

Cultural heritage and Urban Tourism potentiality: A case study Krishnagar City in Nadia in West Bengal, India

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Abstract : Cultural and urban tourism significantly contribute to the global economy through GDP, GNP, and employment. This study focuses on Krishnagar City in Nadia District, West Bengal, renowned for its rich cultural heritage and history. Situated near the Tropic of Cancer on the southern bank of the Jalangi River, Krishnagar holds historical significance tied to Sanatan Dharma, the Bhakti movement, and Chaitanya Mahaprabhu.

Using a primary survey with structured questionnaires, including a 5-point Likert scale and Tourist Satisfaction Index, the study evaluates tourist demographics and satisfaction levels. Key findings reveal Krishnagar's appeal for its clay doll craftsmanship, Ghurni artists, Rajbari, Cathedral Church, and the global prominence of the ISKCON Temple. The peak season from October to January attracts older tourists, drawn by the Hare Krishna movement and religious experiences.

A SWOT analysis identifies strengths and opportunities for tourism growth. Tourists rate factors like transportation, accommodation, and shopping, revealing a high satisfaction index. The study emphasizes the potential of Krishnagar as a major cultural and urban tourism destination. Proper initiatives by the state tourism department, focusing on infrastructure and promotion, could further boost its appeal, making it a hub for cultural and religious tourism globally.

Keywords: Cultural tourism, Krishnagar City, tourist satisfaction, SWOT analysis, clay doll craftsmanship, Tourist Satisfaction Index.

Introduction

Tourism is a dynamic and rapidly growing industry that contributes significantly to the GDP and GNP of nations. It not only brings joy and pleasure to visitors but also boosts a country's economy by generating foreign currency and creating employment opportunities. Tourist destinations often encompass diverse attractions, including natural beauty (mountains, seas, coastal areas),

historical landmarks, urban areas, cultural heritage, and religious sites. Tourism thrives in both developed and developing countries, with nations like India offering a rich variety of natural and cultural experiences.

India, with its vast geographical diversity, stretches from the northern region of Jammu and Kashmir to the southern tip of Kanyakumari, and from Gujarat in the west to Arunachal Pradesh in the east. India is not only blessed with natural beauty but also has a rich cultural and religious heritage. The country's historical towns and cities encourage visitors to explore its profound history. Some urban areas are known for their architectural planning and unique charm.

West Bengal, particularly, is famous for its cultural contributions, not just in India but across the globe. Many cities in the state have significant historical and cultural heritage. For example, Krishnagar, renowned for its traditional clay doll-making industry, holds cultural and religious importance, being linked to the Bhakti movement and the birthplace of Chaitanya Mahaprabhu in Nadia district. Additionally, the world-famous ISKCON Temple, located near Krishnagar, draws visitors from around the world.

This study aims to evaluate Krishnagar as an urban tourism destination, focusing on its history and cultural heritage. It seeks to identify the factors that influence tourism in the city, understand the nature of tourists visiting the area, assess tourist satisfaction, and examine how the city's historical and religious heritage, particularly its ties to Sanatan Dharma, can be promoted for tourism, ensuring sustainable benefits for the region.

Theoretical Background

In recent years, numerous tourism studies have focused on urban history, culture, and the beauty of urban planning. For instance, Calle-Vaquero and Yubero (2017) conducted research on Donostia-San Sebastián in Spain, titled *"The Impact of Urban Tourism on Cultural Heritage Preservation"*. This study highlighted the degradation of cultural heritage sites and the negative impact on residents' quality of life due to tourism pressures. However, the study lacked a detailed exploration of tourist demographics, satisfaction levels, and specific site strengths, weaknesses, opportunities, and threats (SWOT).

Similarly, Lin et al. (2024), in their work titled *"Preserving Cultural Heritage through Sustainable Urban Tourism"* discussed strategies for conserving cultural heritage alongside sustainable tourism development. While they focused on the importance of preservation, their study did not delve into the historical and cultural details of the heritage sites themselves, nor did it assess the nature and satisfaction of tourists, or conduct a SWOT analysis to understand site-specific challenges and opportunities.

Kostopoulou (2022) examined the case of Upper City in Thessaloniki in her study titled *"Architectural Heritage as a Catalyst for Urban Tourism Development."* This research emphasized the role of architectural heritage in

driving urban tourism but omitted an analysis of the types of tourists visiting, their satisfaction levels, and a SWOT analysis of tourism's impact on the area.

In a comparative study by Ibrahim et al. (2023), titled "*Integrating Cultural Heritage Preservation with Urban Tourism: A Comparative Analysis of Melaka and Istanbul*," the researchers highlighted how these cities successfully balance historical preservation with tourism growth. Both cities maintain their historical integrity while fostering tourism, yet the study did not explore tourists' demographics, satisfaction, or provide a SWOT analysis of tourism in these regions.

These previous studies underline the growing interest in cultural and urban tourism, but many lack a comprehensive analysis of tourist satisfaction, demographic profiles, and SWOT assessments. This study on Krishnagar City aims to bridge these gaps by examining tourist demographics, satisfaction levels, and conducting a thorough SWOT analysis, ultimately providing a more holistic view of cultural and urban tourism potential.

Research Gap

Previous tourism-related research has not largely overlooked key aspects of a city's cultural heritage and its historical tourist sites. Additionally, past studies have not provided detailed insights into the nature of tourists—both domestic and international—covering their origin, gender, age, purpose of visit, and duration of stay. There is also a lack of research on hotel or accommodation service performance, evaluated using a 5-point Likert scale, covering aspects such as cleanliness, bathroom facilities, ventilation, food quality and variety, evening refreshments, and the quality of electricity and water supply. Furthermore, prior studies have not sufficiently measured tourist satisfaction levels using Hall and Tan's satisfaction index, which considers factors like trip planning, transportation, accommodation, shopping, and entertainment. Most previous research has focused on cultural tourism related to '*Sanatan Dharma*' and '*Hare Krishna movements*', with thorough analysis of hotel service performance, satisfaction indices, or a comprehensive SWOT analysis from a cultural and urban perspective. This study aims to fill these gaps through an intensive field survey.

Objectives of the Study

The major objectives of the present study are:

- To promote the cultural heritage and history of Krishnagar City.
- To evaluate the nature of tourists and their satisfaction levels in Krishnagar City.
- To conduct a SWOT analysis of tourism for the development of Krishnagar City.

Data Base

The primary data for this study was collected through a tourist survey conducted in Krishnagar City, using a structured questionnaire. The survey was facilitated intensively by 70 students from the Department of Geography, Berhampore College. It included responses from hotel workers, clay doll industry owners, 253 tourists, and drivers, providing a comprehensive overview of tourist experiences and perceptions. The fieldwork was conducted between December 8 and December 13, 2023.

Methodology

The methodology for this study on "Cultural Heritage and Urban Tourism Potentiality: A Case Study of Krishnagar City" is well-structured, incorporating both qualitative and quantitative techniques. It employs a variety of methods such as demographic analysis, which identifies tourists based on age and gender distribution, purpose of visit, and length of stay. Hotel service performance is evaluated using a 5-point Likert scale, a widely recognized tool for measuring satisfaction and attitudes. Additionally, the Tourist Satisfaction Index (TSI) offers a clear, quantifiable way to gauge satisfaction by comparing the number of satisfied and dissatisfied respondents using the formula-

$$I_s = (f_s - f_d) / N$$

Where, I_s is the Satisfaction Index,

f_s is the number of satisfied respondents,

f_d is the number of dissatisfied respondents,

N is the total number of respondents.

This index simplifies the evaluation of overall satisfaction, with scores ranging from -1 (most dissatisfied) to +1 (most satisfied). A SWOT analysis is also conducted to explore the Strengths, Weaknesses, Opportunities, and Threats of tourism in Krishnagar, supported by frameworks from notable scholars. Lastly, the use of SPSS for statistical analysis and Q-GIS for mapping ensures robust data analysis and the visual representation of spatial data.

Study area

Krishnagar City, nestled in the heart of Nadia district, is a beacon of historical and cultural wealth in West Bengal. This city, named after the illustrious Raja Krishnachandra, epitomizes the rich cultural tapestry and vibrant history that define the region. Located between latitudinal coordinates 23.23°N to 23.25°N and longitudinal coordinates 88.29°E to 88.31°E, Krishnagar is situated on the southern banks of the Jalangi River and lies near the Tropic of Cancer, which grazes its outskirts (Figure-1). Additionally, Krishnagar has been a center of education and literature, producing many distinguished scholars, poets, and writers. The legacy of Raja Krishnachandra as a patron of arts and

literature is evident in the city's continued emphasis on cultural activities and education.

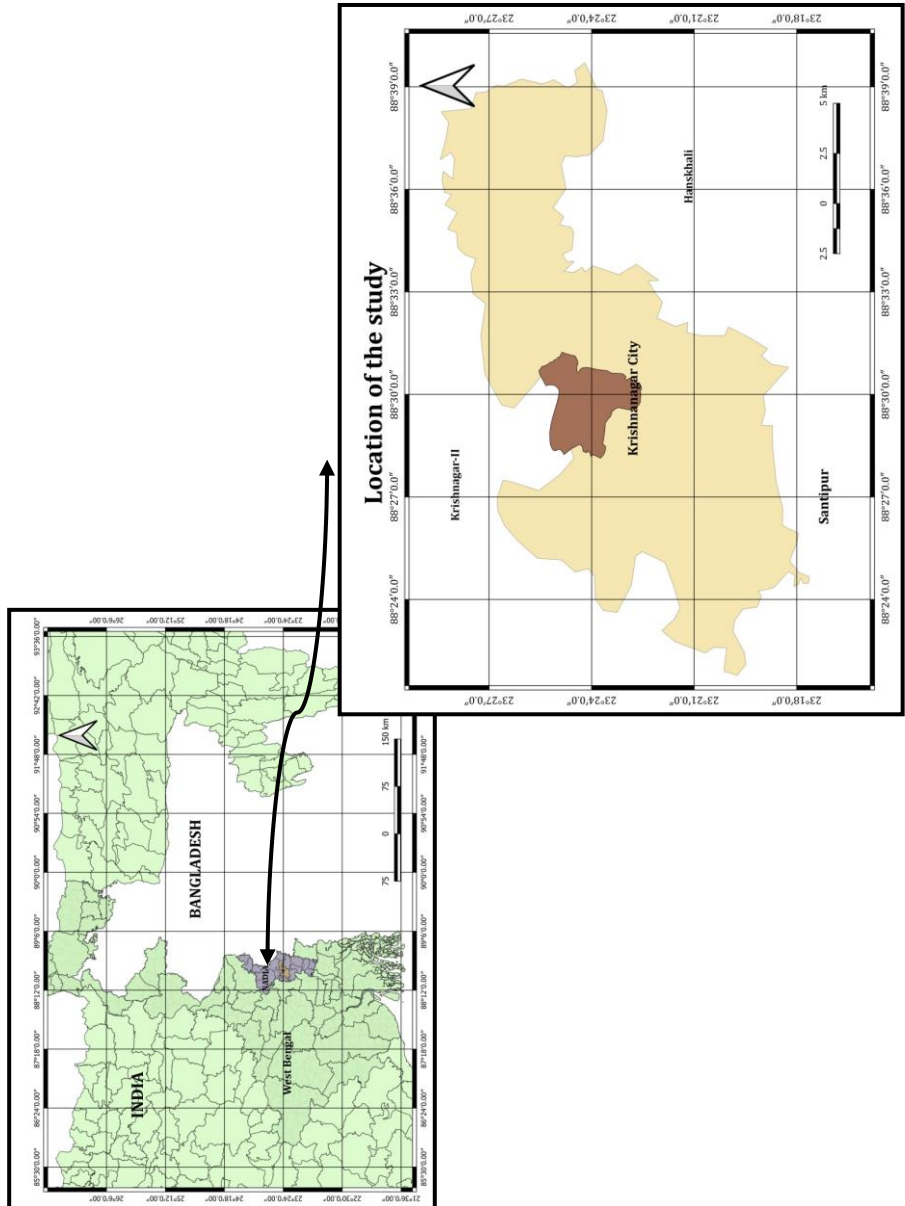


Figure 1. Location of Study

(Source-Authors' create by Q-Gis 3.16 software)

The city's cultural landscape is further enriched by numerous festivals celebrated throughout the year, such as Durga Puja, Jagadhatri Puja, Saraswati Puja, and Rath Yatra. These events draw large crowds and feature elaborate preparations, showcasing local traditions, music, dance, and cuisine. The religious significance of Krishnagar and the broader Nadia district is profound, with the area being closely linked to the Bhakti movement and the birthplace of Chaitanya Mahaprabhu, a revered saint and the founder of Gaudiya Vaishnavism. The cultural heritage of Krishnagar includes traditional Bengali music and dance forms, such as Rabindra Sangeet and Gaudiya Nritya, alongside a diverse and rich culinary heritage. Unique sweets like "Sarbhaja" and "Sarpuria" are well-known delicacies that reflect the city's rich gastronomic traditions (Banerjee & Bowers, 1965; Bhattacharya, 1997; Chakrobati, 1985; Chattopadhyaya, 2007; Choudhuri, 2011; Das, 1930, 19985; Dutta & Dhoni, 2014; Mallik, 1986; Mcadams, 2008; Mitra, 1985; Roy, 1979, 1985b, 1985a, 1990a, 1990b, 1994, 1995c, 1995b, 1995a). This blend of historical, cultural, and culinary richness makes Krishnagar a fascinating study area for those interested in the socio-cultural dynamics of urban heritage.

Results and Discussion

Attractive sites in Krishnagar City

Ghurni, renowned for its clay doll-making, has gained international acclaim for the craftsmanship of its creations. Exhibitions showcasing Ghurni clay dolls have been held in prestigious venues across London, Paris, and Boston, where they have won numerous medals and certificates. This recognition underscores the global appeal and artistic value of these clay models.

Several artists from Ghurni have furthered their education by studying at esteemed art colleges in France and Italy, enhancing their skills and contributing to the refinement of their craft. Notably, Ghurni artists have created clay models that served as the basis for bronze castings of eminent figures such as Mahatma Gandhi and Rabindranath Tagore. These bronze statues are prominently displayed in Washington, D.C., and Moscow, having been inaugurated by Bill Clinton and Mikhail Gorbachev, respectively.

Ghurni (Figure-3: a locality situated in Ward No. 2 of Krishnagar City) Adding to Ghurni's appeal are the art galleries that house and exhibit these exquisite clay dolls. These galleries provide visitors with an immersive experience, allowing them to appreciate the intricate artistry and rich cultural heritage of Ghurni. This combination of historical significance, artistic excellence, and dedicated exhibition spaces makes Ghurni a unique and attractive destination for tourists and art enthusiasts alike (Bhattacharya, 1997; Chakrobati, 1985; Chattopadhyaya, 2007; Mallik, 1986; Mitra, 1985; Roy, 1995b, 1985b, 1985a, 1990a, 1994, 1995c).



Figure-2: Lenins and others..... made by Ghurni craft artist.

Rajbari

Krishnagar Rajbari, a historical landmark in Krishnagar City, holds a significant place in the history of Bengal. This Rajbari is a poignant reminder of the treacherous acts that led to the defeat of Nawab Siraj-Ud-Daulah in the Battle of Plassey in 1757. Maharaja Krishna Chandra, in conspiracy with Mir Jafar, played a pivotal role in the overthrow of Siraj-Ud-Daulah, which ultimately paved the way for the establishment of British imperialism in Bengal and, subsequently, all over India.

The Rajbari also holds literary significance as the Nobel Prize-winning poet Rabindranath Tagore wrote his famous short story “Khudito Pashan” (“The Hungry Stones”) based on this very palace, capturing the haunting and historical aura of the place. Another fascinating aspect of Krishnagar Rajbari is its association with the famous jester Gopal Bhand. Known for his sharp wit and humor, Gopal Bhand was a significant figure in the court of Raja Krishna Chandra. His charming and humorous remarks not only entertained the court but also served to highlight the socio-political nuances of the time (Bhattacharya, 1997; Chakrobati, 1985; Chattopadhaya, 2007; Das, 1930, 19985; Mallik, 1986; Mitra, 1985; Roy, 1990a, 1990b, 1994, 1995a, 1995b, 1995c, 1979, 1985b, 1985a). This blend of historical intrigue, literary significance, and cultural heritage makes Krishnagar Rajbari an essential visit for anyone interested in the rich tapestry of Bengal's history and culture.

Cathedral Church

The Old Cathedral Church in Krishnagar is a beacon of beauty and serenity, captivating visitors with its peaceful ambiance. Renowned for its architectural and sculptural grandeur, it features twenty-seven oil paintings from the Holy Bible, illustrating the life of Christ from birth to resurrection. The church's artistic allure is further enhanced by wooden sculptures crafted by an Italian artist. A small house on the right side of the church serves as a space for conversion to Christianity, and the grand altar, featuring a wooden idol of Christ, is another masterpiece by the Italian artist, drawing widespread admiration.

Recently, a marble church museum was constructed in front of the Old Cathedral Church. Created by renowned local sculptor Dilip Michael Biswas, the museum's interior is a visual delight. The walls are adorned with various idols of Christ, depicting different stages of his life from birth to crucifixion. The ceiling features a detailed depiction of the landscape of Krishnagar City and its surroundings, providing a unique blend of local culture and religious history (Bhattacharya, 1997; Chakrobati, 1985; Chattopadhaya, 2007; Das, 1930, 19985; Mallik, 1986; Mitra, 1985; Roy, 1990a, 1990b, 1994, 1995a, 1995b, 1995c, 1979, 1985b, 1985a).



Figure 3: Major Attractive Tourist Sites in Krishnagar Municipality.

Nature of Tourist and various tourist facilities in Krishnagar

Tourist Peak Seasons

The data on tourist peak seasons in Krishnagar City reveals significant insights into the patterns of tourist influx and the factors influencing these patterns. The peak tourist season extends from October to January, during which Krishnagar experiences 69.96% of its annual tourist arrivals. This high concentration of tourists can be attributed to several factors, primarily the pleasant weather conditions and the festive activities that take place during this period.

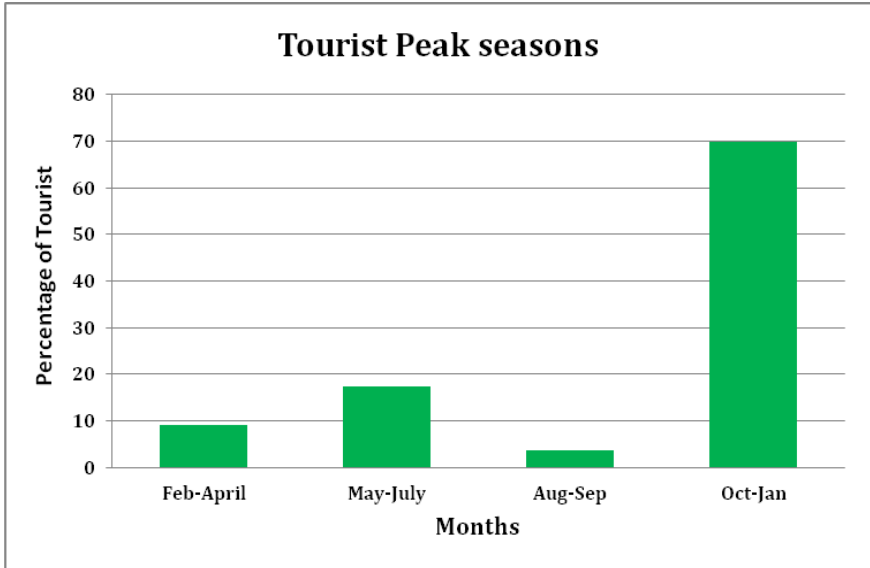


Figure 4: Tourist Peak Seasons

Source: Primary Survey on Tourists, 2023.

From October to January, Krishnagar enjoys mild temperatures that are conducive to outdoor activities and sightseeing. The winter season in this region is characterized by comfortable weather, neither too cold nor too hot, making it an ideal time for tourists to explore the city's attractions without the discomfort of extreme temperatures. Additionally, this period coincides with several important cultural and religious festivals, which draw both domestic and international tourists. Festivals such as Durga Puja, Jagadhatri Puja and Saraswati Puja are celebrated with great enthusiasm, featuring elaborate decorations, cultural performances, and community gatherings that provide a rich cultural experience for visitors.

February to April: This period sees a significantly lower percentage of tourists, accounting for only 9.1% of the annual total. This could be due to the

transition from winter to the warmer months, where the weather is less predictable and not as appealing for travel.

May to July: During the summer months, the tourist percentage rises to 17.39%. This increase may be due to summer vacations, particularly for domestic tourists who travel during school holidays. However, the higher temperatures during this time can be a deterrent for some tourists, which is reflected in the lower numbers compared to the peak season.

August to September: This period marks the lowest tourist influx at 3.55%. The monsoon season in Krishnagar, characterized by heavy rainfall, likely contributes to this decline. The rain can disrupt travel plans and outdoor activities, making it a less attractive time for tourism.

October to January: As noted, this is the peak season, with nearly 70% of the annual tourists visiting during these months. The combination of pleasant weather and festive activities makes it the most attractive time for tourism in Krishnagar.

The seasonal distribution of tourists in Krishnagar City, as shown in the data, highlights the importance of weather and cultural activities which influenced the tourist behaviour. By leveraging the peak season and developing strategies to enhance off-season tourism, Krishnagar can optimize its tourism potential and provide a more balanced and sustainable tourist experience throughout the year.

Age sex composition of tourist

The age-sex composition data from the primary surveys conducted in 2023 provides a detailed view of the demography of tourists visiting in Krishnagar. This analysis helps us understand the specific age groups and gender distributions that are drawn to this culturally rich and historically significant city.

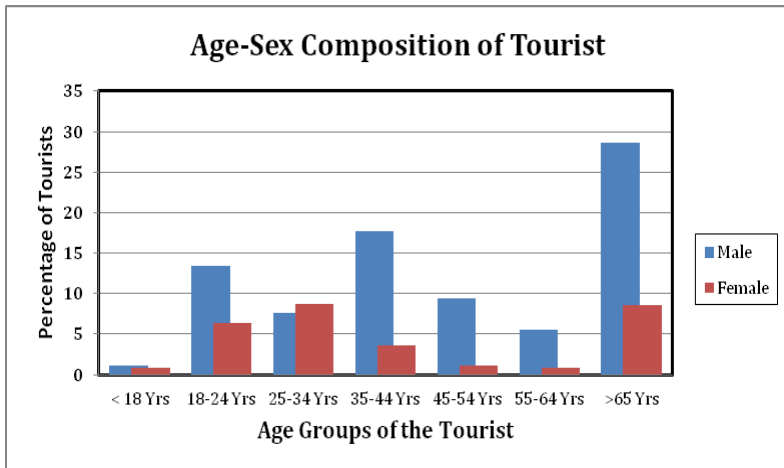


Figure 5: Age-Sex Composition of Tourists

Source: Primary Survey on Tourists, 2023.

The data indicates that majority (36%) of tourists belong to the >65 years age group. This highlights Krishnagar's strong appeal to older individuals, particularly those interested in cultural heritage, history, and traditional crafts. The city's historical significance, architectural heritage, and renowned clay doll industry are likely key factors attracting this demographic.

This age group's (>65 years) dominance (36%) underscores Krishnagar's reputation as a destination with significant cultural and historical attractions. The older tourists are likely drawn to the city's heritage sites, festivals, and traditional crafts.

This group (35-44 years) forms a significant portion of male tourists (17.7%) but a smaller fraction of female tourists (3.55%). These tourists might be middle-aged professionals and families looking for culturally enriching experiences.

Young adults (18-24 years) form a considerable proportion of male (13.43%) and female (6.32%) tourists. This demographic may be attracted to Krishnagar for its educational and cultural events, given the city's reputation for producing notable scholars and writers.

The age-sex composition of tourists in Krishnagar provides valuable insights into the city's appeal and highlights areas for potential growth and development in its tourism sector. The data underscores the importance of catering to the interests and needs of older tourists while also exploring ways to engage younger demographics and diverse age groups.

Purpose of Selection by Tourist

The analysis of tourists' purposes for visiting Krishnagar, based on the primary survey data from 2023, indicates that vacations and cultural excursions are the primary motivations for both male and female tourists. Among male tourists, 12.39% visit for vacations and 9.73% for excursions, while female tourists also show a strong preference for vacations (8.39%) and excursions (6.71%).

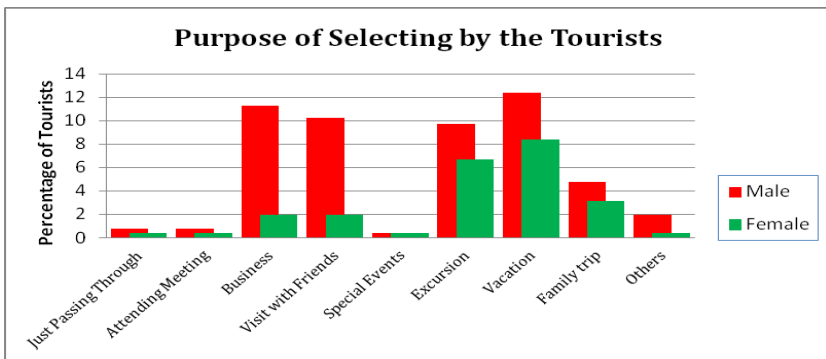


Figure 6: Purpose of Selecting Krishnagar by the Tourists

Source: Primary Survey on Tourists, 2023.

Business purposes attract a significant number of male tourists (11.25%), but only a small fraction of female tourists (1.97%), highlighting a gender disparity in business-related travel. Visiting with friends is another notable reason, with 10.27% of males and 1.97% of females choosing this purpose. Family trips also attract both genders, with 4.74% of males and 3.16% of females. Other less common reasons include just passing through, attending meetings, and special events. This diverse range of purposes underscores Krishnagar's appeal as a multifaceted destination that caters to different interests, from leisure and cultural exploration to business and social visits.

Origin of tourist

The analysis of tourist origins to Krishnagar reveals a diverse influx of visitors from various regions of India and abroad. Domestically, the largest number of tourists came from Maharashtra (14.12%), followed by significant numbers from West Bengal (8.82%), Gujarat (8.82%), and Delhi (8.24%). Other notable domestic sources include Karnataka, Rajasthan, Bihar, Andhra Pradesh, Tamil Nadu, Uttar Pradesh, and Punjab.

Within the State	Maharashtra	Gujarat	Chandigarh	West Bengal	Madhya Pradesh	Delhi	Karnataka
	17.52	14.12	8.82	8.82	8.82	8.24	7.06
	Rajasthan	Bihar	Andhra Pradesh	Tamilnadu	UP	Punjab	Kerala
	5.29	5.29	3.53	3.53	3.53	3.53	1.76
Other Country	England	France	Germany	Israel	Ireland	Japan	USA
	25.64	19.98	9.9	9.9	6.6	6.6	6.6

Source: Primary Survey on Tourists, 2023.

Internationally, Krishnagar attracts a considerable number of tourists from Europe and North America, with the highest proportions coming from England (25.64%), France (19.98%), and Germany (9.9%). This data highlights Krishnagar's broad appeal, drawing both domestic visitors from various states and international tourists, particularly from Europe and North America. The diverse origins of tourists underscore the city's wide-ranging cultural and historical allure, making it a notable destination for a variety of visitors.

Duration of stay in Krishnagar

The duration of stay data for tourists in Krishnagar shows that most visitors prefer short visits, with 25.69% staying for 1 night and 24.11% for 2 nights. A smaller percentage of tourists, 16.99%, stay for 3 nights, and 15.01% for 4 nights, indicating that the city's attractions and amenities cater well to brief stays. Only a small fraction of tourists, 1.97%, extend their stay beyond one week.

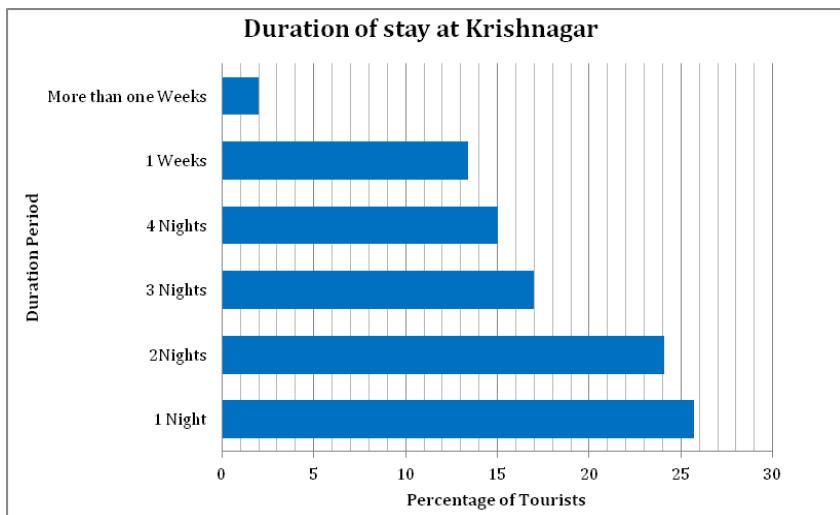


Figure 7: Duration of stay at Krishnagar

Source: Primary Survey on Tourists, 2023.

This pattern suggests that Krishnagar is primarily seen as a short-term destination, ideal for quick cultural and historical explorations. The city's appeal for short stays might be due to its compact size, the concentrated nature of its attractions, and the ease of access from other major cities. The relatively lower percentages for extended stays highlight the need for developing more diverse and engaging activities to encourage longer visits.

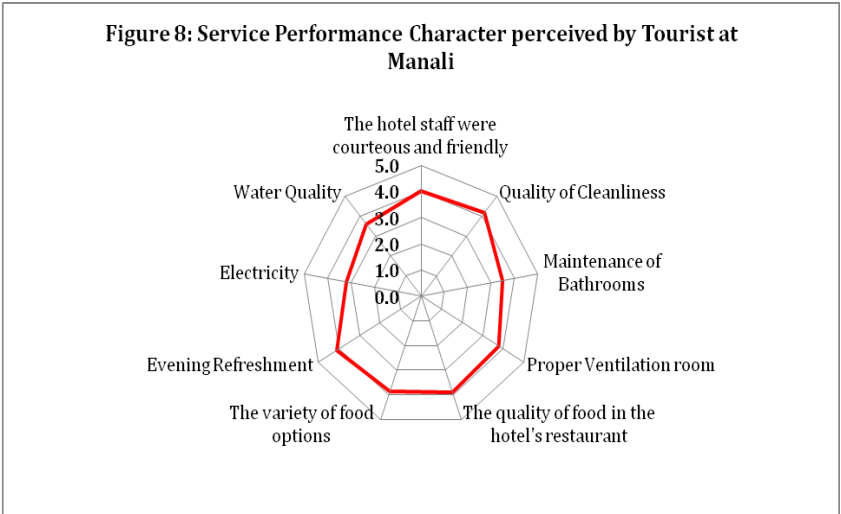
Service performance character of hotels in Krishnagar

The service performance of hotels in Krishnagar, as evaluated by tourists, demonstrates a generally high level of satisfaction, particularly in areas such as cleanliness (4.2), the friendliness and courtesy of hotel staff (4.0), and evening refreshments (4.1).

Table 2: Service performance character of hotels in Krishnagar

Service performance character	Value
The hotel staff were courteous and friendly	4.0
Quality of Cleanliness	4.2
Maintenance of Bathrooms	3.5
Proper Ventilation room	3.8
The quality of food in the hotel's restaurant	3.9
The variety of food options	3.8
Evening Refreshment	4.1
Electricity	3.2
Water Quality	3.6

Source: Primary Survey on Tourist, 2023



Source: Primary Survey on Tourists, 2023.

Tourists also appreciated the variety and quality of food available (3.8). However, there are areas that require improvement, including room ventilation (3.8), electricity supply (3.2), and bathroom maintenance (3.5). Despite these issues, the overall tourist satisfaction rate is high, with 84.6% of tourists indicating they were either satisfied or very satisfied with their stay. This feedback highlights the strengths of the hospitality sector in Krishnagar and suggests targeted areas for improvement, which could further enhance the tourist experience and support the development of the city's tourism industry. By addressing these areas, both local government and private businesses have the opportunity to boost the city's appeal and ensure a consistently positive experience for future visitors.

Level of Satisfaction of Tourists

Tourists visiting Krishnagar express a high level of satisfaction with their experiences, particularly in terms of accommodation and entertainment, as highlighted by the data in table below. The satisfaction index for trip planning and booking stands at 0.904, indicating that tourists find the process of organizing their trips to Krishnagar efficient and user-friendly. Information about Krishnagar is widely accessible through various channels such as websites, friends, travel agents, and guidebooks, all of which play a significant role in attracting visitors.

Transportation within Krishnagar has a satisfaction index of 0.595, showing that while most tourists are content with the transportation options, there are areas needing improvement. The transportation system is generally affordable and easy to book, although air travel to nearby airports can be expensive. The road conditions are adequate, despite occasional congestion during peak hours, and tourists face minimal issues with transfers upon arrival and departure.

Table 5: Level of Satisfaction by Tourists in Krishnagar

Tourist Conveniences	Number of Satisfied respondents (fs)	Number of Dissatisfied respondents (fd)	Satisfaction Index (Is)= (fs-fd)/N
Trip Planning and Booking	240	12	0.904761905
Transportation	201	51	0.595238095
Accommodation	242	10	0.920634921
Shopping	191	61	0.515873016
Entertainment	234	18	0.857142857

Source- Primary surveys on tourists, 2023

Accommodation in Krishnagar receives exceptionally high marks, with a satisfaction index of 0.920. Tourists find the range of lodging options both affordable and easily accessible. The well-maintained heritage monuments, reasonable entrance fees, and available guides enhance the overall visitor experience. The local population's proficiency in English and their welcoming attitude towards diverse cultural backgrounds further contribute to the positive atmosphere for foreign tourists.

Shopping in Krishnagar has a satisfaction index of 0.515, reflecting moderate contentment among tourists. The city offers numerous markets selling traditional crafts, including its renowned clay dolls, at fair prices. Local vehicles provide convenient access to these shopping areas. Entertainment also rates highly, with a satisfaction index of 0.857. Krishnagar is well-equipped with tourist information centers, banks, and medical facilities. The widespread availability of telecommunications makes it easy for tourists to book services, gather information, and transfer money. Additionally, the city offers a variety of reasonably priced adventure and cultural activities, satisfactory sanitation, and a safe and secure environment with low crime rates.

Overall, these satisfaction indices indicate that while Krishnagar excels in many areas of tourism, targeted improvements in transportation and shopping could further enhance the tourist experience, solidifying Krishnagar's reputation as a desirable travel destination.

SWOT Analysis

The SWOT analysis of the tourism sector in Krishnagar City provides a comprehensive overview of its current state, based on interactions with various stakeholders, field surveys, and visits to tourist destinations.

Strengths

- **Rich Cultural Heritage:** Krishnagar is renowned for its deep cultural roots, highlighted by its association with the Bhakti movement and as the birthplace of Chaitanya Mahaprabhu in Nadia District.
- **Traditional Craftsmanship:** The city is globally recognized for its traditional clay doll-making industry, which showcases intricate artistry and skills.
- **Religious and Historical Significance:** The proximity to the ISKCON Temple, a major spiritual hub for Hare Krishna followers, draws international tourists and devotees.
- **Festivals and Traditions:** Festivals such as Durga Puja, Jagadhatri Puja, and Rath Yatra are celebrated with grandeur, attracting large crowds and boosting cultural tourism.
- **Architectural and Scenic Beauty:** The Rajbari Palace and the aesthetic appeal of the clay dolls made by local artisans serve as key tourist attractions, alongside the city's scenic beauty and serene ambiance.
- **Strategic Location:** Situated on the southern banks of the Jalangi River and near the Tropic of Cancer, the city is accessible and geographically well-positioned for tourism development.

Weaknesses

- **Decline in Traditional Practices:** The famed clay doll industry is shifting towards substitute materials such as plaster of Paris and bronze. This change is leading to a loss of traditional skills and authenticity, causing the original craft to fade.
- **Policy Gaps:** There is a lack of government initiatives to preserve and promote traditional cultural heritage, which could safeguard the livelihoods of skilled artisans.
- **Limited Infrastructure:** Inadequate modern tourist infrastructure, including transport, accommodation, and recreational facilities, limits the growth of urban tourism.
- **Awareness Issues:** Insufficient marketing and promotion of Krishnagar's cultural and historical significance restrict its visibility as a major tourist destination.

Opportunities

- **Urban Tourism Development:** The city has immense potential for promoting urban tourism by integrating its historical, cultural, and religious significance.
- **Employment Generation:** Revitalizing the traditional clay doll industry and promoting festivals and religious tourism can create numerous job opportunities for locals.

- **Cultural Preservation:** By promoting cultural tourism, the city can preserve its heritage and craft, ensuring their transmission to future generations.
- **Festival-Based Tourism:** Developing infrastructure and marketing campaigns around festivals like Durga Puja and Jagadhatri Puja can draw domestic and international tourists.
- **International Collaboration:** Partnerships with global organizations like UNESCO could help preserve and promote Krishnagar's traditional crafts and heritage sites.
- **Eco-Tourism Potential:** Leveraging its scenic beauty and serene environment, the city could develop eco-friendly tourism activities to appeal to a broader audience.

Threats

- **Cultural Erosion:** The shift from traditional clay doll-making to alternative materials and modern influences threatens the cultural identity of Krishnagar.
- **Festival Decline:** The vibrancy of traditional festivals such as Barodol and Jagadhatri Puja is fading due to insufficient funding, lack of interest, and poor policy support.
- **Competition from Neighboring Destinations:** Nearby urban and cultural hubs with better infrastructure and marketing efforts may divert potential tourists.
- **Economic Instability:** Financial constraints faced by traditional artisans and the high costs of raw materials further threaten the survival of cultural practices.
- **Environmental Challenges:** Pollution and urbanization might impact the aesthetic and cultural appeal of the city.
- **Policy Neglect:** Without proactive government measures, the city's cultural heritage and tourism potential might remain underdeveloped, losing relevance in a competitive tourism market.

This enhanced SWOT analysis captures Krishnagar's strengths, while addressing specific weaknesses, opportunities, and threats in detail. It highlights the need for strategic planning and policy intervention to preserve its cultural legacy and promote sustainable urban tourism.

Conclusion

Tourists visiting Krishnagar express high levels of satisfaction, particularly with the city's accommodation and entertainment options, as evidenced by various satisfaction indices. However, there is room for improvement in environmental management and infrastructure development to enhance the overall tourist experience. The city's rich cultural heritage, historical significance, and vibrant local traditions make it a promising destination for both domestic and international tourists.

Enhanced marketing efforts can attract a broader audience, while the adoption of sustainable tourism practices will help to preserve Krishnagar's unique cultural and environmental assets. Involving the local community in tourism activities can also foster a more inclusive and sustainable tourism model. By addressing these areas, Krishnagar can solidify its position as a cultural and historical hub, offering an enriching experience to visitors while promoting economic development and cultural conservation.

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