

Stakeholders' Perspective on Tourism Infrastructure at Khajuraho Dance Festival

– Jhilik Som*

PhD Scholar, SOTHSM, IGNOU

 jhiliksom@gmail.com  <https://orcid.org/0000-0001-5674-8649>

– Sandeep Chatterjee

PhD Scholar, SOTHSM, IGNOU

 chatterjee.sun@gmail.com  <https://orcid.org/0000-0003-0298-6494>

– Dr. Paramita Suklabaidya

Associate Professor, SOTHSM, IGNOU

 paramitaz@ignou.ac.in  <https://orcid.org/0000-0002-5051-2421>



ARTICLE HISTORY

Paper Nomenclature: Case Based Study

Paper Code: GJEISV12N2AJ2020CBS1

Submission Online at www.gjeis.com: 26-April-2020

Manuscript Acknowledged: 28-April-2020

Originality Check: 30-April-2020

Originality Test (Plag) Ratio (Urkund): 1%

Author Revert with Rectified Copy: 11-May-2020

Peer Reviewers Comment (Open): 20-May-2020

Single Blind Reviewers Remarks: 24-May 2020

Double Blind Reviewers Remarks: 01-June 2020

Triple Blind Reviewers Remarks: 15-June 2020

Author Update (w.r.t. correction, suggestion & observation): 19-June 2020

Camera-Ready-Copy: 23-June 2020

Editorial Board Excerpt & Citation: 28-June 2020

Published Online First: 30-June 2020

ABSTRACT

Purpose: The primary objective of the study is to explore the stakeholders' perspective on Tourism Infrastructure facilities available at Khajuraho Dance festival, Khajuraho.

Design/ Methodology/ Approach: A case study based approach was applied to explore the stakeholders' perspective on infrastructural facilities available at Khajuraho dance festival. The data for the purpose of this study were collected from a combination of Qualitative and Quantitative methodology. Data for the study was collected from Stakeholders like tour operators, travel agents, hotels, guides, shop keepers, and organizers of the event through in depth interviews. Data was also collected using a structure questionnaire prepared after the review of literature; and the sample of stakeholders was selected applying purposive sampling i.e. Tour Operators and travel agents. The data collected was analyzed

Findings: Through literature review and secondary data, it came forth that infrastructure at a destination and event has a major role to play in the development of tourism at the destination and event as well as for the purpose of attracting tourists. This study finds through quantitative and qualitative analysis that the stakeholders at Khajuraho expect a much better infrastructure to be able to host a prestigious global event like, the Khajuraho Dance Festival. The stakeholders are of the consensus that accessibility to Khajuraho needs to be improved in order to attract international and domestic visitors. At the same time, the availability of basic amenities like drinking water, eateries, first aid, local transport, ATM facility, etc will help in making the dance festival popular as a tourist attraction. PPP model can help create and maintain infrastructure at this Destination and Dance festival will benefit in the terms of increased popularity and footfall.

Originality / Value: This study seeks to add to the pool of knowledge available for cultural event management. Studies on the infrastructure requirement and development of dance festivals are few and almost none of Khajuraho Dance Festival. This study on the infrastructural requirements at Khajuraho Dance festival will add to the knowledge regarding infrastructural requirements not only for developing Khajuraho Dance festival but also for all the cultural events across the broad.

Paper Type: Case Based Study

KEYWORDS Infrastructure | Stakeholders | Khajuraho | Dance Festival | Event Tourism

Introduction:

Infrastructural facilities are the essential components (Amenities) of Tourism and one of the primary factors in the tourism product development that can propel the growth of a tourism destination. Lone, Rather, and Jain, (2013) opined that the infrastructure development holds the key to

sustained growth in the tourism sector. Destination attractions play a significant role in attracting tourist but for sustainable growth of tourism it is vital that supporting infrastructural facilities are provided to meet and satisfy the expectations of the visitors. Warneken, (2002) explained that "The competitiveness of these facilities at a national or international

*Corresponding Author (Jhilik Som et Al)

- Present Volume & Issue (Cycle): Volume 12 | Issue 2 | Apr-Jun 2020
- International Standard Serial Number:
Online ISSN: 0975-1432 | Print ISSN: 0975-153X
- DOI (Crossref, USA) <https://doi.org/10.18311/gjeis/2020>
- Bibliographic database: OCLC Number (WorldCat): 988732114
- Impact Factor: 2.69 (GIF, Citescore, SIF), CiteFactor: 3.57 (2019-20)
- Editor-in-Chief: Dr. Subodh Kesharwani
- Frequency: Quarterly

- Published Since: 2009
- Research database: EBSCO <https://www.ebsco.com>
- Review Pedagogy: Single Blind Review/ Double Blind Review/ Triple Blind Review/ Open Review
- Copyright: ©2020 GJEIS and its heirs
- Publisher: Scholastic Seed Inc. and KARAM Society
- Place: New Delhi, India.
- Repository (fighare): 704442/13

GJEIS is an Open access journal which access article under the Creative Commons. This CC BY-NC-ND license (<http://creativecommons.org/licenses/by-nc-nd/4.0>) promotes access and re-use of scientific and scholarly research and publishing.





scale determines whether they become valuable assets for or likely impediments to, attracting visitors to a destination”. The competitiveness among tourism destinations is helpful in establishing the sites and attractions along with the supporting infrastructural facilities in a destination. This in turn, helps to promote tourism by attracting visitors to the destination as attractions are better managed and supporting infrastructures in place. This research paper is part of an ongoing research on cultural events in India with special reference to Khajuraho Dance Festival in Khajuraho, Madhya Pradesh. The paper attempts to present an analysis of the perception of the stakeholders on tourism infrastructure facilities offered/available at Khajuraho. This study is designed to establish the basis for further research on cultural events and tourism management during the Khajuraho Dance Festival and contributing to research literature in Tourism related cultural event management in India.

Physical and regional setting of Khajuraho

Khajuraho is a small modern town located in the state of Madhya Pradesh in India. It is situated on the left bank of Khudar-Nala, a tributary of the Ken River, in Chhatarpur District of northern Madhya Pradesh (Agarwal, 1980). Madhya Pradesh is known as the ‘Heart of Central India’. It is primarily because of its location in the center of the country but it is considered a home to a cultural heritage of Hinduism, Buddhism, Jainism, and Islam (Madhya Pradesh Tourism, 2020). The ancient monuments of Madhya Pradesh depict a rich and civilized culture and tradition of ancient India. Among the destinations around the state, Khajuraho is one of the foremost tourism destinations especially due to the presence of the Hindu and Jain temples which are world famous for their sculptures and facade



Figure 1: Location of Khajuraho; Source: Mishra, P. (2001).

Tourism and Dance Festival

Khajuraho is home to the popular UNESCO World Heritage Site (UNWHS), Khajuraho Group of Monuments, which are the largest collection of medieval Hindu and Jain temples in India (UNESCO, 2020). It is known as *Chandella's temple town* of central India and is famous throughout the world for its exquisitely carved temples in stone. The temples in Khajuraho are quite different from any other temples in India. The artistic temples of Khajuraho are a brilliant example of medieval Indian architecture and as a result, Khajuraho is a popular and well visited tourist destination in India (Smith, 2011). These temples, featured with erotic sculptures, have made a name for the town, as these temples at Khajuraho are more about the sculptures and architectures than about the religion, worshiping and deities. It was first mentioned in the UNESCO (United Nations Educational, Scientific and Cultural Organization) list of the World Heritage Sites in the year 1986 and it became one of the 22 world heritage sites, in India (WHC, 2020). The Vindhya mountain range, which forms the beautiful backdrop to this place, makes it more fascinating to tourists (Agarwal, 1980).

Tourism is one of the valuable attributes to the developing nations for economic growth which can play a pivotal role in the development of the destination and nation. Tourism is a worldwide phenomenon, having significant impact on societies around the globe. Almost 7% of the total population of the world directly participates in tourism (Kapoor, 2011). The temples at Khajuraho are popular among both the domestic as well as the international tourists, especially since it is one of the UNWHS. The Khajuraho sculptures attract a lot of tourists as well as learners and knowledge seekers interested in the Indian art and culture.

Art lovers from all the corners of the world come to see the Khajuraho sculptures every year and the popularity of the Khajuraho sculptures has made the place one of the most popular tourist spot in India (Shaw, 2011). Thousands of visitors and tourists from all over the world flock together to experience this immortal saga of Indian art and culture engraved in stone by craftsmen of millennia ago. The popularity of the temples as well as the beauty of the sculptures made this group of monuments the base for the Dance Festival.

Khajuraho Dance Festival, an annual event organized at the UNESCO world heritage site - Khajuraho group of temples, is one of the well-recognized and popular cultural events of India. This event is organized in the month of February by the Madhya Pradesh Sanskriti Parishad and Ustad Alauddin Khan Sangeet Evam Kala Academy. As per the organizers of the event, the main purpose of this event is to promote, preserve and spread knowledge about Indian culture and the classical dance forms of India (Kala Academy MP, 2020).

Cultural Event Tourism and Infrastructure

A literature review was taken up to understand the role and relation between infrastructural facilities and cultural event tourism in the present scenario with respect to Khajuraho dance festival. Getz (2008) mentioned that cultural event is an important element of tourism events. According to Raj et al. (2009) cultural events, such as festivals, carnivals, concerts etc. have either a religious aspect or may be held for a commercial reason. The main purpose of cultural events is the celebration or confirmation of culture. Shone and Parry (2004) explains that “culture, with its associated ceremony & traditions, has a role in all kinds of social activity, & for all kinds of people, organizations & institutions, but has been especially important for governments & leaders, such as royalty.” Cultural events including Dance and Music Festivals are a universal form of events that predate the contemporary events industry and exist in most times and most societies.

Bowdin et al. (2012) emphasized that cultural events may also be major events such as musical events like ‘Phantom of the Opera’, ‘Sound of music’ etc. These are avenues for generating tourism revenue for London’s West End. Scotland’s annual event ‘Edinburg Festival’ is described as “an important expression of human activity that contributes much to our social and cultural life, while the hosting of London 2012 Olympics provides further cultural opportunities through the cultural Olympiads.” Cultural events also generate business activity and income for the host communities. In case of cultural event tourism, the main attractions are usually a cultural celebration.

While tourist attractions form a powerful component of the supply side of tourism—enticing, luring, and stimulating interest in travel—they are only a component of the essential tourism infrastructure. Investment in supporting businesses (e.g., hotels, transportation companies), soft infrastructure (e.g., local community colleges, universities, and trade and professional associations) and hard infrastructure (e.g., roads, airports, marinas, water and sewer lines, and telecommunications) is the key to developing a successful tourism destination. Their interdependence dictates a need for a strategic wide-angle approach to tourism infrastructure development (Ontario Ministry of Tourism Report, 2009 as cited in Kaddi & Suklabaidya, 2014). Tourism infrastructure is a component of regional touristic product. Infrastructure comprised of basic devices, buildings and service institutions whose existence is crucial to the proper operating economy and society (Panasiuk, 2007). This is further divided into two categories- Technical Infrastructure, that includes transportation, communication, gas, heat, power, and road industry. The second is Social Infrastructure, which includes education, culture, science, health, physical culture and tourism, public administration (Panasiuk, 2007).

Jovanović & Ilić (2016) also indicated the classification of tourism infrastructure that is divided into four categories; and are shown in the figure below.

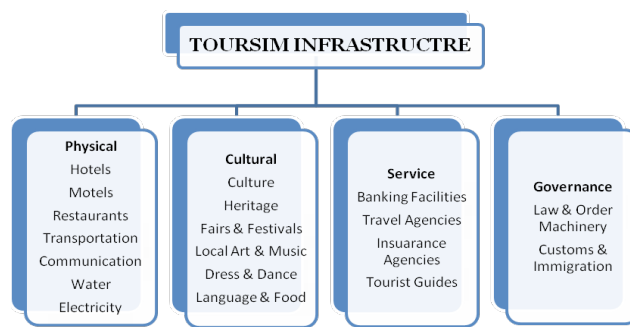


Figure 2: Components of tourism infrastructure
 Source: Jovanović & Ilić, (2016)

Various literatures have stressed out the different concepts of infrastructure and tourism infrastructural facilities. Panasiuk (2007) explains that “Tourism infrastructure is a range of devices and institutions constituting material and organizational basis for tourism development”. He further states that it comprises four basic elements, as given below:

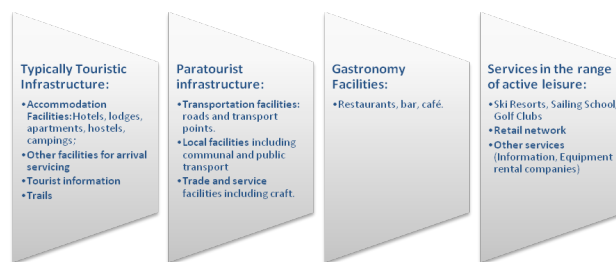


Figure 3: Tourism Infrastructure
 Source: Based on from Information, Equipment rental companies (Panasiuk, 2007)

The Stakeholders

Another important peg of the tourism industry is stakeholders, as they are the backbone of tourism industry. Stakeholders are essential for developing, marketing and popularizing of a cultural event as a tourism product. An event stakeholder is any group or individual with influence over the running of an event or someone who might be affected by the event. Bowdin et al. (2012) discuss that “people and organization with a legitimate interest in the outcomes of an event are known as stakeholders. Allen et al. (2011) as cited in Bladen, Kennell, Abson, and Wilde, (2018) refer to the stakeholders as the ‘key-players’. The event manager should consider what each of these stakeholders is seeking to gain from the event. Bowdin, Allen, O’Toole, Harris, & McDonnell (2012) have observed that a successful event manager must be able to identify the range of stakeholders involved in an event and manage their individual needs; which will sometimes overlap and conflict”.

Bladen et al. (2018) explained that “The importance of stakeholders groups varies from event to event, but many, such as the planning department at the local council, are important groups for a number of events as they are often required to



grant permission before an event can take place”. The key to successful stakeholders’ analysis is not only to identify the most important groups but to manage communication with all the groups and consider which messages are to be sent to them.

In table1, given below some key stakeholders have been identified. This list is not an exhaustive list; and it only serves to demonstrate how many stakeholders are there, involved in the successful development and execution of an event. This table can be adapted to any number of events and new stakeholders’ groups can be introduced. The local bank, for instance, is essential for helping the event organizer insafeguarding funding to cope with the high levels of investment needed to launch the event. It also helps the bank management to make their decision when they see how much publicity the event is receiving and how much the event is likely to impact local economy and community. Event sponsors are also considered as key stakeholders as argued by Bladen, Kennell, Abson, and Wilde, (2018).

The table below represents the categories of event stakeholders, as proposed by Hede (2008).

Individual level	Organizational level
Residents	Community groups
Shareholders	Government
Tourists and Attendees	Sponsors
Volunteers	Media
Event employees	Business

Table1: Category of event stakeholders
Source: Hede (2008).

Research Methodology

This study was undertaken in order to meet the listed objectives. (i) To study the various tourism infrastructure and services for tourists in the Khajuraho Dance Festival, Khajuraho. (ii) To analyze the quality of critical tourism infrastructure in Khajuraho, as perceived by the stakeholders. (iii) To provide a roadmap for effective infrastructural development and management in Khajuraho.

The data for the purpose of the study were collected from a combination of Qualitative and Quantity methodology. Both Primary and secondary sources have been employed for this study. For the first objective, the data was primarily based on the secondary sources, personal observation and participation in the Dance festival (twice) as well as interview with the locals. For the Second objectives primary data collection was undertaken using structured questionnaires and personal interview with stakeholders like travel agents and tour operators, hotel operators, guides and so on. The survey questionnaire was designed after reviewing several

similar research works undertaken in sustainable tourism development, event tourism, and wine tourism events. Eleven critical tourism infrastructure facilities were identified and respondents were asked to rate the actual level of quality of the existing tourism infrastructure facilities by using 5 point Likert Scale that indicated ranking form 1 to 5 where 1 is Very Poor and 5 is Very Good and 3 indicating moderate.

Sampling method adopted for this research paper was purposive sampling. Primary data collection was undertaken by the researcher through self-administered survey at Khajuraho and Delhi. The survey was undertaken in the month of February, when the Khajuraho dance festival was organized. A total of 75 responses were received from the Tour operators and travel agents of Khajuraho and Delhi who were exclusively marketing Kahjuraho Dance Festivals. As well as 132 responses were collected from other stakeholders like hotel operators, guides, souvenir shop owners, stall owners and local transport providers.

Findings and Analysis

Infrastructure and facilities survey

The quality of critical tourism infrastructure in Khajuraho was examined via a focused survey tool applying purposive sampling of select stake holders i.e. Tour operators and Travel agents. The infrastructure of Khajuraho was studied under tourism infrastructure available in this area and the present condition of these infrastructure and superstructure facilities. The mean scores of the results are illustrated in the table below:

Tourist Infrastructure Facilities	Mean	Median	Std. Deviation
Road connectivity	4.54	5	0.505
Railway networks	4.11	4	0.963
Tourist Assistance & Information Centers	4.09	4	0.781
Restaurants & Food stalls	3.8	4	0.964
Other tourist attractions nearby jointly promoting the destination	3.63	4	1.087
Range of Availability of Accommodation facilities.	3.57	4	1.145
Shopping facilities	3.54	4	1.067
Parking facilities at the event venue	3.4	3	0.914
Availability of Local Transportation	2.74	2	0.95
Wayside amenities	2.09	2	0.981
Airports	1.94	2	1.056

Table 2: Mean scores of stakeholders’ opinion on the present condition of tourism infrastructure in Khajuraho.

The table indicates that availability of accommodation facilities is 'good' having a mean rank score of 3.57, on the other hand the airport mean score is 1.94 and the response is 'very poor'. It further reveals the infrastructures related to railway networks and road connectivity are 'good' and 'very good' respectively with mean scores of 4.11 and 4.54.

The above table reflects that the mean scores of the present condition of infrastructure facilities in Khajuraho indicating that the stakeholders did not consider the airport and availability of local transportation factors to be favorable for the tourism growth in this destination. The mean score of 1.94 and 2.74 respectively belonging to airport and availability of local transport indicates the response mostly varied between 'very poor' and 'poor'.

The mean score also reflects that attraction around the event venue; tourist information centers and restaurants & food stalls are in good condition. Whereas the wayside amenities are poor and parking facilities are moderate with 2.09 and 3.40 scores, respectively. However, the shopping facility is considered good with mean score of 3.54.

Through the personal interview with the travel agents and tour operators, it was gathered that their perceptions about infrastructure facilities reflect that it plays an extremely important role in attracting tourists. They were of the opinion that without proper infrastructure, tourism may become stagnant at Khajuraho. They also explained that although the renowned Khajuraho dance festival has great potential to boost tourism; while basic infrastructure like airport, local transportation and wayside amenities are crucial to both develop and sustain tourism in Khajuraho.

Perspective of other Stakeholders

The next part of the study adopts a qualitative approach where in-depth interviews were conducted with other local community stakeholders like Hoteliers, Local Transporters, Souvenirs Shops, Stall Holders and Tour Guides. The data from the hoteliers indicated a pattern where most of them agreed that

- Khajuraho Dance Festival gives them opportunity to earn revenue and generate employment.
- During the festival time all the rooms have 100% occupancy rate.
- Global franchise hotel chains are preferred by international tourists who visit Khajuraho with package tour.
- The government approved accommodations are mostly preferred for the artist who participated at this event.
- While many domestic as well as international tourists prefer to stay accommodation like resort, mid-segment, and budget category hotels. The maximum number of footfalls observed in Khajuraho is during the dance festival. Maximum footfall is observed in Khajuraho from October to March.

- Most of the visitors attend this event with their family. In 2017-18 a large number of young tourists attended the event.
- However, few hoteliers confessed that it has been observed that there has been an increase in domestic visitors but decline of the arrival of European tourists. The main reason for decline in foreign tourist has been attributed to lack of any international airport at Khajuraho.

It was observed by tour operators that

- Most of the tour proprietors crafted Khajuraho dance festival tour packages that include sightseeing. The combined offer of sightseeing Khajuraho along with the festival helps in generating business.
- Most respondents stressed that Khajuraho dance festival helps in promoting Khajuraho as a tourist destination.
- Notably this dance event generates substantial revenue as well as provides employment for the locals.
- The event also helps in development of infrastructure and superstructure of this destination.
- There were no mentions of conflicts observed between the guest and the host community at Khajuraho. The general consensus was that this dance event is beneficial for the host community.

The transporters, souvenirs shop owners, stall holders, and tourist guides at the venue opined that

- The festival gives them an opportunity to interact with visitors and provide them entertainment and leisure activities.
- Khajuraho has become popular due to the temple and the dance festival. This gives local community pride and an enhanced sense of identity.
- The festival gives them earning and employment opportunity.
- The host community appreciates the fact that they get to showcase their culture via local artifacts, craft, and cuisine.
- The visitors also purchase souvenirs that help local business.

Local tour guides also agreed that

- During the dance festival a large number of visitors are observed.
- The tourist flow brings in additional income for the guides.
- Few local guides mentioned that they offer special tour service for foreign tourists; like to visit herbal garden in the village. The tourists enjoy the trip and learn about herbal cure through medicinal plants. Besides introducing the medicinal plants, the guide also entertains by cooking local fish for the visiting tourists.



The guides also revealed that other lesser visited complexes such as southern and northern complex are not properly maintained by government. “The South and North complex seem like deserted areas. The roadsto these parts are not good and the transportation facilities are not available. The lack of infrastructure is a major hindrance for tourists wanting to visit these areas”, quoted by a local guide.

The local community at Khajuraho agrees that the dance festival is beneficial to them but have grave concerns as well, since

- The primary concern they have is regarding the quality of the festival itself. According to some local stakeholders, the festival has been renowned for performances of famous artists; however more recently, there has been a decline in participation of top artists.
- The decline in tourist footfall since 2017 has been partly attributed to this fact.
- The community also has a grievance against the local administration, who do not clean up the venue or

mange the littercreated by the attendees of the festival, in time. The litter dumped in the town; post event is an eyesore.

- The increased gathering and heavy traffic during the festival is a major disturbance for the resident of this small town.
- They also suggest that the administration must invest more in upkeep of the heritage temples.

Road Map for the development of the infrastructural facilities at Khajuraho Dance Festival

SCOT analysis is a strategic planning method used to evaluate the Strengths, Challenges, Opportunities and Threats involved in any project under study (Miller, 2014). The researcher has done the SCOT analysis of this study through the personal interview with stakeholders such as tour operators & travel agents, host community, guides, transporters, hoteliers and also from the personal observation and participation in the Khajuraho Dance Festival as an audience.

STRENGTH	CHALLENGES
<ul style="list-style-type: none"> ◆ Backdrop of UNESCO World Heritage Site, Khajuraho Temple is main attraction for tourists. ◆ Diverse landscape, with both river and mountain range as backdrop. ◆ Great Historical and cultural importance of this destination and group of monuments. ◆ Availability of different categories and ranges of hotels and other resorts run by both well known brands as well as Madhya Pradesh Tourism Department. ◆ Availability of restaurants and foodstalls around the event venue. ◆ Shopping facilities are available for tourists around the event venue. 	<ul style="list-style-type: none"> ◆ Venue needs to be managed properly. ◆ Basic amenities like washroom facilities, drinking water facilities, should be made available at the venue ◆ Access tochemist shops and hospitals, should be made easier ◆ Most importantly ATM facilities should be near or at the venue. ◆ Traffic congestion during the event creates difficulties both for the locals a well as the tourists. ◆ Facility of parking around the festival venue is not good enough/ sufficient. ◆ Restaurants and food stalls are situated around the event venue but within the town, there is a lack of eateries. ◆ Marketing and promotion of the event to increase the number of tourists
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> ◆ Enhanced Railway networking will be appreciated by all asKhajuraho will get connected with many major cities of the country through the rail network. ◆ The condition of road networksis good and there is an opportunity to utilize the motorways to increase tourist flow. ◆ Possibility of Introducing ‘Caravan Tours’ or Rotels connecting Khajuraho during Dance festival with other cities of MP like Orcha will be a novelty for many tourists. 	<ul style="list-style-type: none"> ◆ No international airport is situated in Khajurahonor is it possible due to the frailty of the monument, the airport has to be built as far away as possible from the group of monuments. ◆ Problem in availability of Local transportation within the region. ◆ The western temples of Khajuraho are well maintained due to UNESCO heritage recognition but the other temples within the complex are in dilapidated condition. ◆ New sites and international cultural festivals coming up in the country

Table 3: SCOT Analysis of the infrastructural facilities at Khajuraho Dance Festival

From the SCOT analysis, it is evident that tourism infrastructure in Khajuraho is one of critical consideration for sustaining tourism growth in this region, especially during the dance festival. The analysis also shows that in order to increase the tourist inflow to Khajuraho, the organizers must manage the event venue properly. Event industry, much like any other industry is driven by supply and demand. The supply side has to enhance to meet the needs of higher demand at the venue. In case of a gap in infrastructure due to poor supply, the demand would invariably decline over time. Kaddi & Suklabaidya, (2014) opined that “any infrastructure development for tourism requires an in-depth understanding of the market and a thorough planning before any development is undertaken”. Boers & Cottrell (2007) observed “it is generally acknowledged that these ‘unplanned’ types of development are the ones most likely to be associated with low levels of visitor satisfaction and adverse impact on (tourism) resources”.

The road map for a planned infrastructural development for the Dance Festival will start with the development of infrastructure for Khajuraho town as a tourist destination and then move on specifically for the venue of the dance festival and the tourists visiting for the dance festival. From the threats and opportunities mentioned in the SCOT analysis we can say that the road map undertaken will be taken up in parts by the Government (State and Central), as well as local stakeholders and event organizers

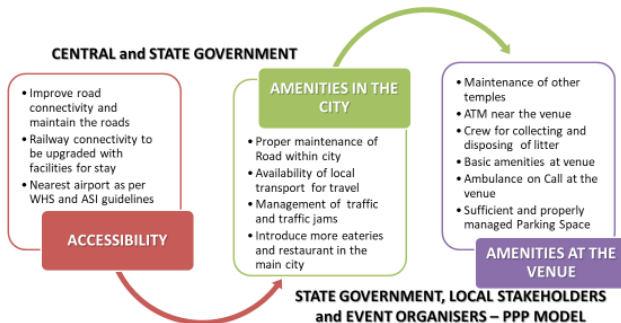


Figure 4: Road Map for the development of the infrastructural facilities at Khajuraho Dance Festival

As the figure above mentions, PP model will be best suited for development within the town of Khajuraho as well at the venue of the Dance festival while the role and dependence on Government is pivotal in the area of development of accessibility as well as marketing and promotion of the Dance Festival.

Conclusion and Suggestions

The study findsthrough the literature review and above discussion that the infrastructure facilities offered by any destination are an essential element to help develop tourism. The world-renowned UNESCO World Heritage Site (UNWHS), Khajuraho Temple and the related Khajuraho Dance Festival are valued resources to boost the tourism of Khajuraho; yet attractions alone are not sufficient to increase

the tourists flow. A quality tourism product also requires adequate services and facilities to be provided and made available at the site and destination for making a tourism resource a popular tourism product. Khajuraho dance festival is one of the oldest and famous cultural events in India. The event fascinates tourists from world over, thus it is important to identify and study the infrastructure facilities that are available atKhajuraho. The government and event organizers can take certain measures to mitigate the effects of unplanned tourism at Khajuraho. To begin with a comprehensive and scientific ‘Carrying Capacity Study’ needs to be undertaken. The development of any tourism infrastructure in Khajuraho must be undertaken with due consideration to the ‘Impact Assessment Study’ and ‘Carrying capacity studyto determine the optimum level of development most suitable to Khajuraho before any development plan is executed.

One of the main focuses for infrastructural development must be the accessibility of this region and town. Khajuraho needs better connectivity for attracting International tourists. An International Airportis urgently required in Khajuraho. At present the town has a domestic airport that connects it with Delhi and Varanasi. The rail network is good, but the researchers found that major cities like Kolkata, Kochi, Mumbai are not directly connected with Khajuraho. The availability of local transport is also poor.

Tourism infrastructure development initiatives of basic amenities like drinking water, wayside eateries and othersare important for the tourists as well as host communities and the participants who travel from across the country to participate in this festival. The authorities must take action in this regard in developing ancillary amenities such as washroom facilities, drinking water facilities, and ATM that are not easily available.

Defining and allocating of Budgets is another area of concern for this destination. Any tourism infrastructure development pre-necessitates proper defining and allocation of budgets in order to address the infrastructure gaps in the region. Both Government and private bodies play an equally important role in implementing infrastructure developmental plans. Through public-private partnership, infrastructural development plans may be funded and realized(Kaddi & Suklabaidya, 2014).

Khajuraho dance festival has great potential to attract the tourists from world over.However, for a successful tourism development the need is to generate intensive investment, resulting in modern infrastructure. Higher level of tourism infrastructure development can contribute to increased efficiency of production and distribution of tourism services, and, in some cases, such as remote destinations, increased supply of tourism services (Jovanovi□ & Ili□, 2016). Hence it is necessity to take steps for the improvement of infrastructure facilities immediately to sustain the tourism and attract more tourists to this region.



References


- Agarwal, U. (1980), Khajuraho Sculptures and their significance. New Delhi: S. Chand & Co. Ltd.
- Bladen, C., Kennell, J., Abson, E., & Wilde, N. (2018). *Events Management: An Introduction*. New York: Routledge.
- Boers, B., & Cottrell, S. (2007). Sustainable Tourism Infrastructure Planning: A GIS-Supported Approach. *Tourism Geographies*, 9(1), 1-21. doi:10.1080/14616680601092824
- Bowdin, G., Allen, J., O’Toole, W., Harris, R., & McDonnell, I. (2012). *Events Management*. New York: Routledge.
- Getz, D. (2008). *Event tourism: Definition, evolution, and research*. *Progress in Tourism Management*, 403-428.
- Hede, A. M. (2008). *Managing Special Events in the New Era of the Triple Bottom Line*. *Event Management*, 13-22.
- Jovanović, S., & Ilić, I. (2016). *Infrastructure as Important Determinant of Tourism Development in The Countries of Southeast Europe*. 5(1 (8)), 288-294.
- Kaddi, A. K., & Suklabaidya, P. (2014). *An Empirical Analysis of Wine Tourists’ Perspective on Tourism Infrastructure in Wine Regions of Maharashtra*. *Atna, Journal of Tourism Studies*, 23-43.
- Kala Academy MP. (2020). TANSEN SAMAROH. from <http://kalaacademympp.com/>
- Kapoor, A. K. (2011). *Environment, Tourism and Development: The case of Khajuraho, India*. Research paper on Environment, Tourism and Development: The International Conference on Chemical, Environment and Biological Science, p. 333.
- Lone, P. A., Rather, N. A., & Jain, S. (2013). An empirical analysis of tourist infrastructure quality in Jammu and Kashmir. *Radix International Journal of Research in Social Science*.
- Miller, M. (2014, February 28). SCOT analysis purpose and method. Retrieved from <https://rifoodbank.org/wp-content/uploads/2016/02/SCOT-how-to-with-template.pdf>
- Mishra, P. (2001). *Khajuraho: With latest discoveries*. New Delhi, Delhi: Sundeep Prakashan.
- Panasiuk, A. (2007). Tourism infrastructure as a determinant of regional development. *Ekonomikairvadyaba*, 212-215.
- Raj, R., Walters, P., & Rashid, T. (2009). *Events Management: An integrated & practical Approach*. Sage Publication.
- Shaw, J. (2011, August 25). Tourists to Khajuraho will now have an audio compass: Indore News - *Times of India*. Retrieved from <https://timesofindia.indiatimes.com/city/indore/Tourists-to-Khajuraho-will-now-have-an-audio-compass/articleshow/9733005.cms>
- Shone, A., & Parry, B. (2004). *Successful Event Management: a practical Handbook (2nd ed)*. Thomson learning publication.
- Smith, V. A. (2011). *Khajuraho Unveiled*. Australia: Greenage Books.
- UNESCO. (2020), *Khajuraho Group of Monuments*. Retrieved from <https://whc.unesco.org/en/list/240>
- Warneken, J. (2002). Tourist facilities and infrastructure audit. Retrieved from <http://www.crctourism.com.au>.
- WHC (2020). India. Retrieved from <http://whc.unesco.org/en/statesparties/IN>

GJEIS Prevent Plagiarism in Publication

The Editorial Board had used the Urkund – a Swedish anti-plagiarism software tool which is a fully-automatic machine learning text-recognition system made for detecting, preventing and handling plagiarism and trusted by thousands of institutions across worldwide. Urkund is GDPR compliant with privacy by design and an uptime of 99.9% and have trust to be the partner in academic integrity. <https://www.orkund.com>] tool to check the originality and further affixed the similarity index which is {1%} in this case (See Above Annexure-I). Thus, the reviewers and editors are of view to find it suitable to publish in this Volume-12, Issue-2, April-June, 2020.

Annexure 1

Submission Date	Submission Id	Word Count	Character Count
30-April-2020	D83516863 (Urkund)	4744	31872



URKUND

Urkund Analysis Result

Analysed Document: Stakeholders’ Perspective on Tourism Infrastructure at Khajuraho Dance Festival.doc (D83516863)

Submitted: 11/2/2020 10:40:00 AM

Submitted By: paramitaz@ignou.ac.in

Significance: 1 %

Sources included in the report:

Chapter 1TO 9.docx (D53568075)
Sourabh pathak, final thesis.pdf (D40880079)

Instances where selected sources appear: 2

**Reviewers
Comment** **Reviewer Comment 1:**

Authors have used the mix method approach i.e. both qualitative and quantitative method employing both primary and secondary data available to analyse the data, which improves the reliability of the results drawn. SCOT analysis of the infrastructural facilities at Khajuraho Dance festival is also given which provides the roadmap for the further scope in the area that comes out to be a critical contribution of the study.

Reviewer Comment 2:

The paper is organised in an appropriate manner by clearly emphasising and well describing the critical elements. A good number of existing literatures is cited wherever required to support the study. The involvement of figures and tables clearly improves the clarity to the readers and helps in making the paper more lucid and interesting.

Reviewer Comment 3:

The article has been presented with a comprehensive view of the tourism infrastructure at Khajuraho Dance Festival. The author has rightly used both questionnaire and interview as tools of data collection which justifies the study well. The suggestions of the study have been well written which can be a source of further infrastructural development and organization of the festival.



Jhilik Som, Sandeep Chatterjee and Paramita Suklabaidya
"Stakeholders' Perspective on Tourism Infrastructure
at Khajuraho Dance Festival"
Volume-12, Issue-2, Apr-Jun, 2020. (www.gjeis.com)

<https://doi.org/10.18311/gjeis/2020>
Volume-12, Issue-2, Apr-Jun, 2020

Online iSSN : 0975-1432, Print iSSN : 0975-153X
Frequency : Quarterly, Published Since : 2009

Google Citations: Since 2009
H-Index = 96
i10-Index: 964


Source: <https://scholar.google.co.in/citations?user=S47TtNkA>
AAAJ&hl=en



Conflict of Interest: Author of a Paper had no conflict neither financially nor academically. To execute the research the self-funding model has been created for collection of data and preparation of a questionnaire.

**Editorial
Excerpt** 

The article has 1% of plagiarism which is accepted percentage as per the norms and standards of the journal for the publication. As per the editorial board's observations and blind reviewers' remarks the paper had some minor revisions which were communicated on a timely basis to the authors (Jhilik, Sandeep & Paramita) and accordingly all the corrections had been incorporated as and when directed and required to do so. The comments related to this manuscript are noticeably related to "Stakeholders' Perspective on Tourism Infrastructure at Khajuraho Dance Festival" both subject-wise and research-wise. Infrastructure facilities being the major component of tourism product development, the paper aims to explore the stakeholder's perspective on tourism Infrastructure facilities at Khajuraho Dance festival. A case study based approach is used with the help of the qualitative and quantitative analysis of the data. SCOT analysis is to propose a roadmap for the further infrastructural facilities development at the Khajuraho Dance Festival. The study concluded that along with the infrastructural attraction a quality tourism product also requires adequate services and facilities for making a tourism resource a popular tourism product. The paper is well written and some important considerations are highlighted. Overall, the paper promises to provide a strong base for the further studies in the area. After comprehensive reviews and editorial board's remarks the manuscript has been categorised and decided to publish under "Case Based Study" category

Acknowledgement 

I am grateful for the insightful comments offered by the anonymous peer reviewers and the editorial team of GJEIS. The generosity and expertise of one and all have improved this study in innumerable ways.

Disclaimer 

The opinions expressed in this paper are those of the author and do not reflect the views of the GJEIS. The author has made every effort to ensure that the information in this paper is correct, any remaining errors and deficiencies is solely the responsibility of the author.



Scholastic Seed Inc.

www.scholasticseed.in