

RESEARCH ARTICLE

Exploring the Role of Janjati Tourism in Sustainable Development: A Case Study of Chhattisgarh

Dr. Tapesh Chandra Gupta¹, Sushma Tiwari^{2*}

¹Ex-Joint Secretary, Chhattisgarh Govt, Principal, Govt. J Yoganandam C.G College, Dean Faculty of Commerce, Ravishankar University, Raipur.

²Research Scholar, Pt. Ravishankar University, Raipur.

Received: 27 November 2024

Accepted: 10 January 2025

Published: 16 January 2025

Corresponding Author: Sushma Tiwari, Research Scholar, Pt. Ravishankar University, Raipur.

Abstract

Chhattisgarh, a state rich in natural resources and cultural heritage, presents immense potential for sustainable rural development. However, the overreliance on traditional livelihoods and limited economic opportunities have hindered progress, necessitating a comprehensive approach to foster rural transformation and sustainable livelihoods. This research proposal aims to explore strategies for occupational diversification, address changing employment dynamics, leverage digital technologies, and unlock the potential of rural tourism, with a particular emphasis on forest-based livelihoods and the indigenous Janjati communities. The state's vast forests are a treasure trove of non-timber forest produce (NTFP) and medicinal plants, which have historically played a crucial role in the subsistence and traditional knowledge systems of the Janjati communities. However, lack of value addition, market linkages, and sustainable harvesting practices have limited the economic benefits derived from these resources. This study will investigate the potential for establishing community-based enterprises focused on processing and value addition of NTFPs and medicinal plants, leveraging the traditional knowledge of the Janjati communities. Furthermore, the research will explore opportunities for diversifying rural livelihoods through the promotion of sustainable tourism. Chhattisgarh's rich cultural heritage, ancient monuments, and diverse ecosystems offer unique experiences for tourists seeking authentic and environmentally conscious travel. The study will examine strategies to develop community-based tourism initiatives, highlighting the potential for income generation, skill development, and preservation of local traditions.

Keywords: Chhattisgarh, Janjati Communities, Sustainable Livelihoods, Ural Tourism, Non-Timber Forest Produce (NTFP) etc.

1. Introduction

Digital technologies have revolutionized various sectors, and their application in rural areas can drive economic growth and improve livelihoods. This research will assess the current state of digital infrastructure and literacy in rural Chhattisgarh and identify potential applications of digital technologies in areas such as e-commerce, telemedicine, and agricultural extension services. Additionally, the changing employment landscape, driven by factors such as urbanization, automation, and the gig economy, necessitates a holistic understanding of emerging opportunities and challenges. The study will analyze employment

trends, skill requirements, and potential avenues for entrepreneurship and self-employment in rural areas. Through a combination of qualitative and quantitative methods, including surveys, focus group discussions, and stakeholder consultations, this research aims to generate actionable insights and recommendations for policymakers, non-governmental organizations, and rural communities. The findings will contribute to the development of sustainable livelihood strategies, promote economic empowerment, and foster a holistic rural transformation in Chhattisgarh, ensuring a balance between economic prosperity, environmental conservation, and cultural preservation.

Citation: Dr. Tapesh Chandra Gupta, Sushma Tiwari. Exploring the Role of Janjati Tourism in Sustainable Development: A Case Study of Chhattisgarh. Journal of Travel, Tourism and Recreation. 2025; 5(1):1-6.

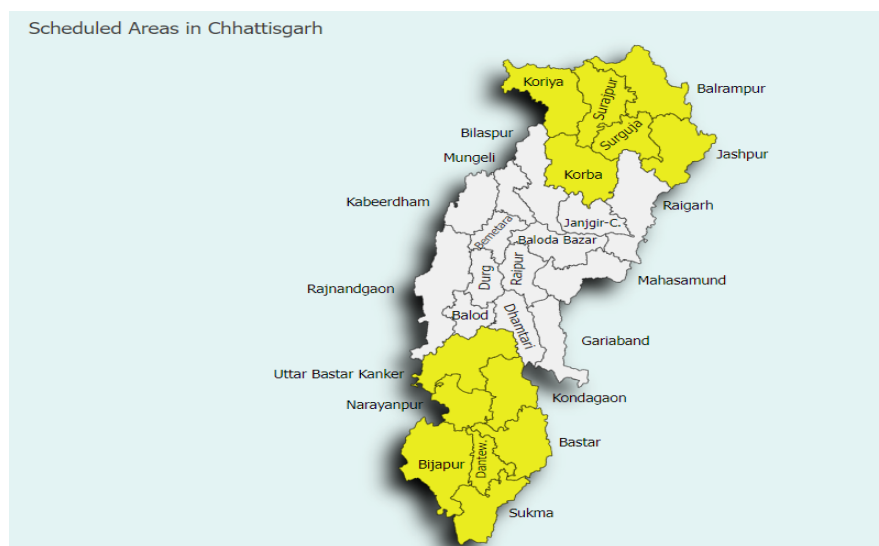
©The Author(s) 2025. This is an open access article distributed under the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

- i. **Promoting Inclusive Growth:** Understanding rural livelihood diversification strategies and changing employment patterns is crucial for promoting inclusive growth across India. By identifying the factors driving diversification and assessing emerging employment trends, the study can inform policies aimed at creating diverse and sustainable livelihood opportunities for rural populations. Inclusive growth is essential for bridging the rural-urban divide and ensuring that all segments of society benefit from economic development.
 - ii. **Harnessing Digital Transformation:** Digital technologies have the potential to revolutionize rural economies by connecting communities to markets, information, and services. By exploring the role of digital technologies in rural livelihoods, the study can provide insights into how Bharat can leverage digital transformation to enhance productivity, access to finance, and entrepreneurship in rural areas. This can empower rural residents to participate more effectively in the digital economy and contribute to overall national development.
 - iii. **Fostering Sustainable Tourism:** Rural tourism presents an opportunity to showcase India's cultural heritage, natural beauty, and traditional lifestyles while generating income and employment in rural areas. By examining the socio-economic impacts of rural tourism and identifying strategies for sustainable development, the study can support efforts to promote responsible tourism practices and preserve India's rich cultural and natural heritage. Sustainable tourism development can contribute to economic growth, job creation, and environmental conservation, aligning with Bharat's vision of balanced and inclusive development.
 - iv. **Addressing Regional Disparities:** India's development journey is characterized by significant regional disparities, with rural areas often lagging behind urban centers in terms of infrastructure, economic opportunities, and quality of life. By focusing on rural livelihoods and development, the proposed study can contribute to reducing these disparities and fostering balanced regional growth. Empowering rural communities to diversify their livelihoods, harness digital technologies, and capitalize on tourism can unlock the potential of Bharat's vast rural hinterlands and promote more equitable development outcomes.
 - v. **Enhancing Resilience to External Shocks:** Building resilient rural economies is essential for ensuring sustained progress towards national development goals. By examining how rural communities adapt to changing socio-economic and environmental conditions, the study can identify resilience-building strategies that strengthen Bharat's capacity to withstand external shocks, such as climate change, economic downturns, and pandemics. Resilient rural economies contribute to overall national stability and prosperity by buffering against disruptions and fostering local self-reliance.
- By promoting inclusive growth, harnessing digital transformation, fostering sustainable tourism, addressing regional disparities, and enhancing resilience, the study can contribute to realizing Bharat's aspirations of becoming a developed and prosperous nation.

2. Scheduled Areas in Chhattisgarh

Scheduled areas in the Indian Constitution are mentioned in the Fifth and Sixth Schedules. The Fifth Schedule includes a total of 10 states, including Chhattisgarh, Maharashtra, Odisha, Rajasthan, and Telangana. The Sixth Schedule includes areas from Assam, Meghalaya, Tripura, and Mizoram. Chhattisgarh state has several districts and 85 tribal development blocks declared as scheduled areas under the Fifth Schedule. The fully scheduled areas in Chhattisgarh include the districts of Kanker, Kondagaon, Bastar, Sukma, Dantewada, Bijapur, Narayanpur, Korea, Surajpur, Sarguja, Balrampur, Jashpur, Korba, and Gaurela-Pendra-Marwahi. Additionally, partially scheduled or Tribal Sub-Plan Areas in Chhattisgarh encompass the districts of Raigarh, Janjgir-Champa, Bilaspur, Kabirdham, Rajnandgaon, Balod, Mahasamund, Dhamtari, Gariaband, and Baloda Bazar. On February 20, 2003, the Government of India included certain specific areas of Chhattisgarh under the Fifth Schedule of the Constitution as scheduled areas. These include the entire districts of Kanker, Bastar, Dantewada, Bijapur, Narayanpur, Korea, Sarguja, Jashpur, and Korba, as well as the Kota revenue inspector circle in Bilaspur District, and the Chowki, Manpur, and Mohla tribal development blocks in Rajnandgaon District. Also included are the Dondi tribal development block in Durg District, and the Gariaband, Mainpur, and Chhura tribal development blocks in Raipur District, along with the Nagri (Sihawa) tribal development block in Dhamtari District. Following the formation

Type	District/Block	Specific Areas Included
Fully Scheduled Areas	Kanker	Entire district
	Kondagaon	Entire district
	Bastar	Entire district
	Sukma	Entire district
	Dantewada	Entire district
	Bijapur	Entire district
	Narayanpur	Entire district
	Korea	Entire district
	Surajpur	Entire district
	Sarguja	Entire district
	Balrampur	Entire district
	Jashpur	Entire district
	Korba	Entire district
	GPM	Entire district



Partially Scheduled/Tribal Sub-Plan Areas	Raigarh	
	Janjgir-Champa	-
	Bilaspur	Kota revenue inspector circle
	Kabirdham	-
	Rajnandgaon	Chowki, Manpur, and Mohla tribal development blocks
	Balod	-
	Mahasamund	-
	Dhamtari	Nagri (Sihawa) tribal development block
	Gariaband	Gariaband, Mainpur, and Chhura tribal development blocks
	Baloda Bazar	-

of the Gaurela-Pendra-Marwahi District, its three development blocks—Marwahi, Gaurela-1, and Gaurela-2—are included in the scheduled areas. Under Article 342 of the Indian Constitution, the tribes listed are called Scheduled Tribes. In Chhattisgarh, there are 42 types of tribes listed as Scheduled Tribes, which are divided into 161 sub-groups.

The study focus specifically on Chhattisgarh and its tribal communities for several reasons:

- i. Tribal Population Concentration: Chhattisgarh is home to a significant population of tribal communities, accounting for a substantial proportion of the state’s total population. These tribal communities have unique cultural identities, livelihood practices, and socio-economic challenges that warrant focused research attention.
- ii. Livelihood Diversity: Tribal communities in Chhattisgarh often rely on diverse livelihood strategies, including agriculture, forest-based

- activities, handicrafts, and non-farm occupations. Understanding the dynamics of these livelihoods, their resilience to external shocks, and their potential for sustainable development is crucial for informing targeted interventions and policies.
- iii. **Developmental Disparities:** Despite the rich natural resources and cultural heritage of tribal regions in Chhattisgarh, there are persistent developmental disparities and challenges, including poverty, lack of infrastructure, limited access to education and healthcare, and marginalization from mainstream economic opportunities. Investigating these disparities and exploring pathways for inclusive development is essential for promoting social justice and equity.
- iv. **Digital Divide:** Tribal communities in remote and rural areas of Chhattisgarh often face challenges related to digital connectivity and access to technology. Understanding the barriers to digital inclusion and exploring innovative solutions to bridge the digital divide can empower tribal communities to participate more effectively in the digital economy and access essential services.
- v. **Tourism Potential:** Chhattisgarh boasts diverse natural landscapes, cultural heritage sites, and tribal traditions that hold significant potential for tourism development. By examining the role of rural tourism in tribal areas, the study can identify opportunities for sustainable tourism initiatives that benefit local communities while preserving cultural and environmental assets.
- vi. **Policy Relevance:** Chhattisgarh's tribal communities are a priority focus for state and central government policies aimed at tribal welfare, livelihood enhancement, and inclusive development. By generating evidence-based insights and policy recommendations, the study can contribute to the formulation and implementation of more effective policies and programs tailored to the needs and aspirations of tribal communities in Chhattisgarh.
- Dawson, N.M. et al. (2021). The Role of Indigenous Peoples and Local Communities in Effective and Equitable Conservation. *Ecology and Society*, 26(1), 19. This collaborative research explores the vital role of indigenous peoples and local communities in conservation efforts globally. It concludes that recognizing and integrating their traditional knowledge and practices is essential for sustainable ecosystem management.
- Preiser, R. et al. (2018). Social-Ecological Systems as Complex Adaptive Systems: Organizing Principles for Advancing Research Methods and Approaches. *Ecology and Society*, 23(3), 15. This methodological study provides organizing principles for studying social-ecological systems as complex adaptive systems globally. It concludes that adopting such approaches is necessary for understanding and addressing the dynamics of rural livelihoods.
- Chintakula, B.S. (2020). Problems of Rural System in India, Need for Addressing Them in Rural Development Planning. *International Journal of Engineering Research and Technology (IJERT)*, 9(4), 255–262. This qualitative study discusses the challenges faced by rural systems in India and emphasizes the integration of these concerns into national rural development planning for sustainability.
- Deshkar, S. et al. (2019). Socio-Ecological Resilience as a Sustainable Development Strategy for Remote Rural Settlements in Different Geo-Climatic Zones of India. IRDR Working Paper Series. This research explores socio-ecological resilience as a sustainable development strategy for remote rural settlements in India. It concludes that building resilience is essential for sustainable development nationally.
- Ralaingita, M.I. et al. (2022). The Kere of Madagascar: A Qualitative Exploration of Community Experiences and Perspectives. *Ecology and Society*, 27(1). Although focused on Madagascar, this qualitative study offers insights into community experiences and perspectives on sustainable livelihoods, which could inform similar efforts nationally in India.

3. Literature Review

- Sangha, K.K. (2020). Global Importance of Indigenous and Local Communities' Managed Lands: Building a Case for Stewardship Schemes. *Sustainability*, 12(19), 7839. This qualitative study highlights the significance of indigenous and local communities in managing natural resources for sustainable livelihoods globally. It concludes that stewardship schemes can effectively recognize and support their role in conservation efforts.

4. Objectives

- Study rural livelihood and employment trends for sustainable development.
- Explore digital tech's role in enhancing rural productivity.

- Assess rural tourism's potential for economic growth and sustainability.

5. Suggestions

- Promote Skill Development Programs: Implement skill development and vocational training programs to equip rural populations with the necessary skills for both agricultural and non-agricultural occupations, such as digital services and tourism management.
- Enhance Digital Infrastructure: Strengthen digital infrastructure in rural areas to ensure better access to online markets, e-commerce, education, and government services, boosting economic opportunities and reducing rural-urban disparities.
- Support Rural Tourism Initiatives: Invest in sustainable tourism initiatives that capitalize on the cultural and natural heritage of Chhattisgarh's tribal and forest-based communities, fostering community-based tourism to promote local entrepreneurship and job creation.
- Increase Government and Private Sector Collaboration: Encourage collaboration between government bodies, NGOs, and private sector entities to create an enabling environment for rural diversification through incentives, subsidies, and public-private partnerships.
- Focus on Environmental Sustainability: Ensure that occupational diversification efforts, particularly in tourism and agriculture, are aligned with sustainable practices that protect the environment and preserve natural resources.

6. Conclusion

In conclusion, the study of Chhattisgarh's tribal communities highlights the importance of addressing the unique challenges they face in terms of livelihood, employment, digital inclusion, and tourism development. By understanding the socio-cultural and geographical factors influencing these communities, the research provides insights into how targeted policies and community-driven approaches can lead to sustainable development. Effective interventions can improve access to resources, enhance economic opportunities, and promote the well-being of the tribal populations, ensuring a more inclusive and equitable future for Chhattisgarh's rural areas. The study highlights the significant role of occupational diversification in the rural development of Chhattisgarh, emphasizing its potential in improving

livelihoods and economic stability. The findings indicate that adopting modern agricultural techniques, coupled with the expansion of non-farm activities like rural tourism and digital entrepreneurship, can enhance the overall economic resilience of rural communities. Additionally, the study points out the growing need for policy interventions that support digital literacy, access to technology, and sustainable tourism practices to ensure inclusive growth in these areas.

7. References

1. Sangha, K. K. (2020). Global importance of indigenous and local communities' managed lands: Building a case for stewardship schemes. *Sustainability*, 12(19), 7839. <https://doi.org/10.3390/su12197839>
2. Gupta, T. C., & Verma, P. K. (n.d.). *Development of tourism industry & marketing in India: 1. History-geography 2. Development & foreign tourist 3. Tourism product 4. Socio-ecogrowth 5. Chhattisgarh tourism*.
3. Gupta, T. C. (2019). *Chhattisgarh handbook 2020* (Hindi edition). India Publishing Company.
4. Gupta, T. C. (2012). *Development of tourism industry & marketing in India*. LAP Lambert Academic Publishing. ISBN: 9783659141201
5. Gupta, T. C. (2022). *C.G. handbook 2022* (Hindi edition). India Publishing Company.
6. Gupta, T. C. (2020). *Chhattisgarh handbook 2021* (Hindi edition). India Publishing Company.
7. Gupta, T. C. (2018). Chhattisgarh state: A potential of tribal tourism. *Tourism and Hospitality Open Access Journal*, DOI: 10.29011/THOA-123.100023.
8. Verma, P. K., & Gupta, T. C. (2012). *Development of tourism industry & marketing in India* (2nd ed.). LAP Lambert Academic Publishing.
9. Tiwari, S., Pandey, P., & Gupta, T. C. (2024). Digital transformation in hospitality supply chains: Leveraging blockchain and IoT for transparency. In *AI, Blockchain, and Metaverse in Hospitality and Tourism Industry 4.0* (pp. 1-11). Chapman and Hall/CRC.
10. IPCC. (2014). *Climate change 2014: Impacts, adaptation, and vulnerability. Part A: Global and sectoral aspects. Contribution of Working Group II to the Fifth Assessment Report of the Intergovernmental Panel on Climate Change*. Cambridge University Press.
11. Walker, B., Carpenter, S., & Kinzig, A. (2004). Resilience, adaptability, and transformability in social-ecological systems. *Ecology and Society*, 9(2), 5. <https://doi.org/10.5751/ES-00650-090205>

12. Dawson, N. M., Martin, A., Akacha, M., et al. (2021). The role of indigenous peoples and local communities in effective and equitable conservation. *Ecology and Society*, 26(1), 19. <https://doi.org/10.5751/ES-12023-260119>
13. Preiser, R., Biggs, R., De Vos, A., & Folke, C. (2018). Social-ecological systems as complex adaptive systems: Organizing principles for advancing research methods and approaches. *Ecology and Society*, 23(3), 15. <https://doi.org/10.5751/ES-10558-230315>
14. Chintakula, B. S. (2020). Problems of rural system in India, need for addressing them in rural development planning. *International Journal of Engineering Research and Technology (IJERT)*, 9(4), 255–262.
15. TERI. (2014). Assessing climate change vulnerability and adaptation strategies for Maharashtra: Maharashtra State Adaptation Action Plan on Climate Change (MSAAPC). The Energy and Resources Institute.
16. NSSO. (2013). Some characteristics of agricultural households in India. National Sample Survey Office, Government of India.
17. Deshkar, S., Tripathi, N., & Patil, S. (2019). Socio-ecological resilience as a sustainable development strategy for remote rural settlements in different geo-climatic zones of India. IRDR Working Paper Series.
18. Ralaingita, M. I., Stiles, A., Rakotonirina, J. D., et al. (2022). The Kere of Madagascar: A qualitative exploration of community experiences and perspectives. *Ecology and Society*, 27(1). <https://doi.org/10.5751/ES-12719-270104>