

# ROLE OF SOCIAL MEDIA IN PROMOTING TOURISM IN CHHATTISGARH




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A Dissertation Report for the partial fulfilment of  
paper 4 of M.A. (J.M.C.) IV SEMESTER

UNDER THE SUPERVISION OF

  
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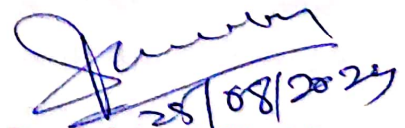


## **CERTIFICATE**

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This is to certify that PRAFULL SHARMA, a student in the IV Semester of Master of Arts (M.A.) in Journalism and Mass Communication of Guru Ghasidas University, Bilaspur (C.G.) has successfully completed her dissertation on the title- **ROLE OF SOCIAL MEDIA IN PROMOTING TOURISM IN CHHATTISGARH .**



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# **CHAPTER 1**

## **INTRODUCTION**

Chhattisgarh, located in central India, is a state known for its diverse and rich tourism offerings. From ancient temples and archaeological sites to lush forests and vibrant tribal culture, Chhattisgarh presents a unique and offbeat destination for travellers seeking authentic experiences. Let's delve into the various aspects of tourism in Chhattisgarh in more detail:

### **Cultural Heritage:**

Chhattisgarh is home to numerous ancient temples and archaeological sites that reflect the region's rich cultural heritage. The state is known for its exquisite temple architecture, with notable examples including the Boramdeo Temple, Danteshwari Temple, and Rajivalochana Temple. These temples showcase intricate carvings, sculptures, and historical significance.

### **Natural Beauty:**

Chhattisgarh is blessed with abundant natural beauty, including lush green forests, picturesque waterfalls, and serene lakes. The state is home to various national parks and wildlife sanctuaries, such as Kanger Valley National Park, Indravati National Park, and Udanti-