

**“A STUDY ON OPPORTUNITIES & CHALLENGES OF EMPLOYMENT IN TOURISM  
SECTOR WITH SPECIAL REFERENCE OF KHAJURAHO (M.P)”**

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**Abstract:** Tourism industry plays a vital role in every economy of the world as it contributes in revenue generation, employment opportunities and in any country economy’s GDP. Khajuraho tourism sector plays a huge role in Madhya Pradesh economy’s development. Khajuraho is a beautiful city of culture, which situated in Chhatarpur district, Madhya Pradesh, India, about 175km southeast of Jhansi (Uttar Pradesh). The reason why Khajuraho is named as Khajuraho is because of the presence of beautiful date palm (खजूर) trees. Khajuraho group temples strike a perfect balance between architectures and sculptures. 84 temples were built in Khajuraho, out of which only 25 temples survive today, which fall into three distinct groups and belongs to two different religions – Hinduism and Jainism. Khajuraho is a popular and well visited tourist destination of India and is included in the UNESCO list of world heritage sites in the year of 1986. In the year 2020-2021 total domestic tourist arrivals are 128515 and foreign tourists arrivals are 275 while in 2021-2022 total domestic tourists arrivals are 243475 and foreign tourists arrivals are 795 with the 89.5% growth in domestic tourists arrival and 189.1% growth of foreign tourist arrival, from 2020-2021 to 2021-2022. Khajuraho has started contributing to state and regional development in a significant way and also shown the multiplier effect in cultural, social, economic, educational and religious spiritual life of people of the state and local region, thus, fulfilling all the objectives of successful tourist place. This research paper intends to study the Khajuraho's vast tourism potential through SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis. Further, the paper intends to put forth suggestions for the employment opportunities in tourism sector of Khajuraho.

**Keyword:** Tourism industry, Employment opportunities and challenges, GDP, Economic development, Khajuraho

## **I. Introduction**

Tourism in Madhya Pradesh has been identified as a priority sector because it can create a foundation for economic growth and development of the nation through provisions of employment and earning of a foreign exchange in today's World. In all over the world Tourism is one of the fastest growing industries. Tourism has a great impact on national and state income as a multi dimensional economic activity. As an industry it is the capable of changing economic socio-cultural and environmental face of the world. It creates opportunities to influence the living pattern of community. From the very earliest history man has cherished the desire to discover the unknown, to explore new and strange places, to seek very new and very unique changes of environment and to enjoy new experience. In India the phrase “ATITHI DEVO BHAVA” is a popular Sanskrit term that means "a guest is akin to God". This phrase embodies the traditional Indian Hindu-Buddhist philosophy of treating guests with the same respect as a god. It prescribes

a dynamic of the host-guest relationship that goes beyond the traditional Hindu-Buddhist common greeting of Namaste used for everyone. The concept of going out of the way to treat guests with reverence is deeply ingrained in Indian culture and is a reflection of the country's warm and welcoming nature.

**Pandit Jawaharlal Nehru** - "Welcome a tourist and send back a friend."

**Thomas Cook** – “Gods Earth in all its full and beauty is for the people.”

The Indian government's five-year plan for tourism aims to create an environment conducive to tourism, attract the right type of tourists, ensure departing guests are happy, improve domestic tourism, and contribute to improving the global image of Khajuraho. The Khajuraho Group of Monuments is a UNESCO World Heritage Site located in the Indian state of Madhya Pradesh, in Chhatarpur district, about 620 kilometers (385 mi) southeast of New Delhi. The temples are located near a small town also known as Khajuraho, with a population of about 24,481 people (2011 Census).

It is interesting to see how the pandemic situation has affected the tourism industry in India. Here are some points that I noticed from the data:

- The foreign tourist arrival in India in 2021 was 44.5% lower than in 2020, which means that there were fewer visitors from other countries coming to India. This could be due to the travel restrictions, health risks, and economic challenges caused by the pandemic.
- The NRIs arrivals in India in 2021 were 52.6% higher than in 2020, which mean that there were more Indians living abroad who returned to India. This could be due to the reasons such as family ties, personal safety, or work opportunities.
- The international tourist arrival in India in 2021 was 10.6% higher than in 2020, which means that there were more tourists who visited India from both foreign countries and NRIs. This could be due to the factors such as the availability of vaccines, the easing of travel restrictions, or the attractiveness of India as a destination.
- Madhya Pradesh received 5.6% of the total foreign tourist arrivals in India in 2021, which is the same percentage as in 2020. This means that Madhya Pradesh maintained its attractiveness and competitiveness as a destination for foreign tourists despite the pandemic situation.
- Madhya Pradesh received 2.9% of the total domestic tourist visits in India in 2021, which is a slight increase from 2.8% in 2020. This means that Madhya Pradesh attracted more domestic tourists who preferred to travel within the country rather than abroad.
- Madhya Pradesh ranked 8th among the states and union territories in India in terms of both foreign tourist arrivals and domestic tourist visits in 2021. This means that Madhya Pradesh was among the top 10 destinations in India for both types of tourists.

- The Western group of temples in Khajuraho, which is a UNESCO World Heritage Site, received 795 foreign tourists and 243,475 domestic tourists in 2021. This means that the Western group of temples was the most visited attraction in Madhya Pradesh by both foreign and domestic tourists.
- India ranked 54th in the world in the Travel and Tourism Competitiveness Index in 2021, which is a slight improvement from 55th in 2019. This means that India has made some progress in enhancing its travel and tourism sector.

## II. Review of Literature

A literature review is an important element of any research. It is a body of text that aims to review that critical points of current knowledge including substantive findings as well as the article and methodological contribution in a specific topic. It is a secondary source of data collection and doesn't give any original or any experimental work. It starts just after selection of the problem of our research. In this work of research, the review of literature are as follows:-

**Vimlesh Singh** has studied the impact of tourism in Madhya Pradesh in his research thesis "Impact of Tourism Industry on Growth in Madhya Pradesh (2001 - 2013)". The main objective of this study is to find out the arrival of all tourists from the year 2001 to 2013, as well as to analyze the expenditure incurred by the government for tourism development in the state. From 2001 to 2013, the state tourism generated income, employment, infrastructure, and local resources. This research has found out the effect of development and to know the reactions of tourists on the facilities provided to them in different tourist places. It has been learned from the research of the researcher that the development of any tourist destination depends on the satisfaction of the tourists visiting there, which ensures that tourists come to that place again and again. Here, the researcher has concluded from all the responses of tourists that a tourism facility is normal in all tourist places. His suggestion is to make these facilities better so that more and more tourists will come to the state and increase the income here and many people here will get employment due to the arrival of tourists, which will lead to the development of the state.

**Dharmendra Kumar Mishra** - Explaining the objectives of his research "a study on the role of tourism in economic development of Madhya Pradesh", he writes that by studying the activities of rural tourism, he has come to know that people living in rural areas get employment from rural tourism which helps the rural people to earn good money. This study of the researcher focuses on the types of tourism, driving force in rural tourism, its benefits and factors that make rural tourism successful. The purpose of the research is to give rural people awareness of technology in rural areas as well as to give employment to the people according to their education, by promoting the local business of the rural. Concluding his study, the researcher feels that rural tourism is less developed than urban tourism, so there is a need to spread more awareness about it. There are many such jobs about which people are not aware, social media can be of great benefit to people, about which people are not even aware, so the purpose of this research is to make such people and women aware of employment opportunities and many sources of income in their locality.

**Harshada B Parashare (2018)** in “A study of impact of tourism on economy of Nasik district (with special reference to Trimbakeshwar and Vani for the period 2002-2003 to 2015-2016)” data shows the direct employment generation status from tourism. The Rituals related work has generated maximum employment followed by non accommodative units, then in Transportation sector.

It is concluded that there is a new business opportunity generated due to tourism development. It is concluded that the new business opportunities are more in the Nasik region in comparison to Trimbakeshwar and Vani.

Another point of discussion is , In reality the Government schemes of tourism promotion shall play an important role but when studies , is found that the number of unaware people is pretty high in comparison to people who are aware about such schemes and use those schemes.

**Sabeena Rizvi (2019)** - Researcher in his research work "The Economic Impact of tourism in Uttar Pradesh with Special Reference to Lucknow" has given suggestions for the development of tourism sector of Lucknow. The researcher has studied the emerging trends, patterns and issues of tourism development in Lucknow. He has emphasized on how economic development can happen in the field of tourism and which activities can increase the possibility of employment. Through his field survey, he has come to know the number of tourists coming to Lucknow. This analysis of the researcher shows that most of the tourists are Indians. The facilities provided to the tourists are also good; however, the facilities for local transport and contact with local traditions and handicrafts have to be upgraded.

**Shadman kaifi (1998)** - Shadman Kaifi's study "Role of tourism in economic development of hilly region of Uttar Pradesh" highlights the social, economic and political significance of the tourist industry in the region. The study aims to develop the tourist aptitude in hilly people and to prepare them physically and mentally to earn foreign exchange, thereby raising their standard of living and contributing to the economic development of the region.

The researcher emphasizes that training and development of manpower in tourism must be professionally planned, and tourism must receive higher priority and resource allocation in our national and state planning. The study also suggests that foreigners must be watched carefully by citizens, and some effort should be given to domestic tourists as well to make them happy.

According to the researcher, huge income can be earned by hotel and catering industries, railways, internal air-carriers, buses, taxis and hired cars, shopping establishments, theatre, cinema, and other entertainment services. Tourism can directly and indirectly employ a large number of people, making it a great commercial proposition.

**Mazhar Abbas Naqvi** Uses SWOT analysis, primary data and secondary data sources to fulfill the objective of his research. In this research work researchers universe is Bundelkhand, where he uses seven cities of UP as sub-universe are Jhansi, Charkhari, Rajapur, Mahoba, khinjar, Chitrakoot and Banda. Researcher here try to determine the economic potential in Bundelkhand circuit in his work, he find out aptitude and satisfaction level of tourist and to improve, diversify, and expanded tourist in their circuit. Researcher analyze the various services offered by tourism industry in the circuit i.e. accommodation, food and Beverage, bar room services, recreation and entertainment, transportation, communication and shopping etc. here he recommended and suggest the activities for increasing the arrivals of tourist for better growth and development of the circuit of the tourist sites also suggest suitable marketing strategy for integrated development and marketing of existing and potentials destination.

### **III. Objectives of Research Paper**

1. To identify employment potentials and major challenges and problems of tourism sector in KAJURAHO (M.P).
2. To provide suggestions for full utilization and expansion of tourism industry.

### **IV. Research methodology**

The present research paper is descriptive in nature by using of SWOT analysis technique. The information and the data has been collected by the researcher in his research is quantitative to achieve the stated objectives. Literature review of journal thesis articles helped a lot to set the objectives for this research. After the review of literature the research has decided to use secondary data for the present research work.

### **V. Research Problem**

The research conducted by a native researcher, who possesses an extensive knowledge of the local community, has proven to be highly advantageous. Their awareness and expertise have enabled them to effectively identify and analyze research issues, which will contribute to the development of insightful findings.

To find out employment opportunities and challenges in tourism sector with special reference to Khajuraho (M.P).

### **VI. Research gap**

On the basis of review of literature, it has been noticed that most of the research papers written in the tourism area have selected India as universe, Madhya Pradesh as universe and even Uttar Pradesh as universe but none have ever focused Khajuraho (Madhya Pradesh) specifically, even Madhya Pradesh got 8<sup>th</sup> rank in domestic tourist arrivals and 8<sup>th</sup> rank in foreign tourist arrivals in the country. The researcher got some of thesis related to this topic.

This research study has focused on the economic impact of tourism, present status of employment opportunities and challenges in tourism sector of Khajuraho (M.P), growth of foreign tourist's arrival and domestic tourist arrivals in Khajuraho.

## VII. Collection of data for research work

This Research paper is based on secondary data would be collected by Ministry of tourism, Ministry of MP tourism, India tourism statistics, incredible India report, economic survey report, tourism statistics at glance, world travel and tourism council economic impact report, Reserve bank of India report and etc.

## VIII. Study area of research

For this research researcher took Khajuraho (M.P) as a universe.

## IX. Profile of KHAJURAHO



**KHAJURAHO** The name Khajuraho, or Kharjuravāhaka, is derived from ancient Sanskrit (kharjura, खर्जूर means date palm and vāhaka, वाहक means "one who carries" or bearer). Local legends state that the temples had two golden date-palm trees as their gate (missing when they were rediscovered). Desai states that Kharjuravāhaka also means scorpion bearer, which is another symbolic name for deity Shiva (who wears snake).<sup>1</sup>

The Chandelas dynasty constructed the Khajuraho temples between 950 and 1050 AD. These Hindu and Jain temples in Khajuraho exhibit a flawless harmony between sculpture and architecture, and they are associated with two different religions. By the 12th century, there were 84 temples at the Khajuraho temple site, covering an area of 20 square kilometers. Just over 25 of these temples—spread across six square kilometers—have survived. Three geographical divisions—western, eastern, and southern—are used to group the temples. The Khajuraho Group of Monuments is one of the few remaining examples of Nagara-style temple architecture that

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<sup>1</sup> *Khajuraho group of monuments*. (2015, September 2). In Wikipedia. [https://en.wikipedia.org/wiki/Talk:Khajuraho\\_Group\\_of\\_Monuments](https://en.wikipedia.org/wiki/Talk:Khajuraho_Group_of_Monuments)

exhibits both originality and superior craftsmanship. In 1986, UNESCO designated the Khajuraho Group of Monuments as a World Heritage Site.<sup>2</sup>

**TABLE 1: Temples, religious affiliations and consecration years<sup>3</sup>**

Sequence	Modern temple name	Completed by (CE)	Religion	Deity
1	<u>Chausath Yogini</u>	885	Hinduism	<u>Devi, 64 Yoginis</u>
2	<u>Lalguan Mahadev</u>	900	Hinduism	<u>Shiva</u>
3	<u>Brahma Temple</u>	925	Hinduism	<u>Shiva</u>
4	<u>Lakshmana</u>	939	Hinduism	<u>Vaikuntha Vishnu</u>
5	<u>Varaha</u>	950	Hinduism	<u>Varaha</u>
6	<u>Parshvanatha</u>	954	Jainism	<u>Parshvanatha</u>
7	<u>Ghantai</u>	960	Jainism	<u>Adinatha</u>
8	Mahishasuramardini	995	Hinduism	<u>Parvati</u>
9	<u>Vishvanatha</u>	999	Hinduism	Shiva
10	<u>Matangeshwar</u>	1000	Hinduism	Shiva
11	Vishnu-Garuda	1000	Hinduism	<u>Vishnu</u>
12	Beejamandal Temple ruins	1000	Hinduism	Shiva
13	Ganesha	1000	Hinduism	Shiva
14	<u>Jagadambi</u>	1023	Hinduism	Devi Jagadambi
15	<u>Chitragupta</u>	1023	Hinduism	<u>Shiva</u>
16	<u>Adinath Temple</u>	1027	Jainism	<u>Adinatha</u>
17	<u>Shantinatha temple</u>	1027	Jainism	<u>Shantinatha</u>
18	<u>Kandariya Mahadeva (the largest temple)</u>	1029	Hinduism	Shiva

<sup>2</sup>Khajuraho group of monuments. UNESCO, <https://whc.unesco.org/en/list/240/>

<sup>3</sup> Khajuraho group of monuments. UNESCO, <https://whc.unesco.org/en/list/240/>

19	<u>Vamana</u>	1062	Hinduism	<u>Vamana</u>
20	<u>Javeri</u>	1090	Hinduism	Shiva
21	<u>Chaturbhuj</u>	1110	Hinduism	Vishnu
22	<u>Duladeo (Duladeva)</u>	1125	Hinduism	Shiva

## X. Tourist season of Khajuraho to visit

### Winter (October-February)

Winter is a very good time to spend in Khajuraho especially for the tourists. Temples are open this time and but it can get quite uncomfortable during the hotter months when one has to see at least ten temples within a short period of time. However, during winter the temperature could drop to a low 4°C. But, again, the post lunch session is pleasant since the winter sun is sluggish in Khajuraho in the afternoon. Most of the foreign tourist love to visit in winter season especially in November and December, because of cold weather of Khajuraho. February is a special month so domestic tourists like to come here during this time. On the auspicious occasion of Mahashivaratri in the month of February, the Matangeshwar temple of Khajuraho is thronged with people from far off places like to come to Khajuraho for Mahashivaratri.

### Monsoon (July-September)

By the end of June the heat starts to subside in Khajuraho and the rainy season sets in which makes the place cool, although the humidity is high during this period. The average temperature of Khajuraho during the monsoon period is around 28 °C. It is perfect to visit Khajuraho during the monsoons though the roads get waterlogged at times. Mud gets on the unpaved roads but the whole township becomes green and looks very beautiful. This is one such occasion when people can avail discounts on hotels.

### Summer (March-June)

The weather in March is quite all right and pleasant for one to take a tour of the city. However, the next few months are fairly hot and uncomfortable. Afternoon temperatures can climb to 47°C when it is downright hot to go on any outside tour. It is best to avoid touring Khajuraho during summer. Mostly domestic tourist used to visit in this season during of summer vacations.

## XI. SWOT Analysis

- ❖ One strategic planning method that offers instruments for assessment is SWOT analysis.
- ❖ Finding the core strengths, weaknesses, opportunities, and threats, which inspires fact-based reasoning, novel viewpoints, and innovative concepts?
- ❖ A SWOT analysis gathers data from both internal sources—the company's strengths and



weaknesses—and external sources—opportunities and threats—that could have an unforeseen influence on choices.

- 1) Strength: Following are the tangible and intangible factors which stand as the Khajuraho’s strength:
  - a) Religious and spiritual sites: Khajuraho is actually famous for its 22 temples which are in combination of two religions Hinduism as well as Jainism. Matangeshwar temple is very famous for Mahadeva spiritual shivling.
  - b) Historical and archaeological sites: The Archaeological Survey of India oversees the management of the Khajuraho Group of Monuments, which is owned by the Indian government and administered by the Ancient Monuments and Archaeological Sites and Remains (AMASR) Act (1958), together with its Rules (1959), Amendment (1992), and Amendment and Validation Act (2010). The Khajuraho Group of Monuments represents the apex of northern India's temple architectural development in terms of both plan and physical form. Incorporated sandstone.
  - c) Unique and rich culture base: Khajuraho is in the Bundelkhand region, and the people there have remarkably similar cultures, languages, and lifestyles. The predominant language in the area is Hindi, and all of the dialects spoken there show a strong influence from the Bundeli language. Bundeli dance and songs are a representation of Khajuraho's exquisite.
  - d) Socio-culture and religious festivals: In Khajuraho, Mahashivaratri is one of the most anticipated holidays. It is an occasion honoring Lord Shiva. On this day, believers listen to hymns and holy books all night long. The festival commemorates the heavenly marriage of Goddess Parvati and Lord Shiva. The Khajuraho Dance Festival is a significant occasion on the local cultural calendar. This week-long celebration of classical dance is put on by the Madhya Pradesh Kala Parishad and takes place against the stunning backdrop of Khajuraho's exquisitely illuminated temples. It is a yearly occasion that features a variety of classical dance forms, including Kathak, Bharatnatyam, Odissi, Kuchipudi, Manipuri, and Kathakali.
  - e) Folk Dance, songs and night shows of Khajuraho: During the Diwali festival, the famous folk dance of the area is performed: the diwari. Another well-known dance style in the area is called raai, and it takes its name from the way mustard seeds swing when dropped in bowls; the dancers swing to the beat of the drums. The primary folk song sung during the spring harvest season is called Faag. The themes of alha songs, which are sung during the intense monsoon season, are always those

of historical heroes and their exploits. Lamtera is a folk ballad performed to express gratitude to the Lord for all of the blessings bestowed upon us. It is sung during the season following harvest.<sup>4</sup>

2) Weaknesses: The following are the weaknesses which act as bottlenecks in the process of tourism growth:

- (a) **Low budget allocation:** Due to lack of proper funding by the state government to develop tourist friendly environment and attractions for international tourists the optimum utilization of the tourism potential in Khajuraho is not seen
- (b) **Safety and security issues:** Although this region is not prone to criminal activities, yet some rare incidents of fraud, robbery and mishandling with international as well as domestic tourists raise the question about safety and security organizations.
- (c) **Non-Monetization of tourism products:** Non-monetization of various local cultural things such as folk dances, folk music, local art and craft along with some natural attractions is also a reason for lack of growth in Khajuraho and adjoining places.
- (d) **Poor road connectivity within district:** There is also lack of proper roads either highways or rural roads. It also hinders the growth of tourism in the region. But the recent construction of new four-lane highway might help in improving the condition.
- (e) **Poor air connectivity with in state and district:** Flight connectivity has always been a challenge to the tourism in Khajuraho. Khajuraho got airport in the year 1978, yet there is no international flight connected to Khajuraho and only one domestic flight. Khajuraho got the status of international airport but was unable to sustain the title for long.

3) Opportunities: Opportunities for employment in Khajuraho city.

- a) **Hotel and restaurants staff:** More than 130 hotels are there in Khajuraho city with rating of 3 star, 4 star, government and private. Theses 130 hotels provide many employment opportunities for the domestic people as well as out of station people. Many well qualified MBA's get jobs in management faculty of hotel, even uneducated peoples get employment opportunities as staff, waiters, guard, cleaners, chiefs and etc.
- b) **Home stay:** There are more than 80 home stays present in Khajuraho, which gives local people opportunity for good earnings. Local people of Khajuraho just making available their own house as home stay.
- c) **Auto rickshaw drivers:** More than 200 auto rickshaw drivers get employment

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<sup>4</sup> Art and culture in Khajuraho. <https://www.khajurahoonline.in/city-guide/art-and-culture-in-khajuraho>

opportunities because of tourism sector in Khajuraho. All the auto rickshaw drivers making their life style well by earning good.

- d) Guides: 100 and more guides are there in Khajuraho for domestic and foreign tourists, with the knowledge of many foreign and Indian languages, getting good employment opportunity in Khajuraho city of monuments.
  - e) Shops: There are more than 100 of shopkeepers working in Khajuraho and having their own business and good lifestyle.
  - f) Travel agencies: There were 3-4 travel agencies presented in Khajuraho but because of pandemic situation there are only 2 agencies left there.
  - g) Street vendors: Many people work as street vendors in Khajuraho by selling sculptures, traditional cloths, oxidized jewelry, home decor and etc.
- 4) Threats: Threats in the ways of generation of employment opportunities.
- a) Poor higher education facilities for employment generation: People of Khajuraho need to come to Chhatarpur for getting higher education because of absence of good college or university in Khajuraho. Lack of higher education also deprives Khajuraho of human resource.
  - b) Poor medical facilities for tourists: In Khajuraho there is no proper medical infrastructure. Although some government as well as private hospitals are there but they do not have enough staff, equipments, ambulances and number of beds for patients.
  - c) **Unavailability of foreign language learning institutions:** Khajuraho has been an UNESCO World Heritage site since very long time, but there is no formal institute either government or private to provide certificate course and diploma in foreign languages, depriving youth of possible employment in the tourism industry in the area. Yet there are some local guides who learned foreign language by themselves.
  - d) **Lack of awareness:** The level of awareness of local people is also low because of various reasons such as inadequate educational facility and less exposure. It stops them from engaging in various employment opportunities in the tourism sector in the region. Due to this most of the hotels and inns hire people from other places.
  - e) Transport problem: As of Khajuraho is not an International airport so there is lack of good facilities of air lines which also could be a reason for less employment opportunities. Facilities of railways in Khajuraho is also not so good not as per the status of Khajuraho in world heritage sites.

## **XII. Suggestions**

1. Present tourism facilities such as hotels, lodges, guest houses, home stays, etc. in Khajuraho and the amenities like the cafeteria, restaurants, bars, washroom, toilet facilities, etc. should be regularly maintained and kept clean to remain in usable condition.
2. There is a need to establish institutes for tourism, foreign languages etc. that offer certificate courses and degrees for providing high quality employment to local youth. It will help in supplying required manpower in the tourism sector.
3. It is often seen that tourists international as well as domestic throw used bottles, plastic bags and other material that can be harmful for nature and also create bad impression on other tourists. In order to preserve the beauty of tourist places the tourism authority must form rules regarding it
4. Various natural sites with scenic beauty and historical monuments such as Panna national park, Raneh falls, Pandav falls, Aajaygarh fort, Kalinjar fort etc. can be made available as a virtual tour and in social media platforms to attract more domestic and international tourists.
5. Local governing bodies need to give more attention to keep the city and adjoining places neat and clean as a part of “Swachh Bharat Mission” in order to give good feel to tourists. It also helps in promoting tourism in the area.
6. The places of natural and architectural beauty in Khajuraho can also be promoted for making Hollywood and Bollywood movies as seen in Rajasthan. Film makers should also be incentivized to make films there because movies work as promoters of tourist places.
7. The existing rail, road and air connectivity needs to be improved in order to facilitate convenient movement of tourists and goods.
8. Local residents should be made aware of the tourism and employment potential that is still under exploited. Local people and regular national and international visitors can be used as promoters of tourism in the region.

## **XIII. Conclusion**

As Khajuraho is a world heritage site but still the people of Khajuraho facing many problems specifically in area of employment, for this the state government should make its policies in such a way that the people of Khajuraho do not face such problems. In SWOT analysis we came to know that there is lack of opportunities for higher education in Khajuraho and lack of good medical facilities, because of this tourist suffers a lot. Khajuraho's airport not being of international level is also a problem, if the government makes Khajuraho's airport an international airport, then employment opportunities will increase here. Khajuraho has its own railway station, but the number of trains coming here is very less, due to which tourists coming here are very less in no. if the railway station of Khajuraho could be well developed then employment opportunities will increase here, that is why the state government should develop the railway station of Khajuraho more and make available more number of trains. As Khajuraho is a World Heritage Site, even with

this accent, there is lack of many facilities here, the state government should find these problems and try to solve them.

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