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A STUDY ON MADHYA PRADESH STATE TOURISM DEVELOPMENT CORPORATION (MPSTDC) AFFECTING ECONOMIC DEVELOPMENT OF MADHYA PRADESH

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ABSTRACT

People from numerous castes and civilization's live side by side in India, a multicultural nation. India's most picturesque state, Madhya Pradesh, is a well-liked vacation spot for both local and international tourists. Due to its central location, it is referred to as the "Heart of India". It is among the ten biggest states in India. The size of M.P. is 3,08,252 km. The State is also well-connected to other cities by road, train, and air. The Madhya Pradesh government has started a number of projects to upgrade the state's infrastructure. In order to encourage the quick growth of the state's tourist sector, the Madhya Pradesh State Tourism Development Corporation (MPSTDC) was established. In order to make the centre of India a world-renowned tourist destination, MPSTDC is developing an amount of programs and initiatives to encourage tourism. The main aim and objective of this research paper is to evaluate Madhya Pradesh's tourism industry's impact on economy of Madhya Pradesh. This paper examines the economic impact of Madhya Pradesh's Tourism industry by looking into the MPSTDC and how it influences the state's economic growth and tourism promotion. At the end, presented few suggestions and recommendation for the betterment of Madhya Pradesh Tourism.

Keywords: Tourism, Economic Impact, MPSTDC, Development, Promotion, Planning

1. INTRODUCTION

1.1 1.1. Tourism

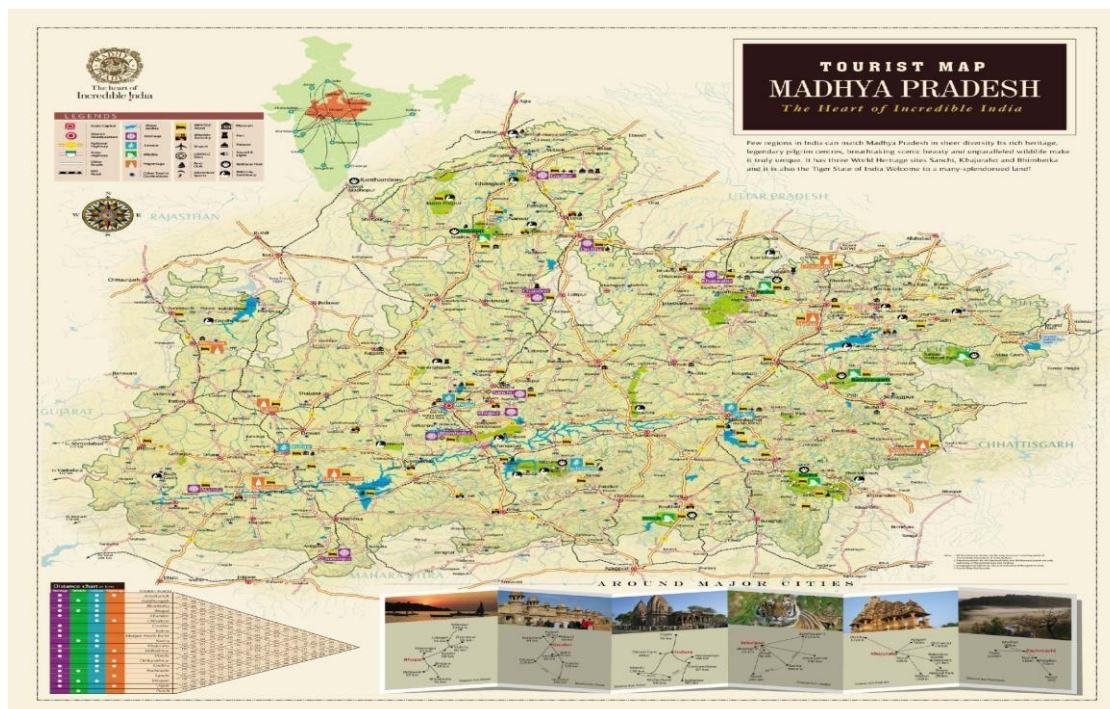
The Latin word "Tornus," which meaning a tool for making a circle, is the source of the English word "tourism," which refers to tours. Another Hebrew word that comes from the word "Torah" is "tour," which also means "learning," "studying," or "searching."

According to the World Travel and Tourism Council (WTTC), the travel and tourism industry's

9.1% GDP contribution in 2023 was up 23.2% from 2022 and just 4 % less than in 2019. With 27.4 million new jobs created in 2023, there was a 9.1% increase from 2022 and just 1.4% less than in 2019. Spending by domestic tourists increased by 18 % in 2023, exceeding the amount spent in 2019. International visitor spending registered a 33.1% jump in 2023 but remained 14.4% below the 2019 total (Council, 2024).

1.2

1.2. Madhya Pradesh



1.3 **Figure 1: Tourist Map of Madhya Pradesh; Source: (Tourism M. P.)**

Due to its central location within the nation area was 3,08,252 km². Madhya Pradesh is referred to as the Heart of India. Madhya Pradesh has 24 Wildlife Sanctuaries, 11 National parks, 9 Tiger Reserves and 2 religious Shiva Jyotrilingas all these are the gems in their grasp. Madhya Pradesh has three UNESCO world heritage sites: Bhimbetka Caves, Sanchi stupa, and khajuraho Temples (Madhya Pradesh Tourism, 2024). Religions like Buddhism, Islam, and Hinduism have all left their cultural heritage there. Throughout the Madhya Pradesh there are countless monuments, finely carved temples, stupas, forts, and palaces. In 2012, Madhya Pradesh won the Best Tourism State honor. Many tourist destinations can be found throughout the whole state of Madhya Pradesh. Madhya Pradesh has a diverse range of natural beauty. The State has everything, mostly consisting of a plateau dotted with the Vindhya and Satpura hill ranges. Madhya Pradesh holds 12th rank in India in terms of attracting domestic tourists and 10th in terms of attracting foreign tourists.



Table 1: Top 10 States/UTs of India in Number of Foreign Tourist Visits in 2022.

S.No.	State/UT	FTVs in million	Percentage
1	Gujarat	1.78	20.70
2	Maharashtra	1.51	17.60
3	West Bengal	1.04	12.08
4	Delhi	0.82	9.50
5	Uttar Pradesh	0.65	7.56
6	Tamil Nadu	0.41	4.74
7	Rajasthan	0.40	4.62
8	Kerala	0.35	4.02
9	Punjab	0.33	3.84
10	Madhya Pradesh	0.20	2.38

Source: (Tourism I. , 2023).

Madhya Pradesh are come under in top 10 share of Foreign Tourist Visits in 2022 and the share of foreign tourist visit are in million is 0.20 and in percentage share it is 2.38% share of Foreign Tourist Visits in 2022.

1.2.2 1.3. Origin of Madhya Pradesh State Tourism Development Corporation

Established in May 1978, the Madhya Pradesh State Tourism Development Corporation (MPSTDC) was created to promote tourism in the state in a systematic and focused manner, with the objective of positioning Madhya Pradesh as the authentic centre of tourism in India. At the time of its formation, the Corporation's jurisdiction included the present-day state of Chhattisgarh, which remained under its purview until the bifurcation of the two states in 2000, after which MPSTDC's operations were limited to Madhya Pradesh alone. Since then, the Corporation has formulated new policies and strategies to highlight the state's unique attractions and tourism potential.

Over the years, MPSTDC has played a crucial role in improving the brand value and overall perception of Madhya Pradesh within the tourism industry, which was previously viewed unfavourably. Since its

inception, the Corporation has expanded its scope and functions, diversified its workforce, and periodically restructured its administrative framework to remain modern and competitive. Its most distinguishing feature compared to other government organizations is its highly adaptable and flexible approach, enabling it to respond effectively to the evolving demands of the tourism sector.

1.2.2

1.4. Tourism Policy of Madhya Pradesh

The Government of Madhya Pradesh on February 28, 2025, issued Madhya Pradesh Tourism Policy 2025.

The following has been stated: -

1. The Madhya Pradesh Tourism Policy, 2025 aims to promote balanced tourism development, create employment, and offer a holistic tourism experience. It focuses on sustainable tourism, preserving heritage, eco-tourism, and active participation from government and stakeholders.
2. The policy encourages private investment, transparent procedures, and infrastructure upgrades.
3. The Madhya Pradesh Tourism Board will play a key role in establishing, expanding, and marketing tourism services.
4. The policy will remain effective for five years, with provisions for extending its impact and promoting new tourism projects.

1.2.2

Corporation

1.5. Madhya Pradesh State Tourism Development



1.4 **Figure 2: Madhya Pradesh State Tourism Development Corporation; Source: (MPSTDC)**

The government organization that oversees and manages the tourism industry in the Indian state of Madhya Pradesh is called the Madhya Pradesh State Tourism Development Corporation (MPSTDC). With offices in every Madhya Pradesh district, the Madhya Pradesh State Tourism Development Corporation has its headquarters in Bhopal. This particular department of the state of Madhya Pradesh

makes a substantial contribution to both the creation of jobs and income for the region. In several strategically important parts of the state, the organization also manages hotels, resorts, and rest stops for tourists.



Figure 3: Madhya Pradesh State Tourism Development Corporation Ltd. Head Office.

The Madhya Pradesh government has taken several steps in the past few years to establish the state as the top travel destination in the country. Even though the state has made significant progress and is now regarded as one of the top travel destinations in the country, much more work remains. With time in office, MPSTDC is becoming, in a sense, more capable and accountable. A flow chart that explains the various departments involved in the state's tourism administration setup is provided below.



Figure 4: Madhya Pradesh Administration of Tourism



1.2.2

1.6. GSDP Per Capita

One of the essential parameters is still Gross State Domestic Product (GSDP). Madhya Pradesh has the 20th rank in terms of gross state domestic product in India 2024. Gross State Domestic Product (GSDP) in 2022-2023 13,22,82,084 lakhs. Madhya pradesh GSDP per capita (₹) was 1,82,139 (Tourism M. o., Indian State Ranking Survey 2024, 2024)

2 2. LITERATURE REVIEW

2.1. Chandra Shekhar Upadhyay (2015) discussed the role of the Madhya Pradesh State Tourism Development Corporation (MPSTDC) in the growth of the state's tourism sector. A lack of infrastructure, poor planning and execution, a lack of employee motivation, a lack of personal vision and goals, a lack of innovation, a delay in decision-making, flawed budgeting and financial policies, ineffective marketing strategies, poor maintenance, the absence of a training institute, which results in a shortage of trained staff, and a lack of manpower are just a few of the obvious operational problems that the Madhya Pradesh State Tourism Development Corporation faces, as highlighted in this report.

2.2. Maheshwari, Akansha (2023) demonstrate A Study of Most Effective Strategy for Promoting Tourism in Madhya Pradesh. This study indicates that all media including newspapers, journals, the internet, television billboards, etc. are essential for informing tourists about
Madhya Pradesh's numerous tourism attractions.

2.3 Mishra, Bramhendra Kumar (2017) demonstrate A study on role of rural tourism in economic development of Madhya Pradesh. This study suggests that there is a potential for rural tourism to promote rural development, but it may not be as widely utilized as some expect and could be suitable in all locations.

2.4 Jain Shubhangi (2016) works on A Study of Management of Tourism in Madhya Pradesh. The study's findings demonstrate how important it is to have proper management, including fair pricing and the provision of amenities, in order to satisfy tourists.

2.5. Dr. Neeraj Gohil (2015) investigate the Role and Impact of Social Media in Tourism: A Case Study on the Initiatives of Madhya Pradesh State Tourism. As it expands, social media use as a marketing tool will become increasingly important. The increasing number of tourists visiting Madhya Pradesh, who have a wide variety of demands, interests, and preferences, is one of the main challenges tourism in the state faces while launching its social media marketing campaigns.

2.6. Dr. Neetu Sharma (2019) suggested An analysis of Role of Madhya Pradesh Tourism Development Corporation in Promoting Tourism in M.P. The purpose of the researcher's study is to give a general overview of the MPTDC and how it advances state tourism.

2.7. Kumar, Priyanka (2021)) discussed about the Impact of rural tourism on destination development northern Madhya Pradesh. In order to improve the rural areas, the tourists planned rural tourism,



participated in events, improved road conditions and accessibility, developed some minor infrastructure, and established information and tourism centres in rural areas.

2.8. Athar, Samreena (2003) demonstrates that A study of government policy and structural changes in tourism sector since 1991. By creating ideas and putting workable measures in place to help the tourism industry succeed, this project seeks to fill in the gaps in our government's plans to support it. This entails building the nation's infrastructure, improving law and order and security, and educating the labour force.

3 RESEARCH METHODOLOGY

3.1. Objective of the study

To study the economic impact of tourism sector in Madhya Pradesh State.

3.2. Research design

In research follow research design is are Exploratory Research.

3.3. Population

Tourist who has visited the MPSTDC Hotels of Madhya Pradesh.

3.4. Sample

The sample size that is being polled as a part of the research study is 500.

3.5. Sample unit

The sample unit of this study are Bhopal, Ujjain, Pachmarhi, Mandsaur, Mandu, Maheshwar, etc.

3.6. Sampling method

Random sampling was used in this study.

3.7. Source of data

- Primary source; - Questionnaire
- Secondary source: - Official documents (Annual reports, research, press release, government official, etc.).

3.8. statistical tools & techniques

T-test has been used with results in a tabulated format.



4. DATA ANALYSIS AND INTERPRETATION

4 Table 2: Top 10 States/UTs of India in Number of Domestic Tourist Visits (DTV) in 2013, 2019, 2022, 2023

2013			2019		2022		2023	
Rank	State	DTV (mn)	State	DTV (mn)	State	DTV (mn)	State	DTV (mn)
1	Tamil Nadu	244.23	Uttar Pradesh	535.86	Uttar Pradesh	317.91	Uttar Pradesh	478.53
2	Uttar Pradesh	226.53	Tamil Nadu	494.87	Tamil Nadu	218.58	Tamil Nadu	286.01
3	Andhra Pradesh	98.02	Andhra Pradesh	237.05	Andhra Pradesh	192.72	Karnataka	284.12
4	Karnataka	98.01	Karnataka	227.93	Karnataka	182.41	Andhra Pradesh	254.71
5	Maharashtra	82.70	Maharashtra	149.29	Gujarat	135.81	Rajasthan	179.05
6	Madhya Pradesh	63.11	West Bengal	92.37	Maharashtra	111.30	Gujarat	178.07
7	Telangana	54.08	Madhya Pradesh	88.71	Rajasthan	108.33	Maharashtra	161.36
8	Rajasthan	30.30	Telangana	83.04	West Bengal	84.54	West Bengal	145.67
9	Gujarat	27.41	Gujarat	58.86	Telangana	60.75	Madhya Pradesh	111.95
10	West Bengal	25.55	Rajasthan	52.22	Uttarakhand	54.64	Bihar	81.59

Source: (Tourism M. o., 2025)



India's domestic tourism trends from 2013 to 2023 show significant change based on domestic tourist visit (DTV) data. In 2013, Tamil Nadu led with 244.23 million visits, followed by Uttar Pradesh at 226.53 million. By 2019, Uttar Pradesh overtook Tamil Nadu with 535.86 million visits, while Tamil Nadu recorded 494.87 million, reflecting strong nationwide growth. Domestic travel declined sharply in 2020 due to the COVID-19 pandemic. In 2022, Tamil Nadu fell to 218.58 million visits, while Uttar Pradesh remained ahead with 317.91 million. A recovery was evident in 2023, with Tamil Nadu rebounding to 286.01 million visitors and Uttar Pradesh rising to 478.53 million. Other states, including Andhra Pradesh, Karnataka, and Rajasthan, also showed growth, indicating increasingly diverse domestic travel preferences across India.

4.1 Table 3: Top 10 States/UTs of India in Number of Domestic Tourist Visits in 2023

S. No.	State/UT	Domestic Tourist Visit in Million	Percentage Share(%)
1	Uttar Pradesh	478.53	19.07
2	Tamil Nadu	286.01	11.40
3	Karnataka	284.12	11.32
4	Andhra Pradesh	254.71	10.15
5	Rajasthan	179.05	7.13
6	Gujarat	178.07	7.10
7	Maharashtra	161.36	6.43
8	West Bengal	145.67	5.80
9	Madhya Pradesh	111.95	4.46
10	Bihar	81.59	3.25
Total of top 10 States		2161.06	86.11
Others		348.57	13.89
Total		2509.63	100.00

Source: (Tourism M. o., 2025)

India recorded 2.51 billion domestic visitor trips in 2023, marking a 44.98% increase over the previous year, according to the Ministry of Tourism. Uttar Pradesh led with 478.53 million visitors (19.07%),



followed by Tamil Nadu with 286.01 million (11.40%), Karnataka with 284.12 million (11.32%), and Andhra Pradesh with 254.71 million (10.15%). Other key states included Bihar (81.59 million), Madhya Pradesh (111.95 million), West Bengal (145.67 million), Maharashtra (161.36 million), Rajasthan (179.05 million), and Gujarat (178.07 million). Madhya Pradesh, with 111.95 million domestic visitors (4.46%), stands out among these states, reflecting its important role in India's domestic tourism landscape. Together, these ten states accounted for 86.11% of all domestic travel, while the remaining 13.89% was shared by Union Territories and other states.

4.2 Table 4: Top 10 States/UTs of India in Number of Foreign Tourist Visits (FTV) in 2013, 2019, 2022, 2023

2013			2019		2022		2023	
Rank	State	FTV (mn)	State	FTV (mn)	State	FTV (mn)	State	FTV (mn)
1	Maharashtra	4.16	Tamil Nadu	6.87	Gujarat	1.78	Maharashtra	3.39
2	Tamil Nadu	3.99	Maharashtra	5.53	Maharashtra	1.51	Gujarat	2.81
3	Delhi	2.30	Uttar Pradesh	4.75	West Bengal	1.04	West Bengal	2.71
4	Uttar Pradesh	2.05	Delhi	2.98	Delhi	0.82	Delhi	1.83
5	Rajasthan	1.44	West Bengal	1.66	Uttar Pradesh	0.65	Rajasthan	1.70
6	West Bengal	1.25	Rajasthan	1.61	Tamil Nadu	0.41	Uttar Pradesh	1.60
7	Kerala	0.86	Kerala	1.19	Rajasthan	0.40	Tamil Nadu	1.17
8	Bihar	0.77	Punjab	1.10	Kerala	0.35	Punjab	0.74
9	Karnataka	0.64	Bihar	1.09	Punjab	0.33	Kerala	0.65
10	Goa	0.49	Goa	0.94	Madhya Pradesh	0.20	Bihar	0.55

Source: (Tourism M. o., 2025)

Data on Foreign Tourist Visits (FTVs) from 2013 to 2023 reveals notable shifts in India's tourism landscape across states and Union Territories. In 2013, Maharashtra (4.16 million) and Tamil Nadu (3.99 million) led foreign tourist arrivals. By 2019, Maharashtra strengthened its lead with 6.87 million FTVs, while Tamil Nadu declined to 5.53 million. The impact of the pandemic was evident in 2022, when Gujarat emerged as the leading state with 1.78 million FTVs, overtaking Maharashtra (1.51 million). This trend continued in 2023, with Maharashtra recording 3.39 million and Gujarat 2.81 million FTVs. Delhi consistently remained among the top five, peaking at 2.98 million in 2019 before falling to 1.83 million in 2023. Uttar Pradesh saw a decline from 2.05 million in 2013 to 1.60 million in 2023, while West Bengal showed a modest rise from 1.25 million to 2.71 million over the same period. States such as Rajasthan, Kerala, Bihar, Karnataka, and Goa remained within the top ten despite fluctuations, and Madhya Pradesh notably entered the top ten in 2022 with 0.20 million FTVs, reflecting emerging shifts in foreign tourist preferences across India.



4.3 Table 5: Top 10 States/UTs of India in Number of Foreign Tourist Visits in 2023

Sl. No.	State/UT	Foreign Tourist Visits in Million	Percentage Share (%)
1	Maharashtra*	3.39	17.61
2	Gujrat	2.81	14.60
3	West Bengal	2.71	14.08
4	Delhi*	1.83	9.51
5	Rajasthan	1.7	8.83
6	Uttar Pradesh	1.61	8.36
7	Tamil Nadu	1.17	6.08
8	Punjab	0.74	3.84
9	Kerala	0.65	3.38
10	Bihar	0.55	2.86
Total of Top 10		17.16	89.14
Others		2.09	10.86
Total		19.25	100.00

Source: (Tourism M. o., 2025)

The top 10 Indian states and union territories accounted for over 89% of the 19.25 million foreign tourist visits in 2023, indicating a high concentration of foreign visitors. The UNESCO-listed Ajanta-Ellora cave and Mumbai's cosmopolitan appeal helped Maharashtra lead with 3.39 million arrivals (17.6%). Gujarat came in second with 2.81 million (14.6%) visitors, a 58% increase due to historic events like the G20 summit and the ICC World Cup, as well as tourist attractions like the Statue of Unity and Gir National Park. With 2.71 million visitors (14.1%), West Bengal came in third place, primarily due to the Sundarbans, Darjeeling's hill landscape, and Kolkata's colonial past. With 1.83 million visitors (9.5%), Delhi continued to be the main entry point. Rajasthan's royal heritage brought in 1.70 million (8.8%), and Uttar Pradesh's historical and religious landmarks, such as the Taj Mahal and Varanasi, brought in 1.60 million (8.3%). Tamil Nadu (1.17 million; 6.1%), Punjab (0.74 million; 3.8%), Kerala (0.65 million; 3.4%), and Bihar (0.55 million; 2.9%) have made significant contributions with their temple architecture, wellness tourism, and pilgrimage sites like Bodh Gaya and Nalanda. This distribution demonstrates how India's cities, religious hubs, and culturally diverse states continue to shape the dynamics of the nation's inbound tourism.

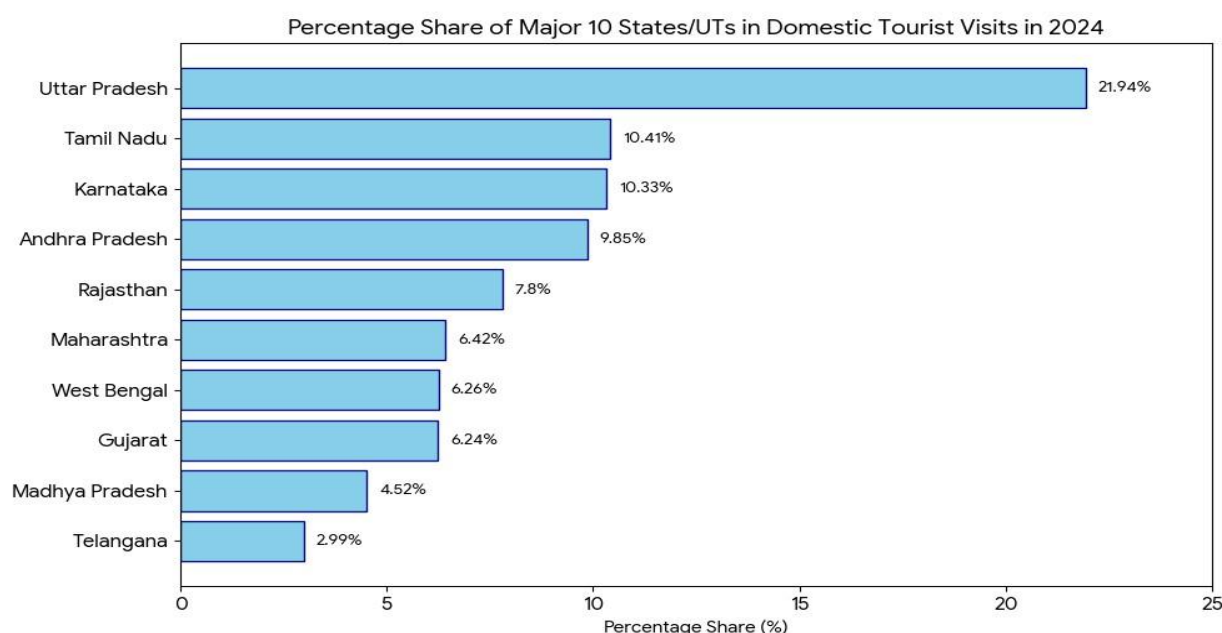
5 Table 6 : Madhya Pradesh Domestic and Foreign Tourist Visits, 2023-2024 IN MILLIONS

State/UT-wise Domestic and Foreign Tourist Visits, 2023-2024								
	2023		2024		Growth Rate		% Share 2024	
State	Domestic	Foreign	Domestic	Foreign	DTV 2024/23	FTV 2024/23	DTV	FTV
Madhya Pradesh	111.946	0.183	133.176	0.168	18.96	-8.29	4.52	0.8

Source: (Division, India Tourism Data Compendium 2025, 66th edition, 2025)

The data reveals a strong upward trend in domestic interest for Madhya Pradesh, contrasted by a slight dip in international visits. Madhya Pradesh saw a significant surge in domestic tourists (DTV), growing from 111.95 million in 2023 to 133.18 million in 2024. This represents a healthy growth rate of 18.96%. Conversely, foreign tourist visits (FTV) saw a decline. The numbers dropped from 0.183 million (183,000) to 0.168 million (168,000), resulting in a negative growth rate of -8.29%. The state holds a strong 4.52% share of the total domestic tourism market in India.

It holds a smaller 0.80% share of the total foreign tourism market.



5.1 Figure 5: Percentage share of Major 10 States /UTs in Domestic Tourist Visits in 2024;Source: (Division, India Tourism Data Compendium 2025, 2025)

Based on the data for 2024 and 2025, Madhya Pradesh has emerged as a powerhouse in Indian tourism, witnessing a record-breaking surge in visitors. Madhya Pradesh currently holds a 4.52% national share of domestic tourist arrivals, ranking 9th in India. The state recorded an unprecedented 134.1 million (13.41 crore) tourists in 2024. This represents a massive 526% increase compared to the pandemic-affected year of 2020 and a 19.6% growth over 2023, (Department of Tourism and Culture, 2025), Tourism now accounts for approximately 3.0% to 3.5% of the state's GDP, with government targets aiming to increase this to 4% to 5% by 2028.

Tourist Data

5.2 a) Table 7: Tourist Demographics

Gender of the respondents :		
<i>Category</i>	<i>Frequency</i>	<i>Percentage</i>
<i>Male</i>	278	56%
<i>Female</i>	222	44%
Age group of the respondents :		
<i>Category</i>	<i>Frequency</i>	<i>Percentage</i>
<i>18-24 Years</i>	284	57%
<i>25-34 Years</i>	85	17%
<i>35-44 Years</i>	48	10%
<i>45-54 Years</i>	45	9%
<i>55-64 Years</i>	28	6%
<i>65+ Years</i>	10	2%
Nationality of the respondents :		
<i>Category</i>	<i>Frequency</i>	<i>Percentage</i>
<i>Indian</i>	462	92%
<i>Foreigner</i>	38	8%
Approximate Monthly Household Income (in INR, or equivalent for foreigners) :		
<i>Category</i>	<i>Frequency</i>	<i>Percentage</i>
<i>Below ₹25,000</i>	214	43%
₹25,001 - ₹50,000	93	19%
₹50,001 - ₹75,000	67	13%
₹75,001 - ₹1,00,000	63	13%
<i>Above ₹1,00,000</i>	63	13%
Tourist Expenditure :		
<i>Category</i>	<i>Frequency</i>	<i>Percentage</i>
<i>Below ₹5,000</i>	193	39%
₹5,001 - ₹15,000	96	19%
₹15,001 - ₹30,000	121	24%



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₹30,001 - ₹50,000	45	9%
Above ₹50,000	45	9%
Site Specific Expenditure :		
<i>Category</i>	<i>Frequency</i>	<i>Percentage</i>
Less than 10%	196	39%
10% - 25%	126	25%
26% - 50%	102	20%
51% - 75%	49	10%
More than 75%	27	5%

6 Inference on Demographic Profile of Tourists Visiting Madhya Pradesh

The demographic analysis of tourists visiting Madhya Pradesh reveals a young, predominantly domestic, and price-sensitive visitor base, which has direct implications for MPSTDC's role in economic development.

Gender-wise distribution indicates a relatively balanced participation, with males constituting a marginal majority (56%) and females forming a substantial proportion (44%). This near parity suggests that tourism in Madhya Pradesh appeals to both genders and reflects improving perceptions of safety, accessibility, and inclusivity at MPSTDC-managed destinations.

The age profile is heavily skewed towards younger tourists, with the 18–24 years age group alone accounting for 57% of respondents, followed by 25–34 years (17%). Collectively, nearly threefourths of tourists are below 35 years of age. This dominance of youth indicates that Madhya Pradesh is emerging as a preferred destination for students, early-career professionals, and young leisure travelers, likely attracted by affordable accommodation, heritage experiences, eco-tourism sites, and short-duration travel options promoted by MPSTDC.

In terms of nationality, domestic tourists overwhelmingly dominate the sample (92%), while foreign tourists constitute only 8%. This underscores the strong dependence of Madhya Pradesh tourism on the domestic market. While this provides stability against global travel disruptions, it also highlights untapped potential for international tourism, particularly in heritage circuits such as Khajuraho, Sanchi, Bhimbetka, and Mandu.



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The income profile reflects a predominantly middle- and lower-income tourist segment. A significant proportion of respondents (43%) report monthly household incomes below ₹25,000, and another 19% fall within the ₹25,001–₹50,000 range. This indicates that MPSTDC primarily caters to budget-conscious travelers, aligning with its mandate of providing affordable tourism infrastructure and services across the state.

Correspondingly, tourist expenditure patterns show restrained spending behavior. Nearly 39% of tourists spend below ₹5,000, and another 19% spend between ₹5,001 and ₹15,000. High-spending tourists (above ₹30,000) constitute only 18% of the sample. This suggests that while tourist volumes may be substantial, per capita spending remains modest, resulting in a volume-driven rather than value-driven economic impact.

The analysis of site-specific expenditure further reinforces this pattern. For 39% of respondents, less than 10% of their total travel expenditure is spent at a specific site, and for 25%, it ranges between 10–25%. Only a small fraction (15%) spends more than half of their total travel budget at a single destination. This indicates short stays, multi-destination itineraries, or limited on-site consumption, which may constrain localized economic benefits.

Overall inference:

The demographic profile suggests that MPSTDC significantly contributes to economic development through tourist volume generation, employment creation, and regional dispersal of tourism, particularly by attracting young and budget-oriented domestic tourists. However, the relatively low income and expenditure levels point to the need for strategic interventions such as product diversification, experience-based tourism, longer-stay incentives, and targeted international promotion to enhance per-tourist spending and deepen the economic impact of tourism in Madhya Pradesh.

6.1 Table 8: Perceptions on Economic Impact and Management

S.No.	Statement	5	4	3	2	1	Mean	Standard Deviation
1	My visit directly contributed to the economic well-being of the local people around the sites.	375	92	29	2	2	4.67	0.64
2	I observed new or improved infrastructure (e.g., roads, public utilities) specifically for tourism development around the sites.	220	230	42	6	2	4.32	0.71
3	Local businesses (e.g., small shops, restaurants) appear to be significantly benefiting from tourism.	311	114	61	9	5	4.43	0.85



4	I believe tourism has led to increased employment opportunities for local residents near these sites.	232	198	44	23	3	4.27	0.85
5	The revenue generated from tourism seems to be well-managed for site maintenance and local development.	305	125	40	13	17	4.38	0.98
6	I found the pricing of goods and services at/near the sites to be fair and reasonable.	258	146	66	24	6	4.25	0.94
7	The overall management of the sites (e.g., cleanliness, facilities, staff behavior) was effective.	280	151	49	15	5	4.37	0.86
8	The promotional efforts (e.g., advertising, information) by Madhya Pradesh Tourism influenced my decision to visit these sites.	268	168	43	15	6	4.35	0.85
9	My overall experience at the sites was positive.	311	141	30	11	7	4.48	0.82
10	I would encourage others to visit sites in Madhya Pradesh.	253	182	44	13	8	4.32	0.86
11	I intend to revisit sites in Madhya Pradesh in the future.	303	132	42	15	8	4.41	0.89
Note - 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree								

7 Inference – Perceptions on Economic Impact and Management

Tourist perceptions strongly indicate that tourism in Madhya Pradesh is viewed as a significant driver of local economic development. The statement “*My visit directly contributed to the economic well-being of the local people around the sites*” received the highest mean score of 4.67, suggesting that visitors are highly aware of their role in supporting local livelihoods through spending on accommodation, food, transport, guides, and handicrafts. Similarly, high agreement scores were recorded for the perceived benefits to local businesses (4.43) and the generation of employment opportunities for residents (4.27), highlighting that tourism has tangible positive effects on micro and small-scale economic activities surrounding the sites.

Infrastructure development also appears to be noticeable, with tourists rating improvements in roads, public utilities, and site-specific facilities at 4.32 on average. Visitors perceive that revenue generated from tourism is reasonably well-managed for site maintenance and local development (4.38), indicating trust in the governance and reinvestment of funds. Tourists also expressed favorable opinions regarding pricing fairness (4.25), overall site management (4.37), and the effectiveness of promotional efforts by Madhya Pradesh Tourism (4.35), reflecting a wellfunctioning tourism ecosystem that enhances visitor satisfaction and encourages continued engagement.



Positive overall experiences were emphasized, with 4.48 mean for satisfaction, and 4.32 for willingness to recommend the sites to others, while 4.41 for intent to revisit demonstrates strong potential for repeat tourism. These perceptions indicate a cyclical reinforcement: well-managed sites generate positive visitor experiences, which in turn sustain economic contributions to the local community, boost employment, and justify further infrastructure and service investments.

Collectively, the data underscores that tourism in Madhya Pradesh is not only a cultural and spiritual activity but also a significant economic driver, directly impacting local livelihoods, business growth, infrastructure development, and long-term sustainability of tourism sites. The consistently high mean scores across statements further reinforce tourists' recognition of both the economic and managerial effectiveness of the state's tourism initiatives.

8 Hypothesis testing - Hypotheses

H1: Tourists significantly agree that their visits to sites contribute to the economic well-being of local people.

To strengthen the validity of findings, methodological triangulation was employed for testing the hypothesis:

Three complementary datasets were analyzed:

1. **Tourists' Perceptions** – measured through a one-sample *t*-test comparing mean agreement scores against a neutral value.
2. **Total Expenditure on Trips** – descriptive statistics showing how much tourists spent overall during their visits.
3. **Expenditure on Products/Offerings Near Sites** – percentage distribution of spending specifically benefiting local vendors and site-based economic activities.

This triangulation ensures that both subjective perceptions and objective spending patterns are jointly considered in evaluating economic impact.

9 Results

(a) Tourists' Perceptions of Economic Impact

- Mean score = **4.423** (on a 5-point Likert scale).
- SD = **0.605**; $n = 500$.
- Hypothesized neutral mean = 3.
- $t = 52.59$, $df = 499$, $p < 0.001$.

Interpretation: Tourists significantly perceive that their visits contribute to the economic wellbeing of local communities.

(b) Table 9 : Total Expenditure on Trips

10 Table – Total Expenditure Category

Expenditure Category	Frequency	Percentage
Below ₹5,000	193	39%
₹5,001 – ₹15,000	96	19%
₹15,001 – ₹30,000	121	24%
₹30,001 – ₹50,000	45	9%
Above ₹50,000	45	9%

Interpretation: Most tourists fall into low to mid-expenditure categories, though a notable 9% spend over ₹30,000, reflecting a segment of high-value tourists.

(c) Table 10 : Expenditure on Local Products/Offerings

11 Table – Local Spending Share

Local Spending Share	Frequency	Percentage
Less than 10%	196	39%
10% – 25%	126	25%
26% – 50%	102	20%
51% – 75%	49	10%
More than 75%	27	5%

Interpretation: Direct local spending is modest, with nearly two-thirds of tourists allocating less than 25% of their total budget to local vendors and products.

12 Discussion (Triangulated Findings)

The triangulated evidence provides a comprehensive view:

1. **Perceptual Evidence:** The *t*-test confirms that tourists overwhelmingly agree their visits enhance local economic well-being.
2. **Expenditure Evidence:** While overall trip expenditure is significant, only a small fraction is channeled into site-specific products and offerings.
3. **Convergence:** The findings suggest that locals benefit economically through **indirect channels** such as hospitality, transport, and employment opportunities rather than predominantly through direct product sales.



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Thus, **H1 is supported**: tourists both perceive and contribute to local economic well-being. However, the relatively low direct spending at sites indicates an opportunity to design strategies such as promoting handicrafts, strengthening cultural marketplaces, and enhancing vendor visibility to maximize local economic gains.

13 5.CONCLUSION

The findings of the present study, supported by both secondary indicators and primary field data, clearly establish that tourism particularly through the institutional role of the Madhya Pradesh State Tourism Development Corporation (MPSTDC) has emerged as a significant driver of economic development in Madhya Pradesh. The state's remarkable growth from 34 million tourists in 2022 to 112 million tourists in 2023, Madhya Pradesh saw a significant surge in domestic tourists (DTV), growing from 111.95 million in 2023 to 133.18 million in 2024 reflects not merely an expansion in visitor numbers but a consolidation of Madhya Pradesh's position within India's rapidly growing domestic tourism landscape. Being among the states that together account for a substantial share of India's 2.51 billion domestic tourist visits in 2023, Madhya Pradesh demonstrates both resilience and growth potential in the post-pandemic era.

The primary data analysis conducted in this study provides micro-level validation of these macro trends. The demographic profile of tourists reveals a predominantly young, domestic, and middleincome visitor base, aligning with MPSTDC's mandate of promoting inclusive and affordable tourism. Although per-capita expenditure remains modest for a large proportion of visitors, the presence of a notable high-spending segment indicates scope for value enhancement. Importantly, tourists overwhelmingly perceive their visits as contributing positively to local economic wellbeing, a finding statistically confirmed through hypothesis testing. The one-sample t-test results demonstrate a strong and significant agreement that tourism supports local livelihoods, employment, and regional economic activity.

Triangulation of perceptual data with expenditure patterns further clarifies the nature of tourism's economic impact. While direct spending on site-specific products and local vendors is relatively limited, tourism's economic contribution appears to operate largely through indirect and induced channels, including accommodation, transport services, employment generation, infrastructure utilization, and hospitality-related activities. This pattern underscores MPSTDC's role in facilitating a broad-based economic multiplier effect rather than a narrow transactional impact confined to tourist sites alone.

Management-related perceptions also reinforce MPSTDC's positive contribution. Tourists report high satisfaction with infrastructure development, site management, pricing fairness, promotional efforts, and overall experience, leading to strong intentions to revisit and recommend Madhya Pradesh as a destination. Such favorable perceptions are critical for sustaining tourism growth, repeat visitation, and long-term economic benefits.

Despite these strengths, the study identifies key areas for strategic improvement. The relatively low proportion of expenditure directed toward local products and offerings highlights the need for targeted interventions such as organized cultural marketplaces, enhanced visibility of handicrafts, experiential tourism, and stronger integration of local entrepreneurs into tourism value chains. Additionally, while domestic tourism forms the backbone of Madhya Pradesh's tourism economy, the comparatively lower



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share of foreign tourists indicates untapped international potential. Strengthened global marketing, heritage branding, and thematic circuits can help convert the state's rich cultural and natural assets into higher-value international demand.

In conclusion, the study confirms that MPSTDC plays a pivotal role in translating tourism growth into economic development in Madhya Pradesh. Tourism contributes meaningfully to income generation, employment, infrastructure development, and regional balance, thereby supporting the state's broader developmental goals. With strategic emphasis on value enhancement, local economic integration, and international outreach, tourism anchored by MPSTDC can further evolve from a volume-driven sector into a high-impact, sustainable engine of economic growth, aligning with Madhya Pradesh's long-term vision for inclusive and resilient development.

13.1 5.1. Suggestions and Recommendations

- To reach new international markets, release "Swagatam Bada" and "Hindustan Ka Dil" TVCs with French, German, and Spanish dubbings.
- Highlight destinations like Bhimbetka, Mandu, and Pachmarhi by promoting the #IntezaarKhatamHua influencer caravan campaign on international social media platforms.
- To draw in French tourists, make use of the Indo-French Memorandum of Understanding for collaborative cultural events and translated tourism materials.
- Promote Ujjain's wellness summit at international travel shows (such FITUR and ITB Berlin) to establish Madhya Pradesh as a destination for holistic vacation.
- Distribute well-chosen Madhya Pradesh tour brochures through international tour operators and invite family vacations by utilizing the MP-IATO relationship.
- During the busiest times for trip planning, launch geo-targeted digital advertisements (#SabKuchJoDilChahe) throughout Europe, North America, and Asia.
- To attract those interested in sustainable tourism, advertise eco-tribal homestays and the Mandu festival makeover initiative in international media.
- To increase pre-visit engagement, leverage worldwide tourism channels to showcase virtual reality tours of Sanchi, Kanha, and Tribal Museum assets.



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