Players in
Westbengal To Introduce New Product Development With Reference “Itachuna Rajbari”**

Krishna Priya Chakraborty,
Assistant Professor - Tourism Studies,
Indian Academy Degree College Autonomous

Abstract:

The dynamic changes in the market led to a new competitive environment. Marketers need to develop new product to meet the aspiring demand. Tourism & hospitality industry is one of them, facing the challenges to develop new product to meet the expectation of the tourists. The tourism market players also focus on destination branding and building positive images to attract and retail tourist movement. India has an extra ordinary, vast and diverse pool of heritage in form of buildings and monuments. The purpose of the study is to explore the royalty and the heritage of the destination. The local community will be benefited in terms of the economy. The destination is targeting the tourists who want to taste the culture, heritage and royalty of Bengal. The local community can restrict the third party interference. The objective of this study is to identify the opportunities of host community and to explore the heritage of Itachuna Rajbari, Hoogly, and West Bengal. The study is based on qualitative method. The destination can be visited by bag packers, leisure tourist, Heritage and culture tourist.

Key words: New Product Development, Tourist Destination, Heritage, Host community Economy, Beneficial to the locals



**National Conference on Recent Advances in
Commerce, Management and Computer Science
(NRCACMC-2020)** sponsored by

Department of Commerce, VEL TECH RangaSanku Arts College,
Avadi, Chennai-62

Held on 4th January 2020

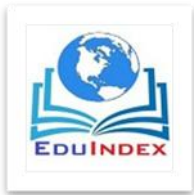
Introduction:

The New Product development is the process to identify the changing need & want of the customers and satisfy them. Simultaneously creating a new demand in the market as well as considering the profitability of the industry. The study on New product development in tourism marketing is focusing on major tourism component i.e. attraction, accommodation & accessibility to promote the destination as a product. In 2020 the growth of globalization made the tourism market highly competitive.

Cultural Tourism is a type of tourism that include art, architecture, history, monuments, museums, theatre, religious heritage, social interaction, food habits and life style of the people in a certain geographical region. Cultural tourism also plays a significant and great role to promote the economy and socio cultural life in the host community. The study is based on “Itachuna Rajbari, Hooghly, West Bengal” is a heritage destination well as heritage accommodation. It includes monumental heritage, religious heritage and traditional art. Itachuna Rajbari is a century old mansion in Hooghly district. People travel from various places to this heritage destination in order to witness the taste of royalty during ancient times. This destination is already used for shooting various movies and TV serials.

Scope of the study

The study attempts to explore the possibilities and scope of developing a sustainable economic benefit for the host community. The destination can be promoted as a film tourism sites.



**National Conference on Recent Advances in
Commerce, Management and Computer Science
(NRCACMC-2020)** sponsored by

Department of Commerce, VEL TECH RangaSanku Arts College,
Avadi, Chennai-62

Held on 4th January 2020

Objective of the Study:

- To examine the potentiality of Cultural & heritage tourism in Itachuna Rajbari, Hooghly, West Bengal.
- To identify the scope of developing the destination as a new product.
- To analyze the economic benefit of the host community.
- To sustain the growth benefit

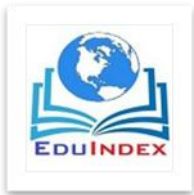
Literature Review

Not much work is available on heritage and culture tourism in Itachuna Rajbari, Hooghly, West Bengal. But the understanding of the works of various researchers worldwide on heritage tourism showcasing diverse aspects has lead to a better reflection and modus operandi of the research.

Ashworth Gregory, professor of Heritage Management at the University of Groningen (1988) considered heritage tourism as a way of bringing the past to the tourists of the present, which forms a booming industry and is creating a new genre of tourist altogether.

Timothy (1997) found that tourism is a means to preserve historical artifacts which form the most marketable commodity, since it provides a different kind of visual experience to the tourists.

Assistant Professor, **T A Binoy Kuvempu** University, India published his paper in the year 2011 highlights the importance of authentic heritage interpretation mechanism at heritage destinations and to what extent the existing mechanisms are effective in doing so. The outcome of the study was not positive as to the existing mechanisms of heritage interpretation.



**National Conference on Recent Advances in
Commerce, Management and Computer Science
(NRCACMC-2020)** sponsored by

Department of Commerce, VEL TECH RangaSanku Arts College,
Avadi, Chennai-62

Held on 4th January 2020

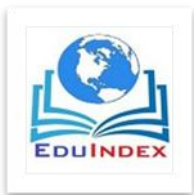
According to him every heritage destination is in need of sound heritage tourism policy to be able to promote tourism and better understanding of these places.

Research Methodology

- The study is based on qualitative method. The following methods are applied to draw the conclusion.
- Tour operators and tour guides were interviewed to gain understanding of the various tour packages available on Itachuna Rajbari and the availability of guides here.
- Reviews of the Property from Trip advisors

Itachuna Rajbari

Itachuna Rajbari is a century old Rajbari and a perfect heritage resort in Hooghly district, about an hour drive from Kolkata. The place, a modern village offers a perfect blend of nature and modernity to unwind in a royal ambience. The Rajbari is a place where history resides and you can feel its princely presence. The Rajbari is divided into five mahals – a village courthouse, a ballet dancing hall (Nach Mahal), kitchen house, guest house and an andar mahal for ladies. The rooms are artfully decorated with vintage furniture and yet modernized for ease of the guests. The rooms are named after typical Bengali joint family figure-heads. Anyone who has grown up with relatives would relate to these names instantly. It has one of the largest family temples of the Rajbaris of Bengal. The family deity 'Shreedhar Jeeu' is still offered prayers four times a day, with occasional mass gatherings in the plush courtyard. In the backyard of the



**National Conference on Recent Advances in
Commerce, Management and Computer Science
(NRCACMC-2020)** sponsored by

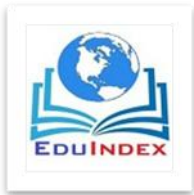
Department of Commerce, VEL TECH RangaSanku Arts College,
Avadi, Chennai-62

Held on 4th January 2020

Rajbari, a lush green area, erstwhile ‘Khamar Bari’ (Farm), now converted to an outdoor shooting area. An adjoining pond with idyllic jungle is a hotspot for get-togethers.

The story of the Itachuna Palace takes us back to that period in Bengal’s history when she was periodically looted and plundered by the Maratha Bargis. At the time (mid 18th Century), Bengal was ruled by Nawab Alivardi Khan. The Maratha cavalries, known as Bargis, strode into a peaceful Bengal around 1742, looking for its rich land and taxes. Mughal era had descended in India and the golden age of the Maratha’s had begun. Nawab Alivardi Khan fought heroically to save his kingdom the first time, but the consequences of the attacks were devastating. Bengal was then going through a period of Famine and the inability to pay taxes to the Bargis left people vulnerable. It is one of the biggest mass violence and destructions in the history of India.

Staying within the centuries-old Itachuna Rajbari is itself fascinating. Rooms are attached to open garden terrace decorated with antique pieces, lightings and a beautiful fountain. The royal styled rooms are exceptionally beautiful with an overlooking manicured garden and open portico. A walk through the entire Rajbari is a must. The walk is nothing short of a journey through time which is often punctuated by the chirping of birds or the sweet ringing of bells coming from the temple. Also don’t miss out the early morning or late evening walks through the lush fields or watching the picturesque sunset from the ‘pukurpar’ (pond). Also don’t miss out the remnants of an ‘Atithisala’ the century old guest house for the priests. You can fly kites in the terrace, play Kabaddi or Kho-Kho or Kit-Kit, sit under the starlit sky with the noise of the last passing train, soak in the local culture and can even smell the wet soil. In short you can be yourself and let yourself loose free.



**National Conference on Recent Advances in
Commerce, Management and Computer Science
(NRCACMC-2020)** sponsored by

Department of Commerce, VEL TECH RangaSanku Arts College,
Avadi, Chennai-62

Held on 4th January 2020

Tourist Destination Development:

The destination development can be characterized based on two phases. In the initial stage i.e. pre tourism phase, the destination is visited and experiences mainly for the purpose of visiting friends & relatives. In the second phase the local community, destination developer proactively begin to study tourist behavior in order to attract the tourist for a repeat visit just to explore the destination. The traditional dress, social relationship, working patterns, ethnic food, traditional accommodation these offers the tourists “memorable experience” of the particular destination. The market players try to anticipate the need and desires of the tourists and accordingly come up with tourism products and services to satisfy the needs. Shanrpley (2002) described development as ‘the continuous and positive change in the economic, social, political and cultural dimension of the human condition, guided by the principle of freedom of choice and limited by the capacity of the environment to sustain such change.

Marketing of Tourist destination:

Tourism destinations are now highly competitive because of the globalization. The service providers and the destination marketers are keen to attract the tourists or visitors to their destinations and participating in variety of branding initiatives such as the use of tagline (Itachuna Rajbari – *A Taste of Royalty*) and logos in order to create certain destination branding and to attract tourist. This destination is very new so market players initiated the “Word of Mouth” marketing strategy in order to create awareness. Popular Bollywood film “Lootera” was shot here thereby increasing the popularity of the place and many local TV serials.



**National Conference on Recent Advances in
Commerce, Management and Computer Science
(NRCACMC-2020)** sponsored by

Department of Commerce, VEL TECH RangaSanku Arts College,
Avadi, Chennai-62

Held on 4th January 2020

Problem of the study:

- The employees are not well skilled and lack of professionalism
- The available food is authentic Bengali and no other options available for the non bengali's if they prefer to eat.
- There are no other options for the traveler to get food without booking.

Suggestions:

- They can open a restaurant for the traveler who can opt for food based on their choices without booking the rooms.
- They need to train their employee in terms of guest handling.
- Local community arts and handicrafts can be marketed well which will help the local economy.
- Local entrepreneurs can take a step forward to start their business to earn revenue.

Findings:

- The present state of heritage tourism in the city is undeveloped and unexploited.
- There was not much awareness about the heritage scenario of the destination.
- Skilled guide and interpreter service forms the root to the success of heritage tourism in any region.
- Government policies need to be formulated to develop the infrastructure, transportation system, information technology, green policing and revenue generation avenues for promotion and development of heritage tourism in Itachuna Rajbari

Discussion:



**National Conference on Recent Advances in
Commerce, Management and Computer Science
(NRCACMC-2020)** sponsored by

Department of Commerce, VEL TECH RangaSanku Arts College,
Avadi, Chennai-62

Held on 4th January 2020

The discussion based on Guest & Host community of Itachuna Rajbari, Hooghly, West Bengal.

Tourist preferred to visit the destination on some special occasions and to taste the authenticity. The destination also provides local trips covering the mansion, Villas, ponds and family temple with the guide who describes the ancient history of this family. There is a lack of initiatives from the public sector. Hence the private sectors are playing a great role to promote the destination.

Gap analysis:

No studies are found on Itachuna Rajbari.

Conclusion:

So, it can be viewed that Itachuna Rajbari is a new Heritage tourism product. People who have visited to this place they like the way of hospitality but the employees need to be much professional in terms of proving service. All this brings us to the final thought that with proper guidance and support from the government and the people of the city, it is possible to nurture heritage tourism with a whole new perspective in Itachuna Rajbari, West Bengal. with this small study it is understood that there is a wide scope for improving tourism in the city just through heritage, culture and tradition. This will make the heritage places self-sustaining in order to economy development and conserve itself through its own means.

References

- Ashworth g. #333 Heritage Tourism and)laces? 6 review, Tourism Recreation Research 25(1)



**National Conference on Recent Advances in
Commerce, Management and Computer Science
(NRCACMC-2020)** sponsored by

Department of Commerce, VEL TECH RangaSanku Arts College,
Avadi, Chennai-62

Held on 4th January 2020

- Evangelos Christou - 2005 Heritage and Cultural Tourism: A Marketing focused approach
- https://www.academia.edu/29240897/PROSPECT_OF_DEVELOPING_SUSTAINABLE_HERITAGE_TOURISM_IN_KOLKATA
- <http://www.itachunarajbari.com/>
- https://www.tripadvisor.in/Hotel_Review-g304558-d3610706-Reviews-Itachuna_Rajbari-Kolkata_Calcutta_Kolkata_District_West_Bengal.html
- <http://blankslatechronicles.com/story-itachuna-palace-bengal-india/>
- <https://www.thehindu.com/life-and-style/travel/in-the-palaces-of-memory/article24209001.ece>