

# A study of impact of tourism on socio-economic development in ratnagiri district

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Submitted By

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Under the Guidance of

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## C E R T I F I C A T E

I hereby declare that the Ph.D. Thesis entitled '**A Study of Impact of Tourism on Socio-Economic Development in Ratnagiri District**' is being submitted here with for the award of the Degree of Doctor of Philosophy in **Management of Tilak Maharashtra Vidyapeeth – Pune**. It is the result of the original research work completed by **Mr. Chandrashekhar R. Salunkhe** under my supervision and guidance and to the best of my knowledge and belief. The work embodied in this thesis has not formed earlier the basis of award of any Degree or Diploma or other similar type of this or any other University or examination body.

Date:

Place: Pune

**Dr. Prasanna Deshmukh**

Research Guide

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# **CHAPTER- I**

## **INTRODUCTION AND RESEARCH METHODOLOGY**

### **1.1. Introduction**

Tourism sector has been regarded as an important economic generator; creates business, offers jobs and improves income. Tourism has emerged as one of the largest industries both in terms of gross domestic product (GDP) and employment in the world today (ESCAP 1999; WTTC 2004b). In 2006 tourism GDP was likely to account for about 10 per cent of world GDP (WTTC 2006). The success of the tourism sector of many countries throughout the world, including Asian countries, is often measured in dollars and cents or specifically by the number of international tourist arrivals and the income they bring. According to UNWTO the market share of emerging economies increased from 30% in 1980 to 47% in 2013, and is expected to reach 57% by 2030, equivalent to over 1 billion international tourist arrivals. Direct, indirect & induced contribution of tourism in the world economy was 9% of GDP at the end of 2013. According to present scenario employment contribution of tourism is 1 in 11 jobs; while, it has contributed 6% of world's exports. Tourism has grown up from 25 million international tourists in 1950 to 1087 million in 2013. By UNWTO regional wing, prospects for 2014 are stronger for Asia and the Pacific (5% to 6%), followed by Africa (4% to 6%).

It cannot be denied that tourism can generate alternative or additional income to the people, while tourists may come and go, their presence in the places they visit can result in a permanent impact Russell (2003). Extensive studies have been conducted on the impact of tourism on communities' worldwide (Belisle & Hoy, 1980; Liu & Var, 1986; Long, Perdue, & Allen, 1990; McCool & Martin, 1994,)

The internal tourism is now getting importance due to its economic, social, cultural benefits and also it tries to increase national integration. Domestic tourism depends upon basic infrastructure i.e. natural and cultural tourist places, transportation and other essential facilities. It also gives promotion to direct and indirect job opportunities to skilled, unskilled & semiskilled workers & other people. It also helps to

promote base for the international tourism (Badaruddin 1996). It develops small-scale industries, local crafts and related industries of the concern region.

According to the World Travel and Tourism Council report (2012), Travel & Tourism continues to be one of the world's largest industries. The total impact of the industry means that, in 2011, it has contributed 9% of global GDP or a value of over US\$6 trillion and accounted for 255 million jobs. Over the next ten years this industry is expected to grow by an average of 4% annually, taking it to 10% of global GDP, or some US\$10 trillion. By 2022, it is anticipated that it will account for 328 million jobs or 1 in every 10 jobs on the planet.

## **1.2. Introduction to Tourism**

Tourism is a temporary short-term movement of people to destinations outside the places where they normally live & work. Tourism involves travel & stay for temporary period ranging from a day off or weekend to a few weeks or months, to a place distant from the place of residence. American economist Douglas Pears (1987) gave one of the earliest definition of Tourism,"Tourism is the sum total of the operation, mainly of an economic nature which directly relates to the entry, stay and movement of foreigners inside and outside a certain country, city or region."

The term tourism was in practice from the early years of the 19<sup>th</sup> century. Earlier the nature of tourism was restricted up to movement of people for trading and war purpose; as a result historians have contributed their thoughts on the tourism as a historical event. Cohen (1978) has attempted to define tourism in his book 'Towards Sociology of International Tourism' as; the 'Tourism' is a voluntary, temporary traveling in the expectation of pleasure.

The United Nations has classified three forms of tourism in 1994, in its recommendations on tourism statistics:

1. Domestic tourism, which involves residents of a given country traveling only within that country.
2. Inbound tourism, involving non-residents traveling in the given country.
3. Outbound tourism, involving residents traveling in another country.

Tourism has emerged as an industry in the recent past and is developing as the biggest industry of the world. And now the technological boom is helping tourism to be in the main driving seat of economies of many countries. According to a survey by World Tourism Organisation, tourist movement throughout the world can touch the 1600 million mark by 2020. And that's why the specialists of this industry think that "it is a new economic phenomenon, a new business, a new industry of vast dimension and magnitude." The biggest advantage of this industry is that it can generate maximum employment opportunity. And it's simply because of the number of subsidiary industries.

### 1.3. Significance of Tourism

The economic and societal significance of tourism varies dramatically across the global stage. Twenty rich nations (17 European, USA, Canada and Japan) accounted for 81.8 percent of all tourist expenditure in 1995, with five nations (USA, Japan, Germany, the UK and France) accounting for almost half of all spending (WTO 1998). While the growth of international tourism from nations like China and Brazil is significant, there seems little likelihood that this uneven global division of expenditure will change dramatically in the near future (see WTTC/WEFA; WTO 1999, 2000).

One area of interest where domestic tourism supports a spatial redistribution of income and employment are the concepts of *michi-no-eki* (roadside service centre) in Japan and *dhaba* (restaurants at truck terminals) in India. In addition, a cultural phenomenon observed in many countries is that he who travels outside his home town is expected to bring back gifts for friends and relatives that reflect the specialty of the area visited. In Thailand, for example, this leads to large numbers of roadside stalls, shops and agglomerations selling fruit in the north-eastern part of the country, dried fish in the eastern part and confectionery in the western part (UNESCO-2007).

Tourism has been regarded as an economic proposition in India & has a distinct role to play as an industry. Tourism has bright future at Local, national & international level as a promising industry. The Government & their agencies as well as private sector units & individuals are taking various measures to promote tourism. Promotion of tourism can contribute immensely to countries' economy. Many years tourism was

neglected at various levels but now days' concentrated effort are being made to improve the position and standard of tourism and for also the social benefit of the people.

The data represented in following table reveals that there is enough scope to develop tourism in India. India's share and rank (22nd) in international tourism receipt is not satisfactory in respect to other developing countries of the world. India has earned just 1.27 % as an average share of international receipt in between 2005 to 2010. In this period the position of India was also remained in between 6<sup>th</sup> to 7<sup>th</sup> rank in Asia & the Pacific. It reveals that the India needs a strategic approach to grab maximum share of the international tourism receipt. Tourism can become a major source of Indian economy; if India succeeded to market its tourism products in world economy.

**Table No. – 1.1  
Share of India in International Tourism Receipt in  
World and Asia & the Pacific Region 2005-2013**

<b>Year</b>	<b>International Tourist Receipts (In US \$ Billions)</b>	<b>FEE in India (In US \$ Million)</b>	<b>Percentage % Share &amp; Rank of India in the World</b>	<b>Percentage % Share &amp; Rank of India in Asia &amp; The Pacific</b>
2005	679.6	7493	1.10      22 <sup>nd</sup>	5.55      7th
2006	744.0	8634	1.16      22 <sup>nd</sup>	5.50      7th
2007	857.0	10729	1.25      22 <sup>nd</sup>	5.74      6th
2008	939.0	11832	1.26      22 <sup>nd</sup>	5.67      6th
2009	851.0	11394	1.34      22 <sup>nd</sup>	5.61      6th
2010	919.0	14160	1.54      16 <sup>th</sup>	5.71      6th
2011	1030.0	16564	1.61      17 <sup>th</sup>	5.72      9th
2012	1078.0	17737	1.65      16th	5.50      11th
2013	1159.0	18397-P	1.76      16th	5.51      11th

Source: UNWTO Tourism Highlights- 2014

International tourist arrivals (overnight visitors) grew by 5% worldwide in 2013, reaching a record 1087 million arrivals, after topping the 1 billion mark in 2012. India and other Asia-Pacific destinations did not figured strongly in the list of top arrivals and earners in the past, but this region has also recorded the strongest growth with a 6% increase in arrivals, followed by Europe and Africa (both +5%) in 2013. China has consolidated its position as the number one tourism source market in the world, spending US\$ 129 billion on international tourism. Countries of this region are expected to

dominate global economic growth in the travel and tourism industry in the years to come. Forecasts prepared by UNWTO in January 2014 point to growth of 4% to 4.5% in international tourist arrivals in 2014 – above *The Tourism Towards 2030* long-term forecast of 3.3% a year. By UNWTO region, prospects for 2014 are strongest for Asia and the Pacific (5% to 6%), followed by Africa (4% to 6%).

**Table No.1.2  
Year wise foreign tourist Arrival in India (FTA)**

<b>Year</b>	<b>FTA Nos.</b>	<b>Growth Rate</b>	<b>Most Preferred Season</b>
2007	5081504	3.2%	December
2008	5282603	4.0%	Dec-Jan
2009	5167699	-2.2%	December
2010	5775692	11.8%	Dec.-Jan
2011	6309222	9.2%	December
2012	6577745	4.3%	December
2013	6965831	5.9%	Dec.-Jan

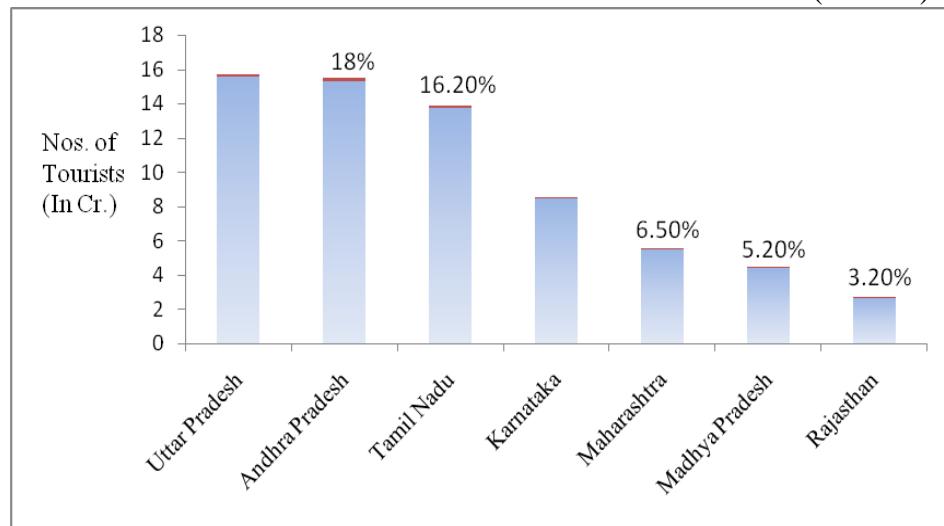
Source: Bureau of Immigration, India, Report-2014

*Tourism 2020 Vision*, published by the World Tourism Organization, forecasts that international arrivals will reach nearly 1.6 billion annually by the year 2020. Furthermore, it has forecasted that, by 2020, East Asia (comprising North-East Asia and South-East Asia) and the Pacific will be receiving an estimated 397 million visitors annually. It may change socio-economic scenario of the subcontinent. Under recession impact & due to the regional crisis the FTA growth rate in India was declined by -2.2 in 2009 for a short term. But, in a long term international as well as domestic tourism of the country may cause to an economic boom in the region according to experts opinions.

Despite weak global economic sentiment foreign tourist arrivals (FTAs) in India increased 11% in October 2011 to 5.63 lakh as compared to 5.07 lakh during the month of October, 2010. This is much higher than growth of 8.7% registered in September 2011 on year. India's foreign exchange earnings (FEE) in October 2011 grew 34.5% to Rs 70.19 billion as compared to Rs 52.19 billion October 2010. In US\$ terms foreign exchange earnings from tourism in October 2011 grew by 21.36% to \$1.42 billion as compared to \$1.17 billion in corresponding month last year. Foreign Tourist Arrivals (FTAs) during the period January-June 2012 was 32.37 lakh with a growth of 7.4 percent

as compared to the FTAs of 30.15 lakh during January-June 2011, a growth of 10.8 percent over the corresponding period in 2010

**Figure No. 1.1**  
**Share of Top Seven States of India in number of Domestic Tourist Visits**  
(in 2011)



Source: ITDC- India Tourism Statistics at a Glance-2011

According to ITDC statistics Report-2011 Uttar Pradesh has acquired first position in domestic tourist arrivals. The biggest religious festival of India i.e. *Mahakumbh Mela-2011* of Kashi was the major reason for such huge numbers of tourists visited in UP. Andhra Pradesh performing well in domestic tourism ; Tirupati Balaji & Charminar city i.e. Hyderabad are the major tourist attractions of Andhra Pradesh; as a result 18% domestic tourist gave visit to this state in the year 2011. As per ITDC statistical record these seven states have acquired 77.30% share of total domestic tourism in the country. In overall 13 states tourism industry is playing significant role in economic development of the country.

Tourism and environment are the two way process. Environment is sources of tourism; diversified resources of various regions like Konkan & Ratnagiri account for differences in tourism development. Ratnagiri district is highly rich by its tourist resources like natural scenery, spiritual base and its culture; but still district is economically backward in the state. Tourism industry may change the future of the district & will improve the social, cultural, economic status of the district; Tourism may

play significant role to bring positive changes in socio-economic profile of the Ratanagiri district if tourist resources are marketed on professional basis.

#### **1.4 Need for Tourism Impact Assessment**

An Assessment of impact of Tourism on socio & economic development is not begun very long ago. According to study of David Carr (2011) the need was felt as the volume of tourist traffic began to reach significant proportions in the early years of the twentieth century. As the tourist movements grew tremendously, particularly in the last eight decades following the First World War, their measurements became very significant for various purposes. In Europe tourist statistics as did exist up to the First World War were mainly derived from government controls and enumeration records for health, safety and taxation and, particular, for police and migration purposes. This tourist statistics were measured at government level and by supporting authorities. While measurement of tourist statics began very common in developed countries by transport, hoteliers and tour operators onward II- World War. But this trend is not yet developed in India at wide level. There is no regularity & standard norm to measure tourism development in the country. Data of International tourists' arrivals can be made available easily but their economic spending & preferences need to be explored; whereas statistics of local tourists are not obtained to know their contribution in socio economic development of concern region.

It is proved and accepted that tourism plays significant and a dominant role in the development of the country; therefore measurement of tourism phenomenon is very vital as summarised as follows.

1. To evaluate value of tourism at specific tourist destination in respect to socio-economic development of country and concern region.
2. To plan and to develop physical-infrastructural amenities at tourist destination.

An assessment of tourism is important for fulfillment of tourist requirements. But, it is also important to know whether tourism contributes to local trade. How long they will stay, what type of accommodation they are required. How much money they will spend etc. information is required to judge growth rate of tourist industry at concern place or region. Further study is also required to know whether local communities are the

actual beneficiaries of tourism developments. Extracted data can be utilised to compare changes of income level & to know economic growth of local people if any.

#### **1.4.1 An Approaches of Socio-Economic Impact Assessment(SEIA)**

The linkages between tourism and socio-economic development are needed to be identified clearly. By establishing such linkages, policymakers may be in a better position to consider specific interventions that can raise standards of living and reduce poverty. Therefore a full assessment of the socio-economic impact of tourism is required.

Techniques to assess such impacts fall into two broad categories: “top-down”, aggregate or macro level approaches; and “bottom-up”, project or micro level approaches.

**1.** Aggregate approaches include the related tourism satellite accounts, input-output tables, social accounting matrices and computable general equilibrium models, as well as econometric and regression analysis.

**2.** Among the aggregate approaches, satellite accounts can be used to describe the importance of the tourism sector. The leading organization in generating the relevant data is the World Travel and Tourism Council (WTTC), which produces annual data on the sector’s contribution to GDP, employment and exports. Since 1998, the Council has developed tourism satellite accounts for 173 countries; of that number, 31 are members or associate members of ESCAP. In addition to the activities of the Council, countries are producing their own satellite accounts (for example, India, the Philippines and Thailand). These accounts distinguish between the “travel and tourism industry” and the “travel and tourism economy”. Essentially, the term “industry” includes all activities in direct contact with visitors, whereas the term “economy” refers to the suppliers of goods and services to the industry. Once constructed, the accounts can be used to answer questions such as the following: What are the direct (industry) and indirect (economy) impacts of tourism on GDP and employment? How strong are the linkages between tourism and other sectors of the economy? What are the multipliers (the change in income and employment resulting from a change in expenditure) and the leakages (the proportion of tourist expenditure that does not remain in the economy)?

**3.** The project-level approach assess the impacts by way of cost- benefit analyses, including their extensions to social impact analysis and environmental impact analysis, livelihood analysis, accountancy-based lodging and enterprise assessments, local economic mapping, tourism value chain analyses and ex-post documentation of specific case studies. Because these types of analyses are done at the micro level, it is often easier to hypothesize and test linkages between particular interventions and improved standards of living.

**4.** These analytical techniques are all ways of identifying those who benefit from tourism interventions and of evaluating the level of their benefits. For example, interventions that provide infrastructure for tourists (roads, communications, electricity, water, waste treatment and disposal, and medical services, including clinics and hospitals) can also be designed to benefit local communities. In a longer causal chain, investment in physical access for tourists also makes the provision of health, education and extension services easier for the organizations and employees providing such services. Some of these analyses are obligatory when projects are financed by international financial institutions and bilateral donors.

**In the present study the project-level approach i.e. micro level has been used to assess impact of tourism** on socio-economic development of the regional people i.e. people of Ratanagiri district.

#### **1.4.2. Socio-Economic Indicators for Assessment**

An assessment of tourism's contribution to economic development in host regions requires an analysis of the backward and forward linkages between tourism and other sectors, an understanding of the spatial location of tourism activities and identification of the beneficiaries of its economic and other impacts. This means if tourism is to have a major influence on the economy of a country or a particular region, it should have strong linkages with the rest of the domestic economy. Tourism can, therefore, be a catalyst for national and regional development, bringing employment, exchange earnings, balance of payments advantages and important infrastructure developments benefiting locals and visitors alike (Glasson *et al.*, 1995). In the Ratanagiri district, the study of tourism was found to be important due to its contribution in GDP, employment, Infrastructure

development, empowering women, rural development as well as its overall contribution in improving living standard of local people.

In the past, numbers of attempt have been made by the economist to prepare comprehensive indices of development by assigning weights to various indicators. Everett E. Hagen (1978) has examined eleven indicators. These are quite representative of social and personal welfare as they cover health and nutrition, education, employment, use of basic industrial products, communication and other services, consumption of durable goods, rate of urbanization and GNP per capita. Donald H. Niewiaroski (1992) has considered fourteen indicators out of which seven are common in his and Hagen's indices. Tall (1998), assigns great importance to health, nutrition and education as welfare indicators.

Most economists agree that an index of development based on good number of socio-economic indicators provides a more accurate measure of social and personal welfare than per capita national income. Many economists regard PQLI as reliable measure of development (Glasson *et al.*, 1995)..

In the light of these views it has experienced that the development focus has shifted from economic development to human development; therefore following major indicators had been considered in the present study to assess tourism impact on socio-economic development of the local people. A brief description of the indicators recommended for monitoring social and economic impacts of tourism in Ratnagiri district has given in following **Table No. 1.3**. All are able to be measured over time using either existing data, or relatively low cost surveys. As with any indicator, each has limitations, care is needed in interpreting the meaning of the indicator, and the indicators should be understood as representing a subset of the possible data that could be collected on social and economic impacts.

In the present study social & economic Indicators are categorised separately and respondents' impressions are obtained by using 07 point scale on the basis of Likert scale technique. Said data has analysed by calculating mean and standard deviation and interpreted systematically to obtain the results.

**Table No.1.3**  
**Table of Socio-Economic Indicators**

Sr.	Socio-Economic Indicators	Brief Description
1	Improvement in level of Income class	BPL, Poor Class, Middle-Upper Class, Rich & Highly Rich Class
2	Increase in Employment opportunities	Scope for Full Time, Part time, Seasonal, Secondary Employment
3	Increase in General Prices & value of goods and services	More costly, Increase in product value, quality & variety of goods & services
4	Increase in cost of Land & Properties (Real Estate)	Valued Investment , Increase in Rent, Resale Value etc.
5	Increase in Revenue & Tax of Local Authority	Property tax, sales tax, local tax, parking. other fees etc.
6	Increase in Labour cost	Daily wages, Hour basis, job basis etc.
7	Change in Occupational Structure	Priority Shifting from one occupation to other Fishing to boating, Agri. To services etc.
8	Increase in demand for Local Products	Homemade, Agro Products, Crafts, local food & recipe
9	Equal Opportunity to Female Population	Equal Pay, Job opportunity etc
10	Improvement in Women Status	Social Freedom, Opportunity to Lead
11	Infrastructure Developments	Road, Water, Electricity, Banks, Post & Telephone , School etc.
12	Communities Social Involvement	Collective Decision Making, Peoples Consultation, Public Hearing, Public Campaign
13	Opportunity to Skilled Job & Labour	Drawing, Photography, Painting any skilled and semi skilled jobs
14	Increase in Hotels and ancillary Industries	Hotels, Tour Operators, Ticketing, Travelers etc.
15	Improvement in Living Standard	Food, Cloth, Shelter & other things
16	Increase Population Density	New Migrants, Temporary & or Permanent shifting
17	Increase in Literacy & Communication	Level of Education, Knowledge of More and sophisticated Languages
18	Increase in Sex Ratio	Male-Female proportionate
19	Increase in social issues & Conflicts	Traffic, Water Shortage, Communal conflicts
20	Impact on Culture, Values & Customs	Positive – Negative Changes, attitudinal change

## **1.5 Justification for Selection of Topic**

The researcher believes, that a study based on a particular locality that is well-known by the researcher can illustrate effectively. The power, relationships, residence, economic & or academic interest etc. encourage people, experts, stakeholders to select & study issues of the specific locality and the region.

In the present case of Ratanagiri district; the personal interest in socio-economic impacts of tourism on the Konkan & especially in Ratnagiri district came from the researcher's own background as a local academician; who is working as a volunteer and social activist in Ratanagiri district for almost 20 years. The researcher's beliefs have been built on accumulated experience observing the socio-economic dynamics and their impact on local community. During the 20-years' experience, researcher has observed the fluctuating nature of the tourism business. It has encouraged to be aware in the search of a more secure and sustainable source of living, and has personally witnessed many instances of the encounters between the traditions and culture of the local population and the behaviours and expectations of the incoming customers.

One important reason to study the socio-economic impacts of tourism was; to study the perceptions of local communities' towards tourism development in the region. Whether or not they have a welcoming attitude, for instance, this might become an important factor in determining success or failure in terms of attracting or retaining more customers to the destination (Daye 1997). The ability to define and quantify the various socioeconomic impacts of tourism on the local communities helps to create effective strategies that avoid potential conflicts between guest and host (Reid 2006).

## **1.6 Objectives of the Study**

**This study was mainly aimed to examine impact of tourism on socio-economic development in Ratnagiri district.**

The study was attempted to seek the answers of following questions as secondary objectives.

1. To study growth & contribution of tourism in Ratnagiri district.
2. To study Socio-Economic characteristics of Ratnagiri district.
3. To study Socio-Economic characteristics of Ratnagiri district.

4. To study socio-economic profile of important tourist places in Ratnagiri district.
5. To study & assess perceptions of local people towards socio-economic impact of tourism in their region.
6. To study Behavioural Characteristics and level of satisfaction of tourists in Ratnagiri district.
7. To study Problems and Prospect of Tourism in Ratnagiri district.

## 1.7 Hypothesis

The hypotheses evolved for the present study **are the** following:

**Main Hypothesis –**

**“Tourism has made significant impact on socio-economic development in Ratnagiri district.”**

To test above main hypothesis we have framed & tested following hypotheses.

1. Tourism has made significant impact on **social** development in Ratnagiri district.
2. Tourism has made significant impact on **economic** development of Ratnagiri district.
3. There is significant difference between **social** and **economic** development of Ratnagiri district.
4. Tourism has made **positive impact** in making socio-economic development of Ratnagiri district.

For testing above hypotheses we compared mean rating scores with score 1(which gives positive agreement opinion rating score) under one sample ‘Z’ Test and paired ‘Z’ test.

The mean value + **1.43** of residents’ perception have demonstrated that the tourism has played moderate role in socio-economic development in Ratnagiri district.

The statistical description and result of the test has represented in sixth chapter of this study report.

## 1.8 Sources of Data

The present research has based on secondary & primary data. Secondary data has been obtained from formal sources including expert’s literatures, Government reports,

research articles and annual journals of concern organisations; as well as web sources that have been enlisted at the end in Appendix-I under bibliography; etc. were considered as secondary sources.

The secondary data regarding land use & tourist locations were obtained from statistical dept., survey of India office, topographical maps, and tehsil revenue maps as well as from district planning office of Ratnagiri District. The data about tourists' statistics has collected from Government offices including M.T.D.C. head & regional offices. The office of village panchayats and other regional offices were also visited to obtain data about socio-economic profile of study region.

The primary data has been obtained by field work in study region. Local people i.e. house holds were interviewed to study their perceptions towards socio-economic relevance of tourism developments in their regions; whereas tourists were also interviewed on sample basis to study their impression about resources and facilities available at various tourist destinations of Ratanagiri district. The interviews were conducted with the help of pre-tested questionnaire and by using observation methods.

## **1.9 Research Methodology**

Present study is the combination & qualitative analysis. A growth of tourism industry and its' socio-economic contribution in Ratnagiri district has studied by obtaining quantitative data from secondary & primary sources. Perceptions of local communities toward social & economic impact of tourism in Ratnagiri district has mainly examined. On the basis of Likert Scale technique; a set of questionnaire was specially designed to obtain respondents' the opinions. The literature of various experts & statisticians were used to develop the items of the questionnaire (Lankford & Howard, 1994; Williams and Lawson, 2001; Milman & Pizam, 1988; Choi and Sirakaya 2005; Andriottis, 2002). The questions in relationto socio-economic impressions were based on Likert scale technique in 7 point scale, ranging from -1: 'strongly disagree' to +3: 'strongly agree' and the pilot survey of questionnaire carried to have its content validated by several volunteers. Using the Cranach's alpha method, the validity of statements about tourism impacts was tested. In statistics Cranach's alpha is a coefficient of internal consistency. It is commonly used as an estimate of the reliability of a psychometric test

for a sample of examinees. Descriptive analysis and ‘Z-test’ were employed as statistical techniques to test the hypothesis in the present study.

Means and standard deviations are the descriptive statistics; that are used while discussing the distribution of responses gathered in the research. Normality of the distribution of the data were also examined and that has indicated the distribution was relatively symmetric. Z-test was used to determine whether there were significant differences between respondents’ group mean totals and item mean scores. The questionnaires were distributed among the local people, business operators living or working in the vicinity of sample tourist destinations of Ratnagiri district. A total of **359** usable and completed questionnaires from households & commercial units were collected and analyzed. Besides the questionnaire, unstructured interviews with residents & business operators were also conducted. Observations were recorded and transcribed while informal conversations and observations were compiled as field notes by the researcher. A total of **68** persons were interviewed under unstructured form with the average of **6** respondents to per sample place in the district. The data from the interviews are represented quantitatively and interpreted qualitatively.

In addition to local respondents; opinions of visitor’s have also examined. Sample interviews of tourist were conducted; to study their behavioural characteristics and their personal impressions towards local people, tourist products and services. Total **1225** Nos. of tourists were interviewed on sample basis at selected destinations and their level of satisfaction assessed by applying **MUSA** method i.e. Multycriteria Satisfaction Analysis; that has represented in chapter number six.

### **1.9.1 Population**

A population is defined as a set of elements; an element is defined as the basic unit that comprises the population. In the present study following four major elements were focused as targeted population.

- **Tehsils of Ratnagiri District** – To study impact of tourism in Ratnagiri district all nine tehsil of Ratnagiri district were targeted as element of population (Figure No.4.1). Out of nine tehsils seven tehsils were sampled as tourist tehsils. Khed & Lanja these two tehsils; were excluded due to lack of important/famous tourist places at present.

- **Tourist Places/Villages/Towns of Ratnagiri district** – An assessment of impact of tourism is the major object of the present study; therefore tourist settlements, places/villages/destinations of Ratnagiri were only focused as second element of population. On the basis of secondary data; such places were targeted which are most preferred by tourist on priority basis and tourism has developed at these places as an important activity. Other Settlements, villages of Ratnagiri those were not known for tourism were excluded from targeted population.

- **Households & Commercial Units at Tourist Destinations** - This study have mainly targeted total numbers of households and commercial units as an element of population those were situated within the geographical boundaries of the sample tourist places (Table No.1.5). Households defined as a group of family members staying under one roof. Any one member of that family who may be family head or a matured family member within the age group of 21 to 70 yrs was considered as respondent for the interview purpose. While commercial units i.e. CUs consist of such establishments those were carrying any tourism business or activities; it may be part of trade, manufacturing or service sector and should associated directly or indirectly with tourism. Respondents for CUs were considered as a head of the business, Chief Employer, his agent, manager and or an experienced senior employee as respondent.

- **Tourists/Visitors** – Tourists are the backbone of tourism industry. Prospect of tourism is mainly depended upon tourist response and their satisfaction level. What they purchase? How much they spend? etc. factors determinates scope of tourism industry; therefore tourist were interviewed to study their behavioural characteristics and to know their level of satisfaction in respect to various factors of tourism.

### **1.9.2 Sample Size**

A sample is defined as sub-set of population. In the present study cluster sampling methods was used while sampling the tourist destinations. Such method has employed by various professional research agencies in case of multiple categories of tourist resources. According to MTDC reports and relevant secondary data tourist resources of Ratnagiri district has divided mainly in to three categories; such as natural, religious and historical tourist resources. In addition to this; importance of tourist places were considered on the

basis of total numbers of visitors at respective place in a one calendar year. This data has also utilised to determinate; dominant tourist places of Ratnagiri district. These places were grouped in to different categories (Table No.1.4). According to secondary literatures (MTDC annual report- 2009) total 27 places of Ratnagiri district were observed as most favoured destinations in the respective groups. Out of these 27 most preferred places total 11 places/destinations were selected as study sample. Type of tourism resources and tehsil wise distribution of the places were considered while defining sample frame (Table No1.4 & 1.5).

While sampling the Households & CUs at specific tourist destinations; systematic sampling i.e. Quazi random sampling method has been used to cover specifically those respondents who were directly-indirectly associated with tourism activities and were falling within the geographical limit governed by local Grampanchayat or Municipal authority of the respective tourist destinations (Table No.1.5). Total 359 + 68 respondents including HH & CUs were interviewed as sample stakeholders in the present research. In the present study such households and commercial units are excluded those were within the boundary limit of specific tourist destinations but not directly or indirectly associated with benefits derived from tourism in that respective region. Such problem has mainly observed in Ratnagiri district due to the geographical barriers. Various settlements under one local authority can be observed in sub- divided forms due the mountains, valleys and rivers within the one village in its geographical area.

While sampling total numbers of tourist; per day visitors in aggregation of peak and off seasons at respective destinations were considered. Total 1225 tourists were sampled as targeted responded under field survey (Table No.1.6).

### **1.9.3 Method of Sampling**

Following Boyd et al. (1981) the households involved in the socio-economic survey ( $n$ ) were picked in such a way that the sampling fraction ( $n/N$ ) is at least equal to or greater than 10%, where  $N$  is the number of households at the tourist place. Place wise  $\pm$  in percentage sample numbers of can be observed due to the Such percentage The households were then chosen at random using the list prepared by the local government. The head of household or his/her representative was interviewed using a structured

questionnaire (Appendix 1). Table No.1.5 shows the list of sampled Tourist Places, the number of households sampled and the actual number of households approached.

In the present study various sampling methods have been employed; such as cluster sampling methods was used while sampling tourist places. Tourist places were categorised/grouped according to types of tourism resources; such as religious, natural and historic tourist places etc. Cluster sampling facilitated to select places from each category. Ratnagiri district has divided in to nine tehsils; purposive sampling facilitated to select those tehsils. Households and commercial establishments were main samples in the present study. While sampling these sub sets of population researcher has employed systematic sampling method. It has facilitated to select such specific respondents those were direct or indirectly benefitters of tourism developments of the respective region. At most of places local people i.e. householders are having their commercial units and therefore proper care has taken to avoid repetitive sampling. Therefore systematic sampling method has proved more beneficial in the present study to determinate local respondents. As well as quota sampling technique was used while sampling total numbers of tourist under field survey. Place wise tourists were interviewed in different numbers. Such ratio has determinate on the basis of average visitors to that place in a one calendar year.

**Table No. 1.4  
Classification of the Sampled Places  
According to Type of Tourism**

<b>S.N.</b>	<b>Name of the Sample Place</b>	<b>Type of Tourism</b>
1.	Murud	Natural + Religious
2.	Dapoli	Natural +Leisure + Historic
3.	Velas	Natural + Eco Tourism
4.	Kshetra Parshuram	Religious
5.	Guhagar	Natural + Religious
6.	Hedvi	Natural + Religious
7.	Ganpatipule	Natural + Religious
8.	Ratanagiri	Natural + Religious+ Historic
9.	Pawas	Religious
10.	Gangateerth-Rajapur	Religious
11.	Marleshwar	Natural + Religious

Researcher Compiled Data

Table No. 1.5  
**Tehsil-wise Distribution of House Holds & CU Survey at Tourist Places**  
**(Socio-Economic Survey)**

Sr. No.	Name of the Tehsil	Name of the sample Tourist Place	Aggregate Nos. of Selected HH & CUs	No. of Actual Response
1.	Dapoli	Murud	35	30
		Dapoli	60	50
2.	Mandangad	Velas	20	17
3.	Chiplun	Kshetra Parshuram	17	17
4.	Guhagar	Guhagar	45	40
		Hedvi	23	20
5.	Ratanagiri	Ganpatipule	85	70
		Ratanagiri	55	50
		Pawas	25	20
6.	Sangameshwar	Marleshwar	30	30
7.	Rajapur	Gangateerth	22	15
<b>Total -</b>		<b>11</b>	<b>418</b>	<b>359</b>
<b>+Total Unstructured Interviews -</b> (An average 06 at each place)				<b>68</b>

Table No.1.6  
**Destination-wise Distribution of Tourists Survey**

Sr. No.	Name of the Tehsil	Name of the sample Tourist Place	No. of Actual Contacted Tourists	No. of Actual Response
1.	Dapoli	• Murud	85	60
		• Dapoli	105	92
2.	Mandangad	• Velas	65	50
3.	Chiplun	• Kshetra Parshuram	100	72
4.	Guhagar	• Guhagar	130	105
		• Hedvi	70	50
5.	Ratanagiri	• Ganpatipule	250	215
		• Ratanagiri	150	130
		• Pawas	200	187
6.	Sangameshwar	• Marleshwar	200	174
7.	Rajapur	• Gangateerth	115	90
<b>Total -</b>		<b>11</b>	<b>1470</b>	<b>1225</b>

It was not easy to analyse the attitude of the tourists. Functional properties are changing according to the varying attitude & changing context of the human being. Therefore to assess the behavioural characteristics and satisfaction level of tourists' a survey was conducted in-between year 2010 & 2012 respectively in study region. The Questionnaire & personal interview method were used as survey techniques. Table No.1.6 represents the destination wise distribution of numbers of tourist surveyed in study region.

### **1.10 Limitations of the Study**

A researcher has also observed certain limitations and barriers during the course of research. Such limitations were as under.

- 1.** Lack of a comprehensive body of literature concerning socio-economic impacts of tourism about the host community in Ratnagiri district in general.
- 2.** Difficulty in obtaining some of the documents from government departments in Ratanagiri & Maharashtra State. (The researcher, however, able to rely on available network of contacts to collect as much as possible of the secondary data and currently available official documents.)
- 3.** The costs of travelling in time to time throughout Ratanagiri district was expected to add extra expenses to the financial budget of the study. This proved to be the case and in fact led to the researcher deciding not to participate personally in the distribution and collection of questionnaires in second and or third visit.
- 4.** The Study is mainly based on primary and secondary data. Some of the conclusions are based on the estimates, assumptions, observations & informal interviews Time constraint was also major factor because; certain tourists were not visiting certain places at certain time. As well as tourists were hesitating to fill up the questionnaire and they were not taking it seriously & some time there was needed to convince them.

Beyond to these limitations proper care has taken to maintain purity and quality of the present research work. Researcher has obtained expertise views to determinate quality and reality of the data where ever it was required.

## **1.11 The Design of the Thesis**

The Dissertation has divided in nine chapters & is presented in following manner in the report.

**The first Chapter** is introductory. The concept of tourism, socio-economic relevance of tourism is highlighted in this chapter in the beginning. The significance of tourism, justification of selection of topic, information about sources of data collected has discussed in the chapter. Objectives of the study and hypothesis of the research has expressed in this chapter.

The methodology of the present research, population size, sampling method used for and limitations of the study has also explained in the first chapter. The scheme of the chapter is presented at the end of the chapter.

A review of various literatures has represented in the **second chapter**. Various academicians, researchers, professionals, commercial organisations as well as Govt. agencies and NGOs have glorified tourism by contributing in the forms of data, knowledge and statistical reports. Researcher has studied such data to develop the conceptual knowledge. A brief review of such literature has represented on sample basis in the second chapter.

**The third chapter** is concerned with growth of tourism in the country, Maharashtra and mainly in Ratnagiri district. The concept of tourism and general classification of tourism have been elaborated at the beginning of this chapter. Tourism development in South Asia, India and then after Maharashtra have been examined in the first part of this chapter. Quantification of tourism in Ratnagiri district has represented in this chapter with supporting statistics and tables.

**The fourth chapter** denotes socio-economic & physical characteristics of Ratnagiri district. It consists of location, extension of district, Land use pattern, status of transport & communication as well as population & demographic characteristics, climate, Physiography etc. of the district have discussed in this chapter. Occupational structure of the district has also discussed at the end of the chapter.

The justification and descriptive information of sample tourist destinations and its socio-economic scenario have discussed in the **fifth chapter**, the socio-economic

characteristics of tourist places. Religious, natural importance, type of tourism, history of the place etc. has discussed in this chapter to highlight the available facilities and existing status of the concern tourist destinations.

The **sixth chapter** deals with the survey analysis and interpretation. This chapter represents techniques, methodologies and output of the survey results. Place wise analysis given in tabular form and its interpretation has been elaborated below the each table. This chapter fulfills the study objectives and represents the results of socio economic impacts of tourism on the study region. Indicator wise opinions in rating scale are obtained and mean as well as standard deviation has calculated. Combine results of the opinions given at the end of chapter to highlight total district level impact of the tourism.

Behavioural analysis and satisfaction index of tourists' has discussed in the **seventh chapter**. Tourists were classified according to their age composition, sex composition, economic status, education status, mode of transportation and their rate of spending etc. to study their behavioural aspects. Such data have been analysed and discussed in this chapter with the help of tables, graphs & maps. Tourists' opinions towards various services like food, shelter, Transport facilities etc. have also examined and results have represented in this chapter. A MUSA method has been used for such analysis and to study satisfaction level of tourists in respect to amenities and services that were provided to at distinct tourist destinations in Ratnagiri district.

The **eighth chapter** explains problems and prospect of tourism in Ratnagiri district. Tourism in Ratnagiri district is not much developed as equal to its capacity. The problems those are responsible for slow growth of tourism in Ratnagiri district has discussed in this chapter. As well as prospect of tourism in Ratnagiri district have also discussed in this chapter with reference to ignored tourist places and resources of Ratnagiri district.

The **ninth** i.e. last chapter is the concluding chapter. The fact full construction has been represented in this chapter with reference to research findings. Ratnagiri district has emerged as growing tourism destination of the State of Maharashtra. Its tourism potentiality is yet not properly explored. The district has vast tourism potential which can

become the major economic source and may affect significantly in respect to socio-economic development of the district. A visionary approach is required to exploit the right opportunities and to improve the basic infrastructure including road transport, hotel industry and destinations marketing. Possible solution in this regard have discussed in this chapter. The study has revealed that the community involvement is comparatively less while available tourist resources like water sports and marine transport have also not utilised in required proportion in Ratnagiri district. In this context practical suggestions have been made in this chapter.

The literature references, questionnaire and other supporting information are given at the end in a form of appendix. Tables, graphs & maps are given to elaborate topic wherever is required. Photo images are given in chapter seven to highlight tourist features of potential tourist places in Ratnagiri district.

## **CHAPTER-II**

### **REVIEW OF LITERATURES**

- 2.1 Introduction
- 2.2 Tourism
- 2.3 Tourism Industry
- 2.4 Socio-Economic Impact of Tourism
- 2.5 Host Community
- 2.6 Literature on Tourism in India
- 2.7 Conclusion

## Chapter-II

### Review of Literature

#### **2.1 Introduction**

Tourism is the topic of interest to the academicians, researchers, entrepreneurs, to the government and to everyone those who are associated it directly, indirectly. Various professional organisations, national & international organisations, Government agencies have carried different types of studies to explore various aspects of tourism and have published lot of literature; which have proved valuable source for policy makers. Researcher has referred and studied various texts, cases, reports, articles and research papers to fulfill his research objectives. Present topic is an attempt to carry the review of such literature. Researcher has studied various literatures; some of these are reviewed here on sample basis.

#### **2.2 Tourism**

Tourism is a multidimensional activity. It consists of people, places, policies & programmes. It is purposive activity by the people and for the people. It provides short term satisfaction to the tourist and offers long term benefits to the host community by contributing their socio-economic development. Tourism is very ancient activity. Travel from one place to another for the search of food & temporary shelter was the approach of tourism very early (Sheldon-1983). It has developed as an event in the modern age and become an industry with multiple stakeholders. Various experts and international organisations have contributed their thoughts to define tourism. American economist Douglas Pears (1987) gave one of the earliest definition of Tourism as, "Tourism is the sum total of the operation, mainly of an economic nature which directly relates to the entry, stay and movement of foreigners inside and outside a certain country, city or region"<sup>1</sup>. Cohen E. (1978) has attempted to define tourism in his book 'Towards Sociology of International Tourism' as; the 'Tourism' is a voluntary, temporary traveling in the expectation of pleasure<sup>2</sup>. In the Indian context very few researcher have tried to define tourism. Most of them have added few words (Gupta-1972, Kohli-1978, Khurana

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<sup>1</sup> Douglas Pears (1987)- *Tourism Today- 'A Geographical Analysis'*, Co- published in the United States of America with John Wiley & Sons, Inc.; New York, U.S.A.,

<sup>2</sup> Cohen E. (1978) - *The Impact of Tourism on the Physical Environment, Annals of Tourism Research*, Vol.5/2

& Sing-1985, Kumar & Rawat- 1992, Sharma-2001) while A. Bandopadhyay (1990) has defined it was mainly religious purpose outing in the Indian subcontinent including India, Nepal & Bhutan for the common people. This was quite conservative approach towards tourist motivations. Mac-Cannell (1973, 1976) has introduced the concept of authenticity to sociological studies of tourist motivations and experiences two decades ago. Since then, the subject has become an agenda for tourism study.<sup>3</sup>

### 2.3 Tourism Industry

Tourism is the type of service industry, which provides multi-type of employment opportunities to the people. From the economic aspect of tourism, Hall (1995) has tried to measure economic capacity of tourist areas; in respect to services and facilities<sup>4</sup>. The leading organization in generating the relevant data is the World Travel and Tourism Council (WTTC- 2000), which produces annual data on the sector's contribution to GDP, employment and exports. In addition to the activities of the Council, countries are producing their own satellite accounts (for example, India, the Philippines and Thailand). These accounts distinguish between the "travel and tourism industry" and the "travel and tourism economy". According to WTTC- Essentially, the term "industry" includes all activities in direct contact with visitors, whereas the term "economy" refers to the suppliers of goods and services to the industry. Once constructed, the accounts can be used to answer questions such as; what are the direct (industry) and indirect (economy) impacts of tourism on GDP and employment? How strong are the linkages between tourism and other sectors of the economy? What are the multipliers (the change in income and employment resulting from a change in expenditure) and the leakages (the proportion of tourist expenditure that does not remain in the economy)?<sup>5</sup>

Albert & Fredric, (1982), have presented a traditional framework of tourism industry of Guyana. According to their study; Traditional institutions and occupations still govern a large number of the island's villages and in some, these cultural traditions have even been used to manage tourism-related activities. Lodges (*losmen*) are designed along similar lines to traditional houses, with rooms often built as an annex of the central

<sup>3</sup> MacCannell, D.1973 *Staged Authenticity: Arrangements of Social Space in Tourist Settings*.American Journal of Sociology 79:589-603.

<sup>4</sup> Hall, C.M. (1995). *Tourism, Ecotourism and Protected Areas*. Gland: IUCN Publication.150 pp.

<sup>5</sup> WTTC- *World Travel & Tourism Council, Annual Report-2000*

courtyard (*penkarangan*), and are generally family owned and run. Similarly, most restaurants are managed either by families or by voluntary associations or *sekaha* with clear principles for division of work and revenues. Voluntary associations are also used for car and bicycle rentals and running minibus services. Many cultural activities have developed within the framework of mutual aid groups, known as *banjar*, which usually function around feasts. These activities require little capital and use mainly local technological resources, and are therefore well suited to the Balinese way of life.

## 2.4 Socio-economic Impact of Tourism

Hall (1995), states that the main reason why governments, particularly in developing countries encourage tourism investment is because of the expectations that it will contribute to economic development. It is also argued that tourism should be seen as a means of development in a broader sense. Various economic analysts have also described the broader sense of tourism to mean the potential of the industry to have direct socio-economic impacts on destination regions. This issue is made clear by Douglas (1987), who states that development should not only refer to economic matters but should encompass social, economic, environmental and ethical considerations such that its measurement may incorporate indicators of poverty, unemployment, inequality and self-reliance.<sup>6</sup>

The economic impacts reported in the study of Guam Visitors Bureau (2007). The study represented Tourism on Guam generated \$140.5 million in local taxes in 2005. Payroll taxes, income taxes, the gross receipts tax and the hotel tax make up the majority of the taxes received. It has also added if tourism did not exist each of the 38,769 households on Guam would have to pay an additional \$2,577 in taxes in order to maintain the current level of tax receipts. While the largest economic impacts will be to the core tourism businesses like hotels and restaurants, a report has illustrated the fact that certain industries not directly involved in travel and tourism saw significant economic benefits, sometimes larger than industries directly linked to tourism in Guam; like FIRE sector shows an economic impact similar to the food and beverage sector.<sup>7</sup>

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<sup>6</sup> Douglas, .(1987). *Geography Analysis*; John Wiley & Sons, U.S.A., New York.

<sup>7</sup> Christoper P (2007), *Guam Tourism Economic Impact*, Guam Visitors Bureau, Global Insight Inc., Eddyston, PA-

Sharma P. has prescribed the following guidelines for establishing monitoring parameters for assessing the impacts of tourism.

**1.** - Parameters for monitoring socio-cultural impacts like (demographic changes, social mobility, social cohesion, attitudes and values, practice of cultural traditions and rituals and cultural heritage). **2.**-Parameters for monitoring Economic impacts (contribution to cash income and livelihood options, land ownership, asset formation, wage rates, prevalence of child labor, reinvestment of tourism earnings in the locality and qualitative perception of linkages within the productive sectors resulting from tourism).<sup>8</sup>

Axel Schrand has defined the term social indicators and has given the framework of indicators. Within the heading of Socio-economic indicators, Socio-cultural indicators, Socio-spatial indicators and Socio-ecological indicators, the framework has simplified the task by dividing it as area of concern and Performance indicators.<sup>9</sup>

Economic development and tourism development often occur in a parallel fashion. Robinson (1996) distinguished five stages of economic development, which Cooper et al., (1998) linked to certain levels of tourism development. Romila Chawla,(2004) has examined economic impacts of tourism according to some key economic areas; such as employment, income generation, tax generation and induced investment due to the movement and concentration of people in popular tourist areas.<sup>10</sup>

Lama,(2006) has given more weightage on contribution of tourism in women development. He stated in his literature; Tourism has more effects on women's lives in destination communities. The lack of gender sensitivity in government tourism development strategies and socioeconomic inhibitions of women perpetuated by society have constrained women from more fully benefiting from opportunities availed by mountain tourism in Nepal<sup>11</sup>. Chakravarti (2002) in his research article, 'Tourism and the socio-cultural environment- a study of West Bengal'; has given an analysis of effects of tourism on socio-cultural environment in the state.

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<sup>8</sup> Sharma P.(1995) 'Tourism for Local Community Development in Mountain Areas : ICIMOD/NORAD

<sup>9</sup> Axel Schrand(1998) 'Social Indicators of Sustainable Tourism' in the book *Sustainability in Mountain Tourism* edited by Particia East et al/1998

<sup>10</sup> Chawla Romila(2004), *Economics of Tourism & Development*,Sonali Publication,New Delhi.

<sup>11</sup> Lama & Others , 'Community Bases Tourism for Conservation & Women's Development The Mountain Institute-Nepal

Goodwin, (2006) has concluded in his research paper that given the diversity of approaches and of the target beneficiaries, no single methodology can be used to measure all of them. Agencies, funders and practitioners need to evolve ways of transparently measuring the beneficiary level impact of initiatives, and of reporting these to the both to funders and other stakeholders engaged in the particular initiatives- funders and agencies should demand it, practitioners should accept that it is expected of them as good practice, and recognise that only this way can best practice can be identified and the effectiveness of the interventions be maximised. This paper has presented brief review & critique of current ways of measuring and reporting the economic impacts of tourism on national economies in the context of changing policy environment of tourism & development. He has specifically mentioned that the tourism satellite account and multipliers are unable to measure the impact of tourism on local economic development in general and poverty reduction in particular.<sup>12</sup>

Brida Juan & others (2011) have provided a planner in their study paper to those people concerned about, or opposed to, tourism planning and development in their communities. They have used PCA to group attitudes and perceptions variables to obtain uncorrelated factors. This study also presented models that explain how the hosts' opinions about tourism influence factors representing tourism development policies. They have defined the roles of public and private sectors in the context of sustainable tourism planning and development; their findings have suggested the need for a more cohesive interaction amongst implementing stakeholders, in the consideration of sustainable development. According to their study the economic, social and environmental aspects of sustainable development must include the collective interests of all stakeholders. The public sector must participate in the education and preparation of stakeholders in using data, exercising. They have stressed to collect more information about the attitude of local residents towards the possibility to implement tourism, using again the instrument of public discussions or workshops with experts.<sup>13</sup>

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<sup>12</sup> Goodwin Harold (2006),*Measuring & Reporting the impact of tourism on Poverty*, Cutting Edge research in Tourism-University of surrey, U.K.

<sup>13</sup> Brida Juan & Others, (2011), TOMTE, Univ.of Bozen, School of Economics & Management, Bolanza, SSRN-id1839244. Italy

Stynes D., (2001) has contributed to decide reliable study approaches and to design proper assessment tools to measure economic impact of tourism with special reference to economic concept & methods. He added that the variety of methods from general frame work to mathematical methods; are used to estimate tourism economic impacts. He pointed that the studies vary extensively in quality and accuracy, as well as which aspects of tourism are included. According to his view technical reports are often filled with economic terms and methods that non-economists do not understand. On the other hand, media coverage of these studies tend to oversimplify and frequently misinterpret the results, leaving decision makers and the general public with some times distorted and incomplete understanding of tourism economic effects. He has discussed suitability of input –output model and presented different kinds of multipliers reflecting which secondary effects are included and which measure of economic activity used like sales, income or employment. Stynes and Propst have developed a fairly complete microcomputer- based system for estimating economic impacts of recreation and tourism. MI-REC spreadsheets estimate visitor spending within up to 33 categories based on the number and types of visitors attracted to an area. Spending is then bridged to the IMPLAN model sectors to estimate direct, indirect and induced effects in terms of sales, income and employment. Users may estimate spending via visitor surveys or use the MI-REC database of spending profiles, compiled from previous studies.<sup>14</sup>

## 2.5 Host Community

According to Christopher (1979), it is challenging to define the term “community” precisely; nevertheless, the word can be used to refer to a group of people who exist in one particular location. Aramberri (2001) suggests that “*host societies are in fact communities, made of one piece*”<sup>15</sup>. For Williams and Lawson (2001) community is defined as “*a group of people who share common goals or opinions*”. “Host community” in particular is defined by Wall & Mathon (1982) as the “*inhabitants of the destination area*”. Similarly, Fredrick (1987) defined it as “*all those people who live within a tourist*

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<sup>14</sup> Styns & Propts, (1997) "Tourism –Economic Approaches & Methods", Prentice Hall

<sup>15</sup> Aramberri, J. (2001) 'The Host Should Get Lost Paradigms in the Tourism Theory.' *Annals of Tourism Research* 28, (3) 738-761

*destination*<sup>16</sup> In the light of the above definitions, it can be concluded that a host community consists of all those people in the host destination, whether they are homogenous or heterogeneous and regardless of whether the impacts of tourism are beneficial or otherwise.

## 2.6 Literature on Tourism in India

Piali Haladar,(2007) has focused on role of tourism as an economic engine for rural development. Her research revealed that there is huge scope for rural tourism in India. Most of people are interested to know about it but only 26% were heard about the rural tourism but they do not have much knowledge. According to her study natural tourism, Cultural tourism, Health tourism, Eco-Tourism & Village/Agro Tourism could be backbone of rural tourism in India. She has also discussed negative & positive aspects of economic & social-cultural impact of rural tourism. She has concluded that the cooperative system in rural tourism can be an effective approach in bringing positive impact in rural areas. Local people can monitor and control the negative impacts of tourism on their own society, if they have an equal stake and authority in management and development.<sup>17</sup>

Mishra & Others (2011), have represented phased growth of tourism in India. The study has analysed various efforts that have made by Government for development of tourism since 1945 to 1997. This study represents that the British Government has taken lead to develop infrastructure for the promotion of tourism in the country. After independent Indian Government has introduced separate five years plan strategy since 1951 for the socio-economic development of the country. Tourism was especially focused by the Government since second five years plan (1956). The study represented that such approach has evolved from isolated planning of single unit facilities in the Second and Third Five Year Plans. According to study the government has started to frame a national tourism policy since 1982 that has brought positive change in the scenario of tourism industry in India. The study has noticed the the Government efforts for involvement of Panchayati Raj institutions, local bodies, non-governmental organizations and the local youth in the creation of tourism facilities has also been recognized. The other major development that took place was the setting up of the India

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<sup>16</sup> These literatures found useful to define certain Key words like Host Communities, Stake holders etc.

<sup>17</sup> Haldar Piali (2007), International Marketing Conference on Marketing & Society, 8-10 April, 2007, IIMK

Tourism Development Corporation in 1966 to promote India as a tourist destination and the Tourism Finance Corporation in 1989 to finance tourism projects. Altogether, 21 Government-run Hotel Management and Catering Technology Institutes and 14 Food Craft Institutes were also established for imparting specialized training in hotel ling and catering. This study has concluded that the; much has been achieved by way of increasing air seat capacity, increasing trains and railway connectivity to important tourist destinations, four-leaning of roads connecting important tourist centers and increasing availability of accommodation by adding heritage hotels to the hotel industry. While further development has to achieve with collective participations of all stake holders.<sup>18</sup>

Similarly study carried out by Verma (1997) has focused on role of religious factors for the growth of domestic tourism. His study has given more wetaige to the hindu religious festivals with special reference to *Kumbjmela & Char Dham yatra*.The study carried out by Gaffur (1992) and Roy (2001) has discussed the role of hospitality management for the promotion of tourism with special reference to FTA & business purpose tourism. A case study of Agrawal (2005) & research article of Varti (2008) has given stress on infrastructure development & transport connectivity with special reference to poor Air connectivity as a hurdles in the growth of tourism in the country.

Overall it has observed a common view in the most of literatures that tourism potential of the India need to be explored. It can boost the economy and can stand sustainable source of development to the regional people. Cultural & natural tourism need not more investment except proper utilization of these resources with mutual collaboration of local people.

## 2.7 Conclusion

Present literature has proved valuable as secondary data to determinate the scope and nature of the present study. It has facilitated to examine the growth of tourism at worldwide. Annual and interim reports as well as other publications of WTTC have proved valuable to judge the progress and contribution of tourism in respect to Asia & Pacific region. Research articles and published papers and various literatures in texts forms; have contributed to select appropriate tools and techniques for the present

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<sup>18</sup> Mishra & Others(2011),*Emergence of Tourism :An Empirical Analysis*, Abhinav national journal for research in Commerce & Management Volume No.1 Issue No.8 ISSN 2277-1166

research. These literatures have mainly supported to define host community and to determinate nature of socio-economic impact. Research literatures of various academicians and researchers' have also observed as supportive to the findings of the present study. Such type of literature will be very much beneficial to the local tourism operator to develop competitiveness and to bring professionalism in their services.

## **CHAPTER- III**

### **ANALYSIS OF GROWTH OF TOURISM IN INDIA, MAHARASHTRA AND RATNAGIRI DISTRICT**

- 3.1. Introduction to Tourism
- 3.2. General Classification of Tourism
- 3.3. Global Tourism Scenario
- 3.4. Growth of Tourism in South Asia
- 3.5. Growth of Tourism in India
- 3.6. Growth of Tourism in Maharashtra
- 3.7. Growth of Tourism in Ratnagiri District
- 3.8. Analysis of Growth of Tourism in Ratnagiri District
- 3.9. Conclusion

## Chapter-III

### **Analysis of Growth of Tourism in India, Maharashtra and Ratnagiri District**

#### **3.1 Introduction to Tourism**

The term tourism was in practice from early years of the 19<sup>th</sup> century. Earlier the nature of tourism was restricted up to movement of people for trading and war purpose; as a result historians have contributed their thoughts on the tourism as a historical event. Sir Pandit Jawaharlal Nehru has written in his well known book ‘Discovery of India’ about the people and places of India, the said literature is a valuable document with reference to historical, economical and cultural development of the India.

In the history of tourism it has found that; there were others who traveled for religious purposes either to propagate their religions in new lands or for the purpose of pilgrimage.

While referring history of tourism; the attempt has been made to study growth & evolution of tourism. According to Oxford English Dictionary (1933:190) the tourist is, ‘one who makes a tour; for the purpose of recreation, pleasure or culture.’

Leiper (1976:4) classified tourism & recreation in different manner; such as tourism concerned with long holidays whereas recreation is not required an overnight stay.

Austrian economist Hermann V. Schulland (1910) gave one of the earliest definition of Tourism, “Tourism is the sum total of the operation, mainly of an economic nature which directly relates to the entry, stay and movement of foreigners inside and outside a certain country, city or region.”

Cohen (1978) has attempted to define tourism in his book ‘Towards Sociology of International Tourism’ as; the ‘Tourism’ is a voluntary, temporary traveling in the expectation of pleasure.

#### **3.2 General Classification of Tourism**

Tourism is known as multidimensional industry. Due to its economic development many countries stimulated tourism development in order to enhance their

national economies. In the ancient period people traveled for getting knowledge, curiosity, sight-seeing as well as to visit the religious places & for trading purpose. Today people travel for various purposes; for example climate change, rest, recreation, leisure & to maintain social status etc. Thus the tourists from different places travel in groups or individually for various purposes.

To understand the changes taking place in tourism industry according to time & period, as well as to study the problems & requirements of tourism; experts have classified it on certain grounds. This classification of tourism is based on various things such as nationality, time of travel, tourist numbers, and distance of travel as well as purposes of the tourists to visit the places. The classification of the tourism have also made on the basis of season, nature of tourists, duration, attractions of tourist places, cost of tourist places& required time. Such different classifications of tourism have discussed as under.

### **3.2.1 Classification of Tourism on the basis of Quantity of Tourists**

This classification is based on the numbers, group size of the tourists who are traveling to visit different tourist places of the region. Individual tourists, tourists group as well as tourists came under tour package are the major quantitative characteristics of this type of classification.

#### **1. Individual Tourist**

This class consists of single or family tourists who decides their own programmes and can also make changes according to their own interests and need. These tourists himself plan their routes, halting programmes & mode of transportation. Sometimes they take help of traveling agents; otherwise they can plan traveling programmes on the basis of their own experience & knowledge.

#### **2. Group Tourism / Package Tourism**

A group of tourists or families come together and plan for the tour. Travel agents generally organize these tours. Tourists are interested to visit any religious, historical and scenic places. The tours are for longer distances and for many days. Tourists do not plan any thing related to tour, it is provided by the travel agent.

### **3.2.2 Classification of Tourism on the basis of Economic Aspects of Tourism**

Tourism activity is known as capital oriented industry. Various sources generate capital for the development of this industry & vice versa for the development of country. Tourists are the important source of this type of capital. Hence the capital from where it comes, tourism classification is based as under..

#### **1. Self-Finance Tourism**

In this type of tourism, tourists themselves are spending money, according to their economic condition and requirements for e.g. tourists enjoy lodging, boarding, food, transportation and recreational facilities depending upon their standard of living. The domestic tourists and international tourists are included in this type of tourism.

#### **2. Social Tourism**

Social tourism is a type of tourism practiced by low income group & which is rendered possible & facilitated by entirely separate seasons & therefore easily recognizable service. It means the travel by a group of tourists, who cannot afford the whole expenditure of their tour. Hence some social, political organizations, social clubs, local administrator or labor organizations give some incentives to them according to their legal procedure.

### **3.2.3 Classification of Tourism on the Basis of Purpose of Tourism-**

Tourists from all over the world travel to various places depending upon their personal interests and purposes. Such travel may be vary from place to place and person to person; and are based upon the purpose of tourism, it is classified as-

#### **1. Religious Tourism:**

The main purpose of the tourism is to visit holy & religious places. This type of tourism is very popular in Asian countries than the western countries. In India tourists who visit to Kashi, Varanasi, Pandharpur, Amaranth, Badrinath, Kedarnath, Shirdi & such other places are called as religious tourists. These tourists are traveling throughout the year for religious purpose. More than one crore Indian tourists whom we called as pilgrim tourists travel in a year. These tourists stay in the religious places and travel from

one place to another place to worship the gods. They generally travel at the time of religious festivals and fairs.

## **2. Holiday Tourism:**

The main purpose of such tourism is to enjoy, to relax and to become fresh after sightseeing. Hence the people choose scenic places like hill stations, sea beaches, and ice capped mountains, forest regions, national parks etc. according to their choice. Generally when tourists have free time, holidays or children's vacations, they prefer to go to such tourist places or they can visit foreign countries also, with their families, friends or colleague. These tours are common in Europe, America and India.

## **3. Study Tourism:**

Generally students are visiting the tourist places according to their study purpose. Concern educational institutions like schools, colleges are taking lead to organise such tours. Some students go to foreign countries for their further study and they visit nearby places of tourist interests. For example, the sights like museums, exhibitions, monuments, archeological sites and educational research institutes.

## **4. To meet friends and relatives**

This one is popular format of tourism in the country. People travel within & outside the country to meet their friends or relatives who are living elsewhere. Such tourists generally visit nearby tourist places in their free time. They stay in friends or relatives houses to minimize the tour cost.

## **5. Other Purposes of Tourism**

The purpose of tourist may be professional visit or for health related issues. Some persons who are related to trade, insurance, new technologies are frequently traveling to different places of the world. The persons who have advised change in climate by their doctors also visit to some places which are known as health centers i.e. hot springs, massage-health centers and spas in Europe attract tourists from all over the world.

### **3.2.4 Classification of Tourism on the Basis of Means of Transport**

This classification of tourism is done on the basis of means of transport and it is given as -

**1.** Trekking in hilly areas or forest areas are the examples of this type. Some times in such regions animals are used for transportation. For e.g. Horses, Camels, Yaks, Elephants etc.

**2.** The tours organized with the help of buses, motors and railways are included in this category especially long distance tours are required railway or bus transportation.

**3.** Air transportation is the third major type of this category. Transportation tremendously developed after II world war. Now tourists can reach anywhere in the world within 24 hours. But air transportation is too much costly and not affordable to middleclass people or tourist. Hence in some countries government or national bank are providing loans to tourists.

**4.** Water Transportation. Before the development of railway and airways; tourists were traveling by ships to longer distances in search of new lands, resources & for trade. For e.g. Vasco-de-Gama, Columbus, Magellan were the great explorers. Today; water transportation and ocean routes are important modes of transportation for tourists.

### **3.2.5 Classification of Tourism on the Basis of Attraction of the Host Destination.**

Tourist centers are famous for specific reasons. Such tourist places attract tourists on large scale. Depending upon the tourist attraction the classification is as under.

#### **1. Sports Tourism**

The main purpose of this type of tourism is to develop sport activities in the region or country. Sports activities are also group events, like tourism. Water sports, Winter sports, Hunting, Fishing activities promote tourism. The famous sports events like Olympics, Asiyad, Tennis, Football, Cricket tournaments, Ice games attract thousands of tourists to support their teams` .The countries who organize sports activities, automatically helps for tourism development. Hence sports tourism is known as new type of tourism.

#### **2. Recreational Tourism**

When the tourists visit any places for getting enjoyment or to become refresh from their daily hectic schedule, for preparing physically and mentally fresh, is known as recreational tourism. Enjoyment and recreation are the main purposes of such tourism. In this type of tourism, the tourists want to get relief. So they choose calm and quiet places

like hill stations, sea beaches. Some tourists are interested to get knowledge to meet new people, to know new culture, traditions, local arts etc.

### **3. Business Tourism**

Business tours & tours related to exhibition, fairs are included in this type. People in their free time visit such tourist centers for getting information, knowledge of new ideas, models or varieties etc.

### **4. Leisure Tourism**

The tourists generally want to go away from their busy schedule for relief and mental peace or for becoming refresh & enjoyment. This is the main purpose of such tourists. Hence they visit the places like sea beaches & scenic beautiful places.

### **5. Pleasure Tourism**

Some people are interested to study various problems, issues according to their interest for e.g. change in climate, crowded tourists centers, potential tourist centers etc. These people travel continuously from one places to another.

### **6. Conference Tourism**

Now a day this type of tourism has become more important due to its expanding scope. The people who attend educational conferences, social, political conferences, environmental conferences or the conferences related to trade are included in this type. The people come from different countries, stay in the host countries, and enjoy the local food and culture. According to their free time they visit to near by tourist places. It helps to exchange the culture and ideas; which are beneficial to social and political unity.

### **7. Adventure Tourism**

The people who are physically fit and desire to do some adventurous work are the main tourists of this category for e.g. Trekking, hiking, rock-climbing, ice hockey, rafting, parachute jumping, water surfing, scuba diving etc. are known as adventurous sports. Younger generation is attracting towards adventure sports continuously in all over the world.

Mountain Himalaya, Sahyadri are quite suitable for trekking, rock-climbing; while flow of Narmada, Zelam, Chinab and Bias Rivers are also suitable for rafting. Scuba diving, snorkeling has already developed in Sindhudurg district. These events

including parachute jumping has huge potential to attract foreign tourists. Local people need to be trained at professional level to provide such services.

### **3.2.6 Classification of Tourism on the Basis of Tourism Period.-**

The duration of halting in the tour period is considered in this classification & it is as under.

#### **1. Short Term Tourism**

The duration of this tour is near about one week to 10 days. The tourists who cannot go for long term tours due to time or any other reason organize short term tours. Some tourists plan their tours when they have holidays less than one week.

#### **2. Long Term Tourism**

The duration of this tour is longer from one week to few months. When the people get free time more than one month; they prefer to travel, visit tourist centers in the country or even outside the country. Here people are ready to travel for longer distances and they stay nearly one day or few days at a place according to their wish & interest.

#### **3. Roving Tourism**

In this tour people are continuously traveling from one place to other place. The tourists are generally traveling for different purposes and not staying more than five nights in any tourist place. Their motto is different than the short-term tours. Especially European people travel in winter or summer vacations.

### **3.2.7 Classification of Tourism on The Basis of Seasonal Characteristics**

Tourists who plan their tours according to seasons, which are known for their specialty like winter sports, water sports, fishing, hunting etc. Tourists visit such places according to the season. Some places are getting importance due to the socio-cultural factors for e.g. cultural- religious, musical festivals, exhibitions & fairs. The places like Pandharpur, Alahabad have become overcrowded at the time of Ashadhi Ekadashi or Kumbhmela respectively. This is one more ideal example of tourism, which attracts record break tourists after every twelve years. Seasonal tourism has following sub-classes. India has such type of destinations those can attract domestic and foreign tourist in all seasons.

## **1. Winter Tourism**

In most of the countries winter is the best season for tourism. Hence many people travel to tourist places in winter for Ice games for e.g. European countries are famous for winter sports.

## **2. Summer Tourism**

Hill stations are the main attraction of tourists in summer season. Generally European & American tourists travel in the month of March to June towards the beaches for sunbath or visits cool hill stations.

## **3. Rainy Season Tourism**

The tourists who like to enjoy rain-showers are included in this category Younger generation is enjoying the rain shower tours mainly on weekends in rainy season for e.g. Mahabaleshwar, Matheran, Lonawala etc. in Maharashtra have seen overcrowded tourist places in rainy season.

### **3.2.8 Classification of Tourism on the Basis of Nature of Tourism-**

According to nature, tourism is classified as under-

#### **1. Social Tourism**

The famous tourist expert Dr. Hunziker says, Social Tourism is seen in low-income group family. Their requirements of lodging & boarding, transportation etc. are totally different from high-income group. This tourism can be identified separately due to its nature. Some people cannot fulfill their desires without the help of society hence they travel in groups. It is known as social tourism.

- Some important features of social tourism are given as**

1. Tourists go away from their residential place and the environment of tourist place is normally different from their residence.
2. Some tourists want to visit the tourist places, but due to economic conditions it is not possible, in such situations, Government, labour organizations, social clubs or local administrators share some part of their expenditure.
3. The tourists participating in social tourism are generally low-income category workers; labours & they cannot spend money on the lodging- boarding, food, transportation facilities.

## **1. Cultural Tourism**

Cultural tourism gives the idea of different customs, traditions, cultures, languages of the region. Tourists can become familiar to local life-style and it helps to promote interaction among the society. People can also change their ideas, views through knowing more about tourists & their culture also. Tourists can become enriched in the knowledge of local history, art, folk dances, crafts, monuments, music, festivals, liking-disliking, educational standards, museums & research institutions.

## **2. Historical Tourism**

Tourists are interested to visit some historical monuments, forts & places. Especially the research scholars, students are visiting these places for their personal interests.

## **3. Geographical Tourism**

Geographical places attract tourists on large numbers. The tourists are visiting these places according to their interests, for example, they go to hill stations, sea beaches, national parks and wildlife sanctuaries, waterfalls, snow peaks in their free time or convenient period. The tour duration can be short-term or long term. They can visit individually or in groups and tourists may be local or foreigners.

### **3.2.9 Classification of Tourism on the basis of Location of Tourism**

Depending upon location the classification of tourism is done as under –

#### **1. Internal Tourism**

This is a type of such tourism where tourists travel to the places within the political boundaries of a country.

#### **2. Outgoing Tourism**

Tourists, who visit to foreign countries for various purposes, are known as outgoing tourism, for example, the tourists visiting to Mauritius, Europe, and America.

#### **3. Incoming Tourism**

The tourists coming from different countries to any one country according to their desire and interest, for e.g. the Japanese, European tourists visit Indian tourist places according to their interest. These visits may be for different purposes including business

tour, leisure, to see culture & natural resources. Cricket has stood important source for foreign tourist arrivals in India.

In addition to these there are various classes of tourism; that need to be discussed in details.

The present study is also dealt with tourism developments in the region which are discussed as under.

### 3.3 Global Tourism Scenario

Source markets for international tourism have traditionally been largely concentrated in the advanced economies of Europe, the Americas and Asia and the Pacific. However, with rising levels of disposable income, many emerging economies have shown fast growth over recent years, especially in markets of Asia, Central and Eastern Europe, the Middle East, Africa and Latin America. Europe is currently still the world's largest source region generating over half of the world's international arrivals.

Table No.3.1

	International Tourist Arrivals by region of origin (Million)					Market Share in %	Growth Rate
	2000	2005	2010	2012	2013		
<b>World</b>	677	807	948	1035	1087	100	<b>60.56 %</b>
Europe	388.8	449.7	496.6	537.3	565.9	52%	<b>45.55 %</b>
Asia & The Pacific	114.2	153.2	206.3	237.2	250.3	23.0%	<b>19.17 %</b>
Americas	130.8	136.5	156.3	171.6	178.1	16.4%	<b>36.16 %</b>
Middle East	14.1	22.9	34.6	31.6	32.3	3.0%	<b>29.07 %</b>
Africa	14.1	19.3	28.3	31.9	33.4	3.15%	<b>36.87 %</b>
Origin Not Specified	14.9	25.4	26.3	25.7	26.8	2.5%	79.86 %
Same Region	532.5	630.6	728.1	799.6	840.2	77.3%	57.78 %
Other Region	130.3	150.9	194.0	210.0	219.8	20.2%	68.68 %

Source: UNWTO-May 2014

Table No.3.1 represent worldwide scenario of international tourist arrivals from 2000 to 2013. European countries have maintained their position in international travelling till 2013; this region has achieved 45.55% growth during the thirteen years span. International tourist travel at world level has increased up to 60.56% in respect to 2000. Performance of Asia & Pacific region countries is quite good in 2013; but an average growth of this region in international travel is comparatively less. According to 2013 market scenario 77.3% tourist have preferred to visit countries of their same region; proportion of such tourist was quite high in 2013. The large majority of international travel takes place within travellers' own regions, with about four out of five worldwide arrivals originating from the same region.

### **3.4 Growth of Tourism in South Asia**

During the ten-year period of fast growth in tourist arrivals, several factors contributed to the strong performance of tourism industry in most of the Asian and Pacific region. These factors included rising levels of disposable income; improvements in transportation and the introduction of low-cost airline services, easier access from traditional source markets and the emergence of new source markets, such as China and India. Moreover, the creation of new market niches such as cultural tourism, ecotourism and adventure tourism has made the tourism industry more diversified in the subcontinent.

Table No. - 3.2  
**International tourist arrivals and receipts in Asia and the Pacific, 2005-2013**

Destinations	Arrivals (Millions of People)				Receipts (billions of United States dollars)			
	2005	2010	2013	Growth 05-13	2005	2010	2013	Growth 05-13
Asia-Pacific	155.4	204.8	248.0	59.5%	138.6	255.8	358.92	159%
North-East Asia	87.6	111.5	127.0	44.9%	70.8	128.4	184.67	161%
South-East Asia	49.3	69.9	93.0	88.6%	33.4	68.77	107.39	221%
South Asia	8.0	12.0	15.5	93.7%	9.8	20.03	29.30	199%
Oceania	10.5	11.37	12.4	18%	24.5	38.58	42.55	74%

*Source:* World Tourism Organization-2014.

Asia and the Pacific recorded the fastest relative growth across all UNWTO regions, with a 6% increase in international arrivals, or 14 million more than in 2012. Africa saw an increase of 5%, equivalent to 3 million more tourists, reaching 56 million. In the Americas, international arrivals grew by 3% to 168 million, or an increase of five million. The Middle East (0%) has not yet succeeded in returning to growth, even though some destinations performed rather well and others saw a moderate recovery

Asia and the Pacific welcomed 248 million international tourists in 2013, 15 million more than in 2012. This represents an increase of 6% compared to 2012, making it the fastest growing region last year in relative terms. In terms of tourism earnings, the region recorded US\$ 359 billion, up US\$ 30 billion from 2012 (+8% in real terms). While arrivals in the region accounted for 23% of the world's total, receipts in the region accounted for 31%. As in 2012, South-East Asia was again the fastest growing sub-region both in the region and in the world in 2013, with an increase of 11% in international tourist arrivals on the back of buoyant intraregional demand. Thailand reported strong growth (+19%), welcoming 27 million tourists, 4 million more than in 2012. Among the smaller destinations, Myanmar has seen a surge in tourist arrivals in the last few years and recorded an extraordinary 52% increase in 2013. Timor-Leste (+42%) and Cambodia (+18%) also enjoyed high growth rates, as well as Vietnam (+11%), the Philippines (+10%) and Indonesia (+9%). South Asia (+6%) also showed solid growth last year as Sri Lanka welcomed 27% more tourists and Maldives 17%. The sub regions' largest destination India (7 million arrivals) posted 4% growth. North-East Asia, the largest sub region in Asia and the Pacific with over half of all international arrivals in the region, saw a 4% increase last year. Japan (+24%) led this growth, reporting over 10 million arrivals for the first time ever. Taiwan (pr. of China) (+10%) and the Republic of Korea (+9%) also experienced robust growth, as did the two Chinese Special Administrative Regions Hong Kong (+8%) and Macao (+5%). China itself, however, the region's top destination, saw a decline of 4% in arrivals compared to 2012. Oceania saw an increase of 5% in tourist arrivals last year, with leading destination Australia posting 6% growth.

The data represented in Table No. 3.2 reveals that the South Asia emerged as the most dynamic sub-region, with a two-digit percentage increase in tourism receipts, followed by North-East Asia and Oceania. South-East Asia, despite recent disasters and crises, managed to report positive annual average growth of 2.3 per cent during the period 1995 to 2005. Although Asia-Pacific destinations do not figure strongly in the list of top arrivals and earners, they are expected to dominate global economic growth in the travel and tourism industry in the years to come. *Tourism 2020 Vision*, published by the World Tourism Organization, has forecasted that international arrivals will reach nearly 1.6 billion annually by the year 2020. Furthermore, it has forecasted that, by 2020, East Asia (comprising North-East Asia and South-East Asia) and the Pacific will be receiving an estimated 397 million visitors annually.

Tourism has become a significant source of foreign exchange revenues for many countries of the region, including some least developed countries and island developing economies. For example in 2006, tourism activities in Maldives contributed 66.6 per cent of the country's gross domestic product (GDP) and accounted for 65.9 per cent of its exports, while in Vanuatu the tourism industry contributed 47.0 per cent of the country's GDP and 73.7 per cent of its total export earnings. In 3 of the other 13 least developed countries in Asia (Cambodia, Lao People's Democratic Republic and Nepal, Bhutan), tourism accounted for more than 15 per cent of export earnings.

As the developing countries of the region have become more prosperous, a significant domestic tourism market has emerged, often using the same facilities as international tourists. In India, it is estimated that there are more than 100 domestic tourists for every international tourist. Similar figures for China suggest that the ratio is 26 to 1, while for Thailand and Indonesia the ratios are 7 to 1 and 6 to 1 respectively. This type of tourism is often overlooked; yet, it brings wealthier urban dwellers to poorer marginal rural areas, providing opportunities for wealth redistribution and economic development as well as a contribution to national pride as citizens learn more about their own country.

Tourism in India is yet quite below the margin. The country is known as window of world due the multi tourist resources that are available worldwide.

### **3.5 Growth of Tourism in India**

#### **3.5.1 GDP Profile of the Country**

According to the first advance estimates of national income for the year 2012-13 of the Central Statistics Office (CSO), the Indian economy is expected to grow at its slowest pace in a decade at a mere 5 per cent in 2012-13, on the back of dismal performance by the farm, manufacturing and services sectors. The estimate is lower than the 6.2 per cent growth clocked in 2011-12 and is the lowest since 2002-03, when the economy grew by 4 per cent only.

According to the CSO's advance estimates, the growth in agriculture and allied activities are likely to lower to 1.8 per cent in 2012-13, compared to 3.6 per cent in 2011-12 and manufacturing growth is also expected to drop to 1.9 per cent in this fiscal, from 2.7 per cent achieved during the last year. Services sector, including finance, Tourism, real estate and business services are likely to grow by 8.6 per cent during this fiscal, against 11.7 per cent in the last fiscal.

#### **3.5.2 Contribution of Travel & Tourism to Indian GDP**

Travel & Tourism's importance to the wider economy continued to grow in 2013. Its total contribution comprised 9% of global GDP (US \$6.6 trillion) and generated over 260 million jobs – 1 in 11 of the world's total jobs. The industry outperformed the entire wider economy in 2012, growing faster than other notable industries such as manufacturing, financial services and retail. With such resilience in demand and an ability to generate high employment, the importance of Travel & Tourism as a tool for economic development and job creation is clear. In total, the industry contributed to over 10% of all new jobs created in 2012-13. Less restrictive visa regimes and a reduction in punitive taxation levels would help the industry to contribute even more to broader economic development and better fulfill the clear demand for international travel.

#### **3.5.3. Direct Contribution**

The direct contribution of Travel & Tourism to GDP was INR1,919.7bn (2.0% of total GDP) in 2012, and is forecast to rise by 7.0% in 2013, and to rise by 7.8% pa, from 2013-2023, to INR4,360.6bn in 2023 (in constant 2012 prices).

.India is known as window of the world. The country has all wonders within its boundary for which tourist are giving visits from different parts of the world. All wonders of the world like the desert of Sahara can be experienced in Rajasthan, snow ranges of Alps i.e. Switzerland can be experienced in Himalaya. India's wild life is rich as South African Safaris. Indian costal lines are also known for marvelous beaches and marine culture. Tourist can enjoy all seasons at different sites of the country. India's geography, history, culture, religious factors and industrial as well as technological developments are valuable tourist resources. Different religions, languages, culture & festivals of country also have tourism value. The *Kumbh Mela* a religious festival has become wonder of the world. The Tajmahal; a historic monument of country recently registered as most popular wonder of the world. Kite festival of Gujrath, Scenic beauty of Kashmir & Kerala, Forts & palaces of Rajasthan, Birds sanctuary of Bharatpur & Chilka Lake as much important as world famous caves of Ajanta & Ellora. These resources have always remained first choice of foreign tourists.

According to WTTC report in the year 2005 to 2006, India's international tourism a receipt has increased by 21.3 per cent and China's by 15.9 per cent. At the same time, India accounted for 5.8 per cent share of regional receipts while China accounted for 22.2 per cent in 2006.<sup>9</sup> Both China and India were among the top 50 tourism destinations in the world tourism. Other countries in the Asian and Pacific region among the top 50, which also had double-digit growth in international tourism receipts between 2005 and 2006 including Hong Kong, China (12.9 per cent); Japan (34.8 per cent); Russian Federation (26.3 per cent); Singapore (14.1 per cent); Thailand (22.0 per cent); and Viet Nam (71.7 per cent). As the largest and fastest growing industries of the worlds; over the period 1995-2005, international tourist arrivals grew at an average annual rate of 4.1 per cent, exceeding the 800 million mark in 2005.

India's FTA has grown by 37% in between 2007 to 2013. But overall annual growth rate has decreased by 14.3% to 4% in this period. The number of foreign tourists coming to India grew by four per cent in 2013. India's total foreign tourist arrivals in 2013 stood at 6.84 million. This pales in comparison with China's 132 million visitors and Singapore's 14 million at the end-2012 figures - (Table No.3.3).

Table No.3.3  
**Foreign Tourist Arrivals (FTA) in India and Changes in Percentage**

<b>Year</b>	<b>Nos. of FTA in India (In Million)</b>	<b>% wise growth Over the Year</b>
2007	5.08	14.3
2008	5.28	4.0
2009	5.17	-2.2
2010	5.78	11.8
2011	6.31	9.2
2012	6.58	4.3
2013	6.84	4.0

Source: Ministry of Tourism –India Tourism Statistics 2013

According to Indian scenario; tourist's safety has emerged as serious issue in 2012-13; mainly in case of female tourist. It may effect on FTA in next future if this issue is not resolved seriously. While, decreasing value of Indian Rupee may boost inbound tourists in 2014-15.

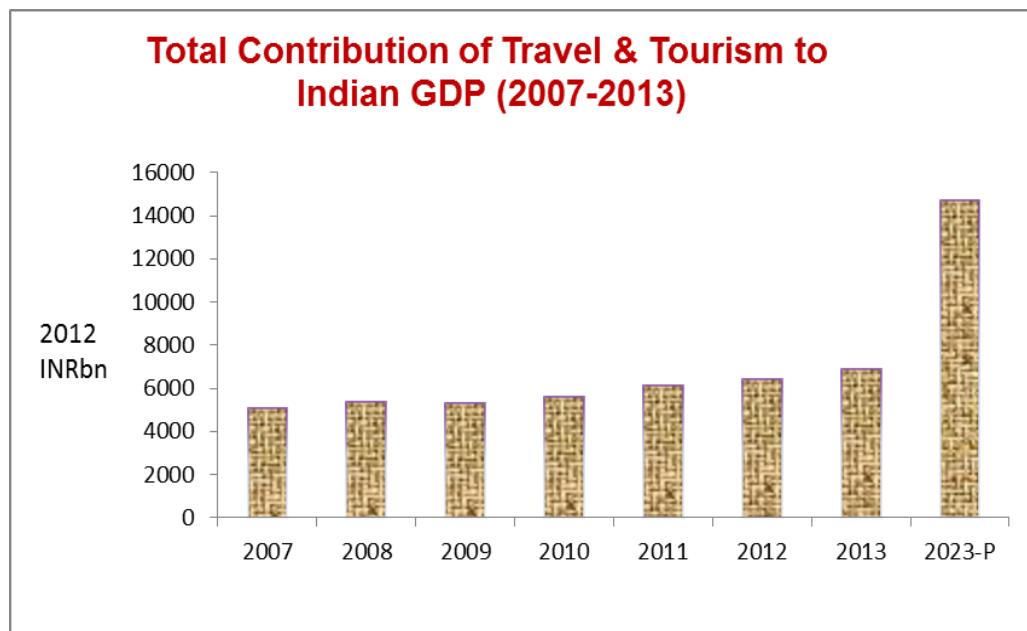
The tourism Ministry of India has honored with PATA Gold Awards 2011 for promotional activities in three different categories. India also received World Travel Award 2011 in the categories of leading destination and leading tourism boards. The tourism ministry has given preference to infrastructure as key factor in development of tourism sector. More than fifty per cent of the Ministry's expenditure on Plan schemes has incurred on development of tourism infrastructure at tourist destinations and circuits spread out through the country. As a result tourism is growing in the country. The proportion of FTA & FEE is increasing day by day such statistics has represented in Table No.2.2

During the year 2011, the number of Foreign Tourist Arrivals (FTAs) in India reached the level of 6.31 million, registering a growth of 9.2% over the FTAs of 5.78 million in 2010. The growth rate of 9.2 % in tourist arrivals in India was almost double the growth of 4.4% in tourist arrivals worldwide. The tourism sector in India, therefore, as fared quite well vis-à-vis the world. FTAs in India during 2010 were 5.78 million as compared to the FTAs of 5.17 million during 2009, showing a growth of 11.8%. FEE

from tourism, in Rupee terms, during 2011, were Rs. 77591 crore, with a growth of 19.6% as compared to the FEE of Rs.64889 crore during 2010.

Figure No. 3.1

**Tourism in India- Foreign Exchange Earnings (In US\$ Million - 2007 to 2013)**



Source: WTTC-2014

Foreign Exchange Earnings (FEE) from tourism in India during 2011 were \$16.56 billion as compared to \$ 14.19 billion in 2010, showing a growth of 16.7%. Foreign exchange earnings from tourism in 2013 grew 2.2 per cent to \$18.1 billion, compared to a growth of seven per cent in the previous years. India's travel and tourism sector is expected to be the second largest employer in the world, employing 40,037,000 by 2019 (WTTC). The tourism industry in India generated about US\$100 billion in 2008 and that is expected to increase to US\$275.5 billion by 2018 at a 9.4% annual growth rate. Domestic tourists showed a growth of 19.9 per cent in 2012 over 2011. Ministry of Tourism of India has planned to develop tourism as a first source of economy mainly in the north east seven sister states by the end of 2018. Domestic as well as FTA will be focused by providing necessary security and tourism packages.

### **3.5.4 Total Contribution**

The total contribution of Travel & Tourism to GDP was INR6, 385.1 bn (6.6% of GDP) in 2012, and is forecast to rise by 7.3% in 2013, and to rise by 7.9% pa to INR14, 722.3bn in 2023.

### **3.5.5 Investment**

Travel & Tourism investment in 2012 was INR1,761.4bn, or 6.2% of total investment. It should rise by 5.5% in 2013, and rise by 6.5% pa over the next ten years to INR3,491.2bn in 2023 (5.1% of total).

### **3.5.6 Direct Employment**

While, in 2012 Travel & Tourism directly supported 25,041,000 jobs (4.9% of total employment). This is expected to fall by 0.6% in 2013 and rise by 2.1% pa to 30,631,000 jobs (5.1% of total employment) in 2023.

### **3.5.7 Investment**

Travel & Tourism investment in 2012 was INR1,761.4bn, or 6.2% of total investment. It should rise by 5.5% in 2013, and rise by 6.5% pa over the next ten years to INR3,491.2bn in 2023 (5.1% of total).

### **3.5.8 Total Employment**

The total contribution of Travel & Tourism to employment (including wider effects from investment, the supply chain and induced income impacts) was 39,512,000 jobs in 2012 (7.7% of total employment). This was forecasted by 0.2% fall in 2013 to 39,420,500 jobs (7.6% of total employment).

Table No.3.4

#### **Total Contribution of Travel & Tourism to Employment in India - (2007-2013)**

Type of Contribution	2007	2008	2009	2010	2011	2012	2013	2023-P
Employment	47770.9	39928.5	38145.8	37834.2	39294.0	39511.9	39420.6	48591.7

Source: WTTC-2013

By 2023, Travel & Tourism is forecast to support 48,592,000 jobs (8.0% of total employment), an increase of 2.1% p.a. over the period.

Table No. 3.5  
**Total Nos. of Domestic Tourist Visits during 2007-2013**

Year	Domestic Tourists Visits (In Millions)	Annual Growth Rate
2007	526.56	13.9%
2008	563.03	6.9%
2009	668.80	18.8%
2010	747.70	11.8%
2011	864.53	15.6%
2012	1045.04	20.87%
2013	1145.28 -P	9.59%

Source: India Tourism Statistics -2013(Ministry of Tourism)

Table No. 3.6  
Share of top 10 States of India in Numbers of Domestic Tourist Visit-2012

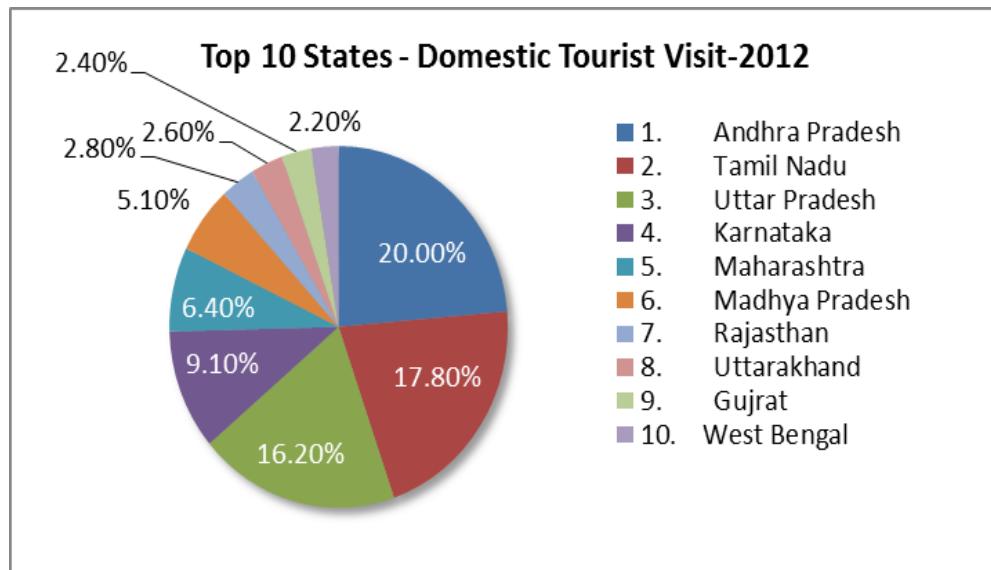
Rank	States	Domestic Tourist Visit-2012	
		Numbers	Share (%)
1.	Andhra Pradesh	206817895	20.0
2.	Tamil Nadu	184136840	17.8
3.	Uttar Pradesh	168381276	16.2
4.	Karnataka	94052729	9.1
5.	Maharashtra	66330229	6.4
6.	Madhya Pradesh	53197209	5.1
7.	Rajasthan	28611831	2.8
8.	Uttarakhand	26827329	2.6
9.	Gujrat	24379023	2.4
10.	West Bengal	22730205	2.2
	Total -	875464566	84.5
	Other States/UTs Share-	160882091	15.5
	Total-	1036346657	100

Source: India Tourism Market Research Division -2013

The *Travel & Tourism Competitiveness Report 2013* ranks India 65th out of 144 countries overall. The report ranks the price competitiveness of India's tourism sector 20th out of 144 countries. It mentions that India has quite good air transport (ranked 39th), particularly given the country's stage of development, and reasonable ground transport infrastructure (ranked 42nd). Some other aspects of its tourism infrastructure

remain somewhat underdeveloped however. The nation has very few hotel rooms per capita by international comparison and low ATM penetration.

Figure No. 3.2



According to World Travel and Tourism Council (WTTC).India will be tourism hotspot from 2009-2018, having the highest 10-year growth potential. As per Travel and Tourism Competitiveness Report 2009 by the World Economic Forum, India is ranked 11<sup>th</sup> in the Asia Pacific region and 62<sup>nd</sup> overall, moving up three places on the list of the world's attractive destinations for its natural resources, with many World Heritage Sites, both natural and cultural, rich fauna, and strong creative industries in the country. India also bagged 37<sup>th</sup> rank for its air transport network. The India Travel and Tourism industry ranked 5<sup>th</sup> for its long-term (10 years) growth and is expected to be the second largest employer in the world by 2019. More ever India has been ranked the “best country brand for value-for-money” in the Country Brand Index (CBI) survey conducted by Future Brand, a leading global brand consultancy. India also claimed the second places in the CBI’s “best country brand for history”, as well as appears among the top 5 in the best country brand for authenticity and art & culture, and the fourth best new country for business. India made it to the list of “rising stars” or the country that are likely to become

major tourist destinations in the next five years, led by the United Arab Emirates, China and Vietnam.

India is a country known for its lavish treatment to all visitors; no matter where they come from. Its visitor friendly traditions, varied life styles and cultural heritage, and colourful fairs and festivals held abiding attractions for the tourists. The other attractions include beautiful beaches, forest and wild life as well as landscape for eco-tourism, snow, rivers and mountain peaks for adventure tourism; technological parks and science museums for science tourism; centers for pilgrimage for spiritual tourism; heritage, trains and hotels for heritage tourism. Yoga, Ayurveda and natural health resorts and hill stations also stood as important tourist resources in the country.

### **3.6 Growth of Tourism in Maharashtra**

#### **3.6.1 Introduction**

Maharashtra, area wise (3.08 lakh sq. km.) & by population, (10 crore i.e. 9.4 percent of total country population as per 2001 census; whereas 11, 23, 72,972 as per 2011) stood as second largest state of the country. The population growth rate during 2001-11 was 15.99% in the State & is less than the same at national level which is 17.64%. Maharashtra is highly urbanized as compare to other states of the country; but still share of rural population is around 68 percent in total. The state occupies costal & central part of the country with a 720km costal line of Arabian Sea. The State has 35 districts which are divided into six revenue divisions viz. Konkan, Pune, Nashik, Aurangabad, Amravati and Nagpur for administrative purposes.

The State is a major contributor to the nation's economy accounting for almost 21 % of the industrial output, 13 % of the national GDP, 13.7% of total factory employment. Mumbai, the capital is regarded as the hub for financial and business activities of the country and is the headquarters of many of the large business establishments and financial institutions. The city also contributes about 60% of customs duty collections and around 40% of income tax to the national exchequer. The state industrial growth rate has remained at around 10% over the past few years and efforts are required to push this growth rate by creating an efficient infrastructure for facilitating sustained industrial production.

The agriculture & forest coverage of State was 224.5 lakh hectares and 52.1 lakh hectares respectively at the end of 2010. The major cash crops of the state are like sugarcane, soybean, cotton, oilseeds and onions. The last few years have seen a healthy shift towards horticulture crops. The State is well known for its alphanso, grapes, bananas, pomegranates and oranges.

According to state Economic survey -2012 the industrial and services sector both these sectors presently contribute about 89 per cent of the State's domestic product. The agriculture & allied activities sector contributes 11 per cent to the State's income.

The State has well spread road network of 2.87 lakh km. and that are connected about 97.5 per cent villages. As well as in addition to BOT work procedure government has encouraged huge investment in infrastructural development under public private participation scheme.

**1. Sex Ratio:** (Females per thousands male) of the state was 922 as per 2001 census where as national sex ratio was 933; whereas 1.25 Birth rate, infant mortality rate and death rate were 17.6, 31 and 6.7 respectively in 2009 as against 17.9, 33 and 6.6 in 2008 respectively.

**2.State Income:** Gross State Domestic Product (GSDP), as per the government economic survey record the GSDP of state of Maharashtra was 8.7 per cent during the year 2011-12 due to the growth of 'Agriculture & allied activities'

**3. Public Finance:** Revenue receipts of the State Government was rupees 88,498 crore during 2009-10. Actual revenue receipts during April to December, 2010 were ` 69,273 crore (71.4 per cent of budget estimates). Revenue expenditure of the State Government was 1, 01,229 crore during 2009-10.

The results of annual survey of industries (ASI) shown that the State shared 12.5 per cent of the total registered industries in India during 2007-08. The contribution of industries in the State in total value of output was 19 per cent while that in the gross value added was about 20 per cent during 2007-08. Major industries in terms of total value of output during 2007-08 are coke, refined petroleum products etc. (17.7 per cent), basic metals (12.9 per cent), chemical & chemical products (10.6 per cent), food products &

beverages (9.7 per cent) and motor vehicles & trailers (8.8 per cent). These industry groups accounted for 54 per cent of fixed capital during 2007-08.

### 3.6.2 Tourism Development in Maharashtra

The state of Maharashtra offers a wide range of themes including leisure, heritage, pilgrimage, eco, history for tourism industry in the state. It also offers various tourism circuits like water tourism, Deccan odyssey, adventure tourism etc. Maharashtra Tourism Development Corporation (MTDC) is the state government agency for promotion and regulation of tourism sector. It is also responsible for developing, managing and maintaining the tourist places in the state. Maharashtra state has been maintaining its second position in attracting a major chunk of foreign tourist arrivals in India.

The trade, hotels and restaurants sector in Maharashtra State accounts for around Rs.1,42,811 Cr., which is 16% of the Gross State Domestic Product. No specific estimates are available on the employment in the travel and tourism industry. From 1991 to 2010, the amount of FDI approved in the state for the projects in Hotel & Tourism Industry is to the tune of Rs. 6,326 Cr. for development of 95 Projects.

According survey statistics of AC Nielsen ORG-MARG growth & trends observed in Maharashtra tourism were as under during the study period.

- Total number of tourist / visitor arrivals in the state of Maharashtra during the period of 1st July 2009 - 30th June 2010 was **11,47,76,687**.
- Out of the total number of visitors, domestic tourists in Maharashtra accounted for 98% (**11, 26, 49,754**).
- Total number of foreign tourist arrivals in Maharashtra during the period of 1<sup>st</sup> July 2009 - 30th June 2010 was 21, 26,933. Foreign tourists in Maharashtra accounted for only 2% of the total tourists/ visitors to the state.
- Maximum domestic overnight tourists visited Maharashtra in the month of January 2010 (63,78, 229). Same day domestic day trippers were highest in Maharashtra in the month of January 2010 (57,70,744).
- Maharashtra saw the highest number of foreign tourist arrivals in the month of January 2010 (2,41,555). 11% of the total foreign tourists to the state visited it during the month of January 2010.

- 11% of the total number of domestic visitors/ tourists to the state visited the state during the month of January 2010. 25% of the total domestic visitors to the state visited Mumbai during the study period.
- 79% of the foreign tourists / visitors to the state of Maharashtra visited Mumbai. The next favorite is Pune (14%).
- 36% of the domestic overnight visitors/ tourists to the state of Maharashtra belong to the state of Andhra Pradesh. 11% of domestic overnight visitors are from Gujarat. This data is from the accommodation survey.
- 16% of the foreign overnight tourists / visitors are from the USA, while 13% are from United Kingdom. The most visited destination is Juhu Beach in Mumbai.
- Amongst packaged components, majority of people had opted for Travel plus accommodation. Domestic visitors spend more on accommodation than anything else.

The overall atmosphere in the State is conducive for tourist development. The tourist inflow in the State ranged between 157.80 lakh and 257.38 lakh tourists during 2005-10. Despite the MTDC being in existence for more than 35 years in the tourism sector, the number of foreign tourists who had availed the MTDC's facilities was negligible during 2005-10.

The tourism potential of the state however has not yet been fully tapped on account of lack of an integrated approach from various government departments and agencies. The important issue is that tourism is not an isolated function or activity in itself but spreads across multiple sectors and hence the role of coordination between different agencies becomes very important. Further, developing tourism industry demands capital intensive projects which have the longer gestation period of 8-12 years, depending up on the size and potential.

### **3.7 Growth of Tourism in Ratnagiri District**

Growth and development of tourism in Ratnagiri district has briefly discussed in this chapter. Descriptive analysis of tourism developments in Ratnagiri district has represented in chapter No- V &VI.

The Government of Maharashtra has made three distinct categories of tourist places of Maharashtra such as **A, B, & C** according to numbers of tourist response and

revenue generation capacity of the concern destination. On that basis the concern Govt. authority i.e. Ministry of Home has classified all tourist destinations of Ratnagiri district in **B & C** category; vide their decision in Nov. 1996. According to that policy; no any destinations of Ratnagiri district has classified in '**A**' category.

**Ganpatipule, Pawas, Velneshwar, Panhale-Kazi and Machal, Theba Palace** these **six** places are included in **B** category destination of Ratnagiri district; these destinations are being developed under State budgetary provision of Government of Maharashtra. While, **C**- category destinations of Ratnagiri district are being developed under district planning scheme. Following **74** destinations (Table No.3.7) of district are being been notified as **C**- category destinations.

During the year 2008-09 & 2009-10 Ratnagiri district has received Rs 370/- crore under special tourism package by state government for infrastructure development & maintenance of existing tourist destinations of the district and Rs. 430/- received in 2011-12 & 2013 for the same purpose. MTDC has additionally spent under special campaign to boost tourism in Konkan & especially in Ratnagiri by organising various tourism festivals in Ratnagiri district as well as outside of the Ratnagiri to promote the tourism in Konkan. It has resulted in total growth of domestic tourist arrivals in Ratnagiri district (Table No. 2.7). In the year 2010 total number of tourists increased by 11% than the year 2009 at Dapoli only; whereas such growth was 13% at Ganpatipule according to district tourism office. Total numbers of tourist have increased by 62.03% in between 2007 to 2013 in Ratnagiri district. The Ganesh festival & Holi i.e. Shimga are the main religious festivals of the district; during the period of these festivals more than 3 lakh natives give visit to Ratnagiri district to celebrate these festivals. Most of these people are migrated towards Mumbai, Pune & Gujrath for employment purpose.

Beaches, Temples, Historical Monuments, Natural Sceneries & typical Konkan village culture are the main tourist resources of Ratnagiri district. At present 53 temples, 13 beaches & 07 forts of the districts are observed as most favoured tourist destinations in Ratnagiri district. Other tourist resources are also as much as popular in Ratnagiri district including agro tourism. Agro tourism and eco-tourism resources may be important tourist attraction in the next future. Chemical industries and power generation

projects of the district has raised an opportunity of business tourism in the district. Agriculture University and other education institutes of the district are also become a source of education tourism. Other important tourist places of the district are categorised as under.

Table No- 3.7

**C-Category Tourist Destinations in Ratnagiri District**

Sr. No.	Tehsil	Name of Destinations	Total Nos.
1.	Mandangad	<i>Devacha Dongar, Mandangad Killa, Bankot Killa,Aambadve Caves</i>	04
2.	Dapoli	<i>Kelshi, Pajpandhari, Anjarle, Panhale durg, Suwarna Durg, Kanakdurg, Fatehgad, Goa Killa, Unhavare, Aambadave, Murud &amp; Dapoli</i>	12
3.	Khed	<i>Chorawane, Kartel, Wadi Beldar, Songaon , Furus, Mahipatgad, Rasalgad, Sumargad, Jamge, Caves of Khed &amp; Raghuvir Ghat</i>	11
4.	Chiplun	<i>Anari, Dalwatne, Gandhareshwar, Adere, Dervan, Gowalkot Fort, Govalkat Karenjeshwari Temple, Kolewadi durg, Bhairavgad, Parshuram &amp; Sawatsada,Turambav, Terav,</i>	13
5.	Guhagar	<i>Guhagar, Anjanvel, Hedvi, Vijaygad &amp; Modka Agar, Budhal</i>	06
6.	Sangameshwar	<i>Talawade Tileshwar, Kasba, Bhavangad, Prachitgad, Maipatgad &amp; Marleshwar</i>	06
7.	Ratnagiri	<i>Mandvi, Hatis, Ratangiri city, Ratanadurg, Purnagad, Jaygad, Malgund, Nirul, Niwali Fall, Bhatye Beach, Kalbadevi Temple &amp; Beach</i>	12
8.	Lanja	<i>Math, Satawali Gadhi</i>	02
9.	Rajapur	<i>Rantale, Dhopeshwar, Chuna kolwan, Ambolgad, Yashawantgad, RajapurGadhi, Gangateerth &amp; Hot - water Spring</i>	08
Total-			<b>74</b>

Source-District Statistic Dept. Report- 2010 (Revised List-2012)

According to Table No.3.8 it has observed that the state government has spent total Rs 352/- lakh in the year 2009-10 on development of ‘B’ category tourist places in Ratnagiri district including Theba Palace & Machal. District Planning Office as a local government has also spent also spent Rs./- lakh in total for the development of ‘C’

Category tourist places in between 2007 to 2013. At the end of 2013 the work was in progress at 21 destinations in Ratnagiri district. It has been observed that tourism has become priority sector for local Government according to their development plans. The statistics about expenditure was not available at concern offices in relation to specifications of development projects. But, most of projects are mainly concerned with infrastructure development at tourist destinations.

Table No.3.8

**Outline of Tourist Places Development Programme in Ratnagiri District  
Current Status - Ref. Year 2009-10**

Sr. N.	Name of the Tehsil	Category of Tourist Place	Nos. of Tourist Places	Work in Progress	New Sanctioned Work-Schemes	Total Schemes	Amount Incurred under Present schemes (Rs. In Lakhs)
1.	Mandangad	C	4	1	2	3	N.A.
2.	Dapoli	B	0	0	0	0	0
		C	11	0	1	1	N.A.
3.	Khed	C	12	1	4	5	N.A.
4.	Chiplun	C	10	1	2	3	15
5.	Guhagar	B	1	0	0	0	0
		C	4	3	5	8	N.A.
6.	Ratnagiri	B	3	3	0	3	281
		C	9	4	13	17	34
7.	Sangameshwar	C	6	4	4	10	N.A.
8.	Lanja	B	1	0	1	1	71
		C	2	0	1	1	N.A.
9.	Rajapur	C	6	1	4	5	N.A.

Source- District Planning Office-2010

According to MTDC regional sources in the year 2009-10 total 47.67 lakh tourists had given visit to Ratnagiri district. MTDC has offered bread and butter scheme to tourists with mutual co-operation of local people to promote domestic lodging & boarding facilities on commercial basis. It has resulted in development of private hotel industry in remote areas of district. Along with hotel industry the tourism in district has offered certain business opportunities to private tour and transport operators. As well as tourism has also offered certain employment opportunities to skilled and unskilled labours under infrastructure development programme in Ratnagiri district. The

government has recognized 32 tourist places of Ratnagiri district as heritage sites and offered special package to development of that sites. MTDC had launched special train i.e. Deccan Odissee with joint collaboration of Indian railway in Maharashtra with giving priority to Ratnagiri district to attract foreign tourist. Monsoon tourism, Agro tourism & health tourism are the proposed development projects of MTDC in Ratanagiri district under PPP scheme.

Table No.3.9  
**Current Status, Growth & Development of Tourist Sites in Ratnagiri District  
(Ref. Year 2010-11)**

Development Features			<b>Total</b>
Category of Tourist Place	<b>B</b>	<b>C</b>	
Category wise Nos. of Tourist Places	6	71	77
Nos. of Heritage Sites	5	27	32
MTDC Accommodations	2	0	2
Rooms Availability – with MTDC	140	0	140
No. of Private Hotels	72	68	140
Rooms Availability in Private Hotels	185	635	820
No. of Tourists Visited (In Lakh)	1.97	45.7	47.67
No. of Travel Agents	N.A.	15	15
Travel Vehicles with Agents	N.A.	110	110
Exp. Incurred in Dev. of Tourists Sites (In Lakhs)	352	49	401
Employment generated under Tourist Place Dev. Work (Man-hours Days)	780	1240	2020

Source: MTDC District Office-2012

### 3.8 Analysis of Growth of Tourism in Ratnagiri District.

Tourism is forever developing in South Konkan. Sindhudurga district has become as first tourism district of Maharashtra under special tourism package in 1998. It has resulted tourism development in the region. MTDC as Government agency has channelised certain programmes and projects for tourism promotion in Konkan. Such as Deccan Odyssey, scuba diving, houseboats, bread & butter scheme as well as tourism festivals etc. these events have quite succeeded to develop tourism in South Konkan. In addition to Government agency private as well as social institutions have also contributed to develop tourism in Konkan and especially in Ratnagiri district. Ratnagiri and

Sindhudurga districts are rich by tourism resources like beaches, temples, culture and historic monuments. Onward 2000 tourism scenario of the South Konkan and especially tourism in Ratnagiri district has shown major changes. Places like Dapoli, Guhagar, Pawas and Marleshwar have emerged as new tourist circuits in last decade. These places have also developed for weekend tourism. The overall tourist flow at these places including other places of Ratnagiri district has increased comparatively. Such increasing tourists flow as well as increased numbers of tourist resources is representing growth of tourism industry in Ratnagiri district. According to data represented in Table No. 3.10 it can be stated that tourism in Ratnagiri district is mainly depended upon domestic tourists. International tourist arrivals in Ratnagiri district has also increased but in total their proportion is comparatively less but their spending capacity cannot be ignored.

**Table No. 3.10  
Increase in Numbers of Tourists Arrivals in Ratnagiri District**

Sr. No.	Types of Tourists	Year		
		2007	2012	*2013
1.	Domestic	5,17,358	8,13,262	8,37,509
2.	FTA	413	1312	1467
	<b>Total</b>	<b>5,17,771</b>	<b>8,14,574</b>	<b>8,38,976</b>

Source: MTDC Report- 2012

According to MTDC report the total numbers of domestic tourists in Ratnagiri district have increased by 64% in between 2007 to 2012. According to private operators and local sources total numbers of domestic tourists has increased by more than 150% in between these five years & such growth has mainly observed at leading tourist destinations of Ratnagiri district.

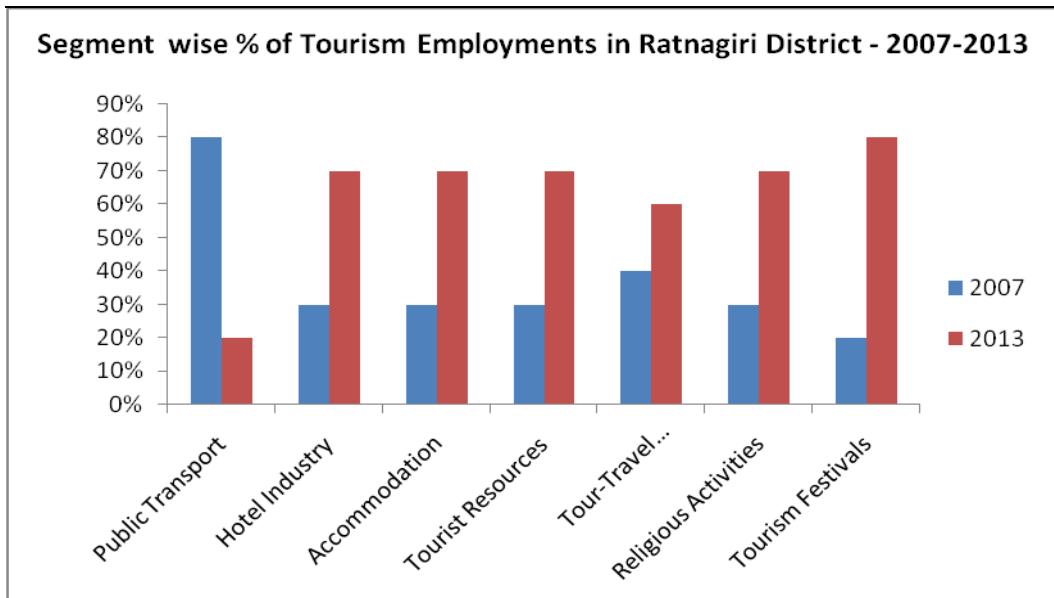
Factor wise growth of tourism industry in Ratnagiri district during 2007 to 2013 has distributed in Table No.3.11. Tourism has contributed to the overall growth of related industry in district like hotel industry, transport industry; as well as socio-cultural activities have also increased according to tourist requirements. Such growth and development is represented as under.

Table No3.11  
**% -Wise growth of Tourism factors in Ratnagiri district**  
**(Base Year- 2001)**

Sr. No.	Criterion	Phased growth in -%	
		Year-2007	Year-2013
1.	Public Transport	32%	87%
2.	Hotel Industry	43%	79%
3.	Tourist Accommodations	52%	81%
4.	Tourist Resources	37%	65%
5.	Nos. of Tour-Travel Agents	40%	60%
6.	Religious Activities	30%	45%
7.	Tourism Festivals	20%	80%

Source: Researcher compiled data on Secondary & Primary bases.

**Figure No. - 3.3**



### **3.8.1. Growth & Distribution of Tourism Employment in Ratnagiri district**

The proportion of tourism related employment in East Ratnagiri District is comparatively less than west region. Beaches and major Religious sources are mainly located to the western part of the district; tourists preferentially give visit to this region for their stay. Western side Beach places like Kelshi, Murud, Guhagar and Tavsal, Ganpatipule, Ratnagiri as well as religious places like Ganpatipule, Pawas, Guhagar, Anjarle, and Hedvi, Velneshwar etc. places have succeeded to attract 70% tourists and

have offered high share of employment in comparison to Eastern region of the district. Following table No. represents region wise differences of tourism employment in the district.

### **3.8.2 Growth and Factor wise Contribution of Tourism in Ratnagiri district.**

An assessment of contribution of tourism is quite essential to study impact of tourism in Ratnagiri district. Tourism development has direct-indirectly contributed for the growth of various factors in Ratnagiri district. Growth of these factors is useful to judge growth of tourism in Ratnagiri district. Table No.3.12 reflects factorial contribution of tourism in between 2007 to 2013. Total numbers of tourist arrivals has increased in Ratnagiri district. Such growth was by **62.03%** at the end of 2013 in respect to 2007. Tourism of Ratnagiri district is mainly depended upon domestic tourist. Proportion FTA was negligible during study period. MTDC has its own tourist accommodation in Ratnagiri district mainly at Ganpatipule & Hedvi. This activity has stood profitable for MTDC in Ratnagiri district. MTDC has achieved year wise growth in its income. At the end of 2013 such income was increased by 63.73% in comparison to 2007. MTDC has improved its intake capacity by constructing additional rooms at Ganpatipule & Hedvi due to increasing tourist flow. In the year 2007 MTDC had total 267 rooms in Ratnagiri district. MTDC has extended its capacity and has acquired additional land at Ganpatipule. At the end of 2013 MTDC had 311 rooms. During this period numbers of private lodges & their intake capacity have also increased. At the end of 2013 there were 153 licensed private lodges with 2344 rooms in Ratnagiri district; these numbers are excluding dharmashalas, trust operated dormitories, government guest houses & unregistered domestic stay facilities. Official data about total numbers of hotels and restaurants in Ratnagiri district is not available. Data is available about only those who have obtained & renewed their licenses. Total numbers of unregistered hotels & restaurants have also increased. These hotels are established mainly at tourist destinations and or close to main roads; some of these are seasonal & temporary. Total numbers of travel agents have also increased from 13 to 37. MTDC has issued separate license & necessary support to tour operators & travel agents. Other tour operators and agents who are working privately have excluded from this list due to non-availability of appropriate data.

Table No.3.12

**Year-wise Growth of Tourism Industry & its contribution in Ratnagiri District****(2006- Base Year)**

<b>Sr. No.</b>	<b>Tourism Related Factors (Contribution of Tourism)</b>	<b>2007-08</b>	<b>2008-09</b>	<b>2009-10</b>	<b>2010-11</b>	<b>2011-12</b>	<b>2012-13</b>
1.	Nos. of Tourists Arrivals (Domestic/Foreign)	5,17,358/ 413	5,90,761/ 632	7,89,131/ 279	8,01,023/ 922	8,13,262/ 1312	8,37,509/ 1,167
2.	% - Growth in MTDC – Income Accommodations	17.20%	25.44%	39.82%	47%	54.21%	63.73%
3.	Nos. of Lodges & Rooms (MTDC/ Private)	2+267/ 124+ 1448	2+267/ 131+ 1650	2+299/ 137+1987	2+299/ 145+2192	2+311/ 147+ 2217	2+311/ 153+2344
4.	Hotels & Restaurants (Licensed)	417	439	532	547	629	643
5.	Nos. of Travel Agents	13	15	21	26	30	37
6.	Increased in Nos. of Passenger Vehicles	119167	139007	149237	167449	186345	199767-P
7.	Total Length of Constructed Road	7206Kms.	7213Kms	7457Kms.	7480Kms.	7551Kms.	7640kms.
8.	MSRTCT Income (Lakh)	Rs. 11892	Rs.13479	Rs. 14142	Rs.15815	Rs. 18108	Rs.20113
9.	Share of Trade, Tourism & Hotels in GDP	16.63%	13.94%	14.32%	14.81%	15.17%	16.80%
10.	Stamp Duty & Registration Fees (In Lakh)	2109/-	3117/-	3656/-	4511/-	5514/-	6813/-
11.	Per Capita Income	43,387/-	47196/-	51964/-	61092/-	66921/-	80086/-
12.	Total Dist. Income (Net- In Lakh)	745503	864344	1059138	1252025	1336218	1553442-P
13.	Exp. Under District Plan for Tourism Dev.	Rs.43.95/- Lakh	234.87 Lakh	401.44 Lakh	413.22 Lakh	450 Lakh	517 Lakh
14.	Total Nos. of CBOs.	927	1031	1103	1197	1300	1321

Source: Socio-Economic Surveys of Ratnagiri District (2007 to 2013)

MSRTC is suffering by huge loss at state level; while tourism in Ratnagiri has contributed to boost the MSRTC in Ratnagiri district in some proportionate. Marleshwar fair, Ganga festival of Rajapur, temple of Ganpatipule as well as Ganesh & Holi (*Shimga*) festivals are important source of income for MSRTC in Ratnagiri district.

Tourism has stood as source of revenue in Ratnagiri district. Yet, it is being not treated as separate income head in district revenue. But, it's collective share in the form of trade, transport, hotels & restaurant have contributed for increase in district revenue. At the end of 2007 share of this industry was 16.80% in district revenue excluding

transport & communication services. Tourism has developed as source of income for most of people in Ratnagiri district. It has resulted in growth of per capita income in Ratnagiri district. On the eve of industrial, agricultural setback and decreased fish productivity; per capita income of Ratnagiri district has increased up to Rs. 72213/- at the end of 2013. Tourism industry is one important contributor for such growth. Tourism value of Ratnagiri district is increasing day by day; it has resulted through change in investment trend. Land & properties in Ratnagiri district at various tourist destinations has developed as source of investment i.e. real estate investments. Such land & property dealings have contributed to grow share of stamp duty & registration fees in district revenue. This share increased by 32.50% at the end of 2014 in comparison to 2007. District planning committee has also recognized tourism importance of Ratnagiri district & provided year wise separate grants for the infrastructure development at various tourist destinations in the district.. This provision was Rs. 43.95 lakh in 2007 and has increased up to Rs. 517 lakh at the end of 2013. This was an additional provision excluding special Konkan package grant provided by State Government for regional tourism development in Ratnagiri district.

Local people of Ratnagiri district have also become aware towards tourism development in their region. They have formed various community based organisations (CBO) and shown their active involvement in tourism promotion, entrepreneurship development and environmental conservations. During the study period total 65 CBO's were observed as directly associated with tourism industry in Ratnagiri district ; while other CBO's were observed as indirectly associated with tourism promotion & development in the district. Like Women's SHGs and NGOs those are working for environment conservations and cultural promotions.

In short tourism is developing as economic engine to boost district revenue through direct and induced impact. It provides jobs and business opportunities to producers and service providers.

### **3.8.3. Places wise Analysis of Growth of Tourism in Ratnagiri district**

Growth of tourism and allied industries and its social contribution at selected tourist places in Ratnagiri district has presented in following tables. This data is

represented in to three categories. Such as; quantitative growth of industry, increase in numbers of tourism activities and social contribution of tourism at that particular region.

### **3.8.3.1. Analysis of growth of tourism industry in Murud.**

Murud is a present hot destination of Dapoli tehsil. It was quite ignored prior to 2000. Local nearby tourists were major visitors and they were giving occasional visits to this place. Before 2000; there was no additional source of entertainment at Murud beach. There was only one traditional form seasonal restaurant in between 1996 to 2000. Today the scenario is different, total 19 kiosks, and 05 luxurious hotels with lodging facilities are observed in Murud. While boating, parasailing, scooter boats as well as food plazas are major attractions at Murud beach. According to local sources; before 2000 there was around 30-40 tourist were visiting Murud on weekends only at Murud. Today daily 400 to 500 tourists are giving visit to Murud including off seasons. Table No.2.13 exhibits quantitative growth of tourism in Murud.

Table No.-3.13

**Economic Growth of Tourism Industry- at Murud (2007 to 2013)**

Sr. No.	Criterion	2007	2013
1	No. of Employees in Tourism Sector	35	217
2	No. of Employers in Tourism Sector without employees	09	21
3	No. of Employers in Tourism Sector with employees	14	48
4	Nos. of Registered business units	14	29
5	% Wise Growth in Employer's Income from Tourism (2006 as base year)	05%	150%
6	% Wise Growth in Employee's per day wages (2006 as base year)	Rs. 100/-	300% (Rs. 300/-)
7	% Wise Increase in Nos. of Customers (2006 as base year)	20%	200%
8	Increase in Business Capital/ Investment	---	Yes
9	Increase in Nos. of Competitors	---	Yes
10	Increase in Infrastructure facilities	---	Yes
11	Increase in Tourism Purpose Grants	Rs. 27,000/-	Rs.70 Lakh
12	Increase in Population (2001 to 2011)	1645 (2001)	1662 (2011)

Source:- Data compiled by researcher on the basis of Primary & Secondary Sources

Today, tourism has developed as a main source of employment in Murud. Today more than 50% skilled and unskilled labours of Murud is directly associated with tourism industry. In the year 2007 total 14 employers were carrying their business without any additional employees but in the year 2012 employees are became need of business to handle the increased numbers of their customers. According to tourism operators their income has shown remarkable growth i.e. 150%+ in-between 2006 to 2012. They accept increase in numbers of their customers (200%) as well as increase in their business competition also. Organised and unorganised sources have contributed for the growth of tourism in Murud. Increasing numbers of tourists as well as increasing sources/activities of tourism have also contributed for the tourism development in Murud.

Tourism has brought several changes and improvement in Murud village. According to Table No.3.14 quantitative growth in total numbers of hotels and lodges is observed in Murud. Such growth has also observed in other elements of tourism including total numbers of booking agents and numbers of tour operators. Changes in trader shops represents opportunity to new types of business shops like Gift shops, General stores and hand crafts marts, homemade food products shops are observing in addition to grocery shops. The major growth in tourism resources have mainly observed in tourism like boating, parasailing, carting and sand biking, dolphin view rides have emerged as new tourism attractions in Murud. Tourism has also become a source of income to the local government in the form of vehicle entry fees; while different festivals like, turtle festival, food festival and beach festival have offered multiple benefits to the all stake holders in Murud. Increase in Hotels and Lodging capacity has observed as most remarkable growth at Murud in the present study period.

Table No.2.14 has revealed that tourism festivals, turtle festival, food festival have become new sources of tourism in Murud. Boating, sand biking, speed boats and mainly parasailing including sea resorts have offered new opportunities of tourism in the region. Most of local people are involved as operators in these activities. Earlier there was only one food stall at Murud beach. Now there is a chain of variety food stall s i.e. kiosks at Murud beach. Tourists like to visit Murud beach to taste such foods including fish dishes.

**Table No. 3.14**  
**Changes/Growth of Tourism Opportunities/Activities in Murud**

Sr. No.	Types	2007	2013
1.	Hotels	09	21
2.	Lodges Nos.	06	39
3.	Increase in Rooms/ Lodging Capacity	21%	80%
4.	Travel Operators	Nil	04
5.	Booking Agents	Nil	05
6.	Communication Center	04	02
7.	Nos. of Traders/ Shops	05	13
8.	Changes in Trade Shops	--	Yes
9.	Increase in Travelers Vehicles	--	Yes
10.	Increase in M.S.R.T.C. Bus service	03	08
11.	Increase in Parking/Entrée fees	--	Per day Rs. 1800/-
12.	Wine & Beer Bars	01	05
13.			Temples
14.	Increase in Entertainment Activities/Tourism Resources	1. Temples 2. Beach 3. Horse Cart	1. Temples 2. Beach 3. Horse Carts 4. Boating 5. Parasailing 6. Sand Biking 7. Carting 8. Speed Boating 9. Camel Rides 10. Beach Resorts 11. Beach Kiosks
15.	Tourism Festivals	--	1. Turtle Fest. 2. Beach Fest. 3. Food Fest.

Source: Researcher Compiled Data

Analysis of growth of tourism in Murud also represents social growth of tourism industry in Murud. Table No.3.15 represents that proportion of female employers as well as employees have increased; while opportunities derived under tourism motivated local operators to be united. Growth of various associations and NGOs is the sign of such quantitative & qualitative growth of tourism in Murud. Population of the Ratnagiri district has decreased in total but simultaneously it has increased especially at tourist

regions like Murud. It is also important sign of quantitative growth that people migrates at those places where they observe socio-economic opportunities. Toilets and bathroom facility has provided for visitors at Murud beach onward 2013; as well as Local Grampanchayat have taken initiative to regulate traffic mainly in peak season.

**Table No.3.15**  
**Social Growth of Tourism Industry at Murud (2007 to 2013)**

Sr. N.	Criterion	2007	2013
1	Increase in Nos. of Female Employer	03	11
2	% of Female Employees in Tourism Industry	40%	65%
3	Formation of Trader's Association	No	Yes
4	Formation of Auto Rickshaw Operator's Association	No	Yes
5	No. of NGOs	02	07
6	Tourism Workshops /Conferences	00	03
7	Increase in Nos. of Police/Police station	01	04
8	Increase in Social Conflicts	--	Yes
9	Waste Management Campion	No	Yes
10	Road Safety Projects	No	Yes
11	Tourist Information Centers	No	02
12	Increase in Population - (2001 to 2011)	1645 (2001)	1662 (2011)

Source:- Data compiled by researcher

Analysis of growth of tourism in Murud also represents social growth of tourism industry in Murud. Table No.3.15 represents that proportion of female employers as well as employees have increased; while opportunities derived under tourism motivated local operators to be united. Growth of various associations and NGOs is the sign of such quantitative & qualitative growth of tourism in Murud. Population of the Ratnagiri district has decreased in total but simultaneously it has increased especially at tourist regions like Murud. It is also important sign of quantitative growth that people migrates at those places where they observe socio-economic opportunities.

### **3.8.3.2 Analysis of growth of tourism industry in Dapoli.**

Dapoli is known as hill station from the period of British Empire. Later on it has developed as horticulture town due the agriculture university. Today, a town has developed as most favoured tourist destination in North Ratnagiri district. Prior 2000 an

average 15000 tourists were giving visit to Dapoli in the peak seasons; today an average one lakh and plus tourists are giving visit in the month of April & May (DHA Survey-2011). Dapoli has developed as weekend destination for the tourists of Mumbai, Pune, Sangli & Satara districts. As well as groups of farmers from all over Maharashtra are giving regular visits to Dapoli Agri. University under Maharashtra Government funded Farmers' Study Tour package. According official sources of Agriculture University the proportion of farmers' visits have increased by 40% in previous five years. Agri. University has maximised its accommodation capacity from 80 to 230 beds due to the increased numbers of visitors. Tourism has developed as source of local economy. Economic contribution of tourism industry in Dapoli has represented in Table No. 3.16

**Table No.2.16  
Economic Growth of Tourism Industry at Dapoli (2007 to 2013)**

<b>Sr. No.</b>	<b>Criterion</b>	<b>2007</b>	<b>2013</b>
1	No. of Employees in Tourism sector	75	750
2	No. of Employers in Tourism sector without employees	10	23
3	No. of Employers in Tourism Sector with employees	22	57
4	Nos. of Registered business units	17	64
5	% Growth in Employer's Income from tourism (2006 as base year)	05%	80%
6	% Growth in Employee's per day wages (2006 as base year)	Rs. 100/-	Rs. 300/-
7	% wise Increase in Nos. of Customers (2006 as base year)	20%	200%
8	Increase in Business Capital/ Investment	Yes	Yes
9	Increase in Nos. of Competitors	Yes	Yes
10	Increase in Infrastructure facilities	Yes	Yes
11	Increase in Tourism Purpose Grants (Approximate)	---	Rs. 1.30 Crore
12	Increase in Population (2001 to 2011)	15863 (2001)	15713 (2011)

Source:- Data compiled by researcher

According to Table No. 3.16 tourism has stood as good source of employment to the people of Dapoli. In between 2007 to 2012 tourism industry has offered ten time extra employment than the year of 2007. There was total 32 employers in Tourism sector with employees and without employees; this figure has reached up to 80 at the end of

2012. These employment is available mainly in hoteling, accommodations, transport and manufacturing-selling of local products. According employer their income has shown only 05% growth in the year 2007 in respective previous year; but at the end of 2012 their income increased by 80% in respective to 2006.

**Table No-3.17  
Change/Growth of Tourism Business Entity/Activities at Dapoli**

<b>Sr. No.</b>	<b>Types</b>	<b>2007</b>	<b>2013</b>
1.	Hotels	22	61
2.	Lodges Nos.	09	27
3.	Increase in Rooms/ Lodging Capacity	42	217
4.	Travel Operators	09	22
5.	Booking Agents	03	11
6.	Communication Center	14	05
7.	Changes in Trade Shops	--	Yes
8.	Increase in Travelers Vehicles	--	Yes
9.	Increase in M.S.R.T.C. Bus service	65	76
10.	Increase in Parking/Entrée fees	--	--
11.	Increase in Entertainment Activities/Tourism Resources	1. Hill Station 2. Agri. Univ.	1. Hill Station 2. Agri. Univ. 3. Cultural Fest. 4. Food Fest. 5. Agri. Univ. 6. Bio-Tech. Park 7. Paranajpe Museum 8. Eco-Village
12.	Wine & Beer Bars	06	17
13.	Tourism Festivals	--	1. Food Festival 2. Cultural Festival 3. Agro Festival

Source: Researcher Compiled Data

The numbers of registered tourism operators including hoteliers, travelling agencies have also reached up to 64 operators; which was just 18 in the year 2007. Due to the increasing demand to the labours their cost has reached up to Rs. 300/- and even to Rs. 400/- in peal periods. New tourism resources have developed in Dapoli. According

employers the percentage of their customers has increased from 20 % to 200% in between 2007-2012. District planning committee has provided Rs. 1.30 crore as additional fund under tourism development package for infrastructure development in Dapoli.

Table No- 2.17 represents the growth of tourism activities and entities in Dapoli. Hospitality industry has become major benefiter in the changing scenario of tourism in Dapoli. Agriculture University and cool climate was the major attractions in Dapoli; but various types of festivals including food festival, bio-techno Park, agro festival, village tourism etc. have become new resources of tourism in Dapoli. MSRTC have increased their buses frequency towards Dapoli from different cities like Nasik, Solapur, Beed, Belgaon Pune and Mubai. Private bus operators also have increased their numbers of buses towards Dapoli mainly from Mumbai & Pune. Local governing authority of Dapoli town, do not collects entry fees from tourists vehicles; but local people expects it should be collected that they are facing traffic and parking problems due to the increased numbers of tourists vehicles in Dapoli. Total numbers of beer bars and wine shops have increased by 17. Various shops including handicrafts, continental food courts and gift marts have also increased in Dapoli.

Multiphase developments under tourism have been observed in Dapoli. As per Table No.-3.18 people of Dapoli become more responsible towards tourism development in their region. Tourism has offered several opportunities to female population in a large proportionate. Women's Self help groups are performing very well through their sales counter especially in tourist seasons. Female employers have observed in tourism industry especially in hospitality sector. Earlier there were 07 women entrepreneurs in tourism hospitality now the figure has reached up to 21 women entrepreneurs. To grab the tourism opportunities and to ensure sustainable tourism it has observed that local institution have played vital role in Dapoli. For example Dapoli Agri. University, Dapoli Urban Bank and local municipal authorities have taken lead and conducted several tourism workshop-conferences for the local stake holders in respect to tourism hospitality.

Table No. – 3.18  
**Social Growth of Tourism Industry at Dapoli (2007 to 2013)**

<b>Sr. No.</b>	<b>Criterion</b>	<b>2007</b>	<b>2013</b>
1	Increase in Nos. of Female Employer	9	21
2	% of Female Employees in Tourism Industry	25%	60%
3	Formation of Trader's Association	Yes	Yes
4	Formation of Auto Rickshaw Operator's Association	Yes	Yes
5	No. of NGOs	06	14
6	Tourism Workshops /Conferences	05	17
7	Increase in Nos. of Police/Police station	27	34
8	Increase in Social Conflicts	No	Yes
9	Waste Management Campion	No	Yes
10	Road Safety Projects	No	Yes
11	Tourist Information Centers	No	03
12	Change in Population (2001 to 2011)	15863 (2001)	15713 (2011)

Source: Researcher Compiled Data

Dapoli Municipal Council especially awarded by State government of Maharashtra for their waste management project and Polythene/Plastic free city campion in 2012. Local NGOs are become more aware towards green environment and conducted several activities with mutual co-operation of visitors. Road safety campion with the help of N.S.S. volunteers to guide the tourists has become regular activity in the month of October, December and May due to peak period of tourism. Dapoli Agri. University as well as local NGO has established independent tourist information center with online help to guide and to communicate the tourists. Such developments have mainly observed onward 2008 in Dapoli. Therefore Dapoli has become most favoured tourist destination onward 2005. Horticulture products market is emerged as new identity of a Dapoli. People from different parts of the State are giving visit Dapoli to buy i.e. mango, coconut & cashew plants in bulk quantity. There are several registered nurseries in Dapoli. A town is also surrounded by several historical places including Harnei, Dabhol & Palgad. These things have additionally contributed for growth of tourism in the region.

### **3.8.3.3 Analysis of Growth of Tourism Industry in Velas**

Velas was ignored tourist place prior to 2004. Typical Konkan culture village with calm and clean sandy beach was quite unknown due to the lack of marketing and lack of tourism hospitality. But scenario has changed and this destination has become internationally recognised tourist destinations in 2010 due to the arrivals of foreign tourists. Ridley turtle breeding project of Velas with Mutual co-operation of Sayadry Nisarg Mitra and regional Department of forest has contributed to attract more than 5000 tourists in a season in 2009. Prior to 2005 there was hardly 100 to 150 tourists were giving visit to the Velas in a whole year; today an average 8000 tourists are giving visit to Velas. There were only 02 hotels prior to 2005; out of that one was seasonal in Velas.

**Table No.-3.19  
Economic Growth of Tourism Industry in Velas**

<b>Sr. No.</b>	<b>Criterion</b>	<b>2007</b>	<b>2013</b>
1	No. of Employees in Tourism Sector	09	27
2	No. of Employers in Tourism Sector without employees	02	13
3	No. of Employers in Tourism Sector with employees	03	09
4	Nos. of Registered business units	01	06
5	% Growth in Employer's Income from Tourism (2006 as base year)	05%	150%
6	Growth in Employee's per day wages (2006 as base year)	Rs. 100/-	Rs. 300/-
7	% wise Increase in Nos. of Customers (2006 as base year)	20%	400%
8	Increase in Business Capital/ Investment	Nil	Yes
9	Increase in Nos. of Competitors	No	Yes
10	Increase in Infrastructure facilities	No	Yes
11	Increase in Tourism Purpose Grants (Approximate)	Nil	Rs.13 Lakh
12	Increase in Population (2001 to 2011)	707 (2001)	582 (2011)

Source:- Data compiled by researcher

At the end of 2012 there were 13 employers (Table No.3.19) in lodging boarding industry. Residents of Velas are providing home based food and stay service with local food. Agriculture was the major activity in Velas today tourism has developed secondary activity in this limited population village. According local respondents their present

income from tourism has grown by 150% in respect to their previous income of the year 2007. Local entrepreneurs accept increased competition in their business. According to them other people are also interested in hospitality industry due to the increased business opportunities in the village. Local governing authority i.e. Gram-Panchayat has funded by state government under special tourism package. First time this Gram Panchayat has received such type of fund for infrastructure development.

**Table No.-3.20  
Change/Growth of Tourism Business Entity/Activities at Velas**

<b>Sr. No.</b>	<b>Types</b>	<b>2007</b>	<b>2013</b>
1.	Domestic Hotels	02	13
2.	Domestic Lodges Nos.	01	09
3.	Increase in Rooms/ Lodging Capacity	07	31
4.	Travel Operators	00	00
5.	Booking Agents	00	00
6.	Communication Center	00	01
7.	Changes in Trade Shops	--	Yes
8.	Increase in Travelers Vehicles	--	Yes
9.	Increase in M.S.R.T.C. Bus service	02	06
10.	Increase in Parking/Entrée fees	--	--
11.	Increase in Entertainment Activities/Tourism Resources	• Beach	<ul style="list-style-type: none"> <li>• Beach</li> <li>• Turtle Fest.</li> <li>• Turtle Conservation</li> <li>• Project</li> <li>• Eco-Tourism</li> <li>• Cultural Tourism</li> </ul>
12.	Wine & Beer Bars	No	No
13.	Tourism Festivals	--	<ol style="list-style-type: none"> <li>1. Food Festival</li> <li>2. Cultural Fest.</li> <li>3. Agro Fest.</li> </ol>

Source: Data Compiled by Researcher

Tourism in Velas has brought several changes in socio-economic life of local people. Ridley turtle's hatchery, calm and clean beach, local vegetarian and non vegetarian food as well as cultural activities of local people etc. have become tourist resources in Velas. Tourism development in Velas is quite initial level but it has contributed in terms of quantitative and qualitative changes in Velas. A village is situated

to the north end of Ratnagiri district. Transport is not much developed in Velas but in comparison to 2006 this scenario has positively changed. Now six buses of MSRTC and few local transport vehicles are available to visit Velas. Due to the Turtle Conservation Project this village has developed for eco-tourism. Tourists' from New Zealand, Australia, UK and other western part have given visit to Velas as eco-tourist village. Turtle festival is the major attraction for the most of tourists in Velas. But other resources need to be developed for balanced growth of tourism in Velas.

In comparison to economic development Tourism has mainly contributed for social development in Velas. Tourism has given employment opportunity mainly to the female population in Velas. In the village 70% of total employees were female employees in tourism Industry. Domestic lodging & boarding activities are also mainly operated by female employers in Velas village. Local people are much aware of sustainable tourism; therefore they are mainly involved in turtle breeding and conservation activities. Now there are four independent groups of local citizens that are working in different forms for tourism development in the region. MTDC as well as Forest department and Sahyadri Nisarga Mitra an independent Ngo has organised several workshops for the promotion of sustainable tourism in Velas.

**Table No.3.21  
Social Growth of Tourism Industry- at Velas (2007 to 2013)**

<b>Sr. No.</b>	<b>Criterion</b>	<b>2007</b>	<b>2013</b>
1.	Increase in Nos. of Female Employer	01	07
2.	% of Female Employees in Tourism Industry	40%	70%
3.	Formation of Trader's Association	---	---
4.	Formation of Auto Rickshaw Operator's Association	No	Yes
5.	No. of NGOs	00	04
6.	Tourism Workshops /Conferences	00	07
7.	Increase in Nos. of Police/Police station	00	01
8.	Increase in Social Conflicts	--	Nil
9.	Waste Management Campion	No	Yes
10.	Road Safety Projects	No	No
11.	Tourist Information Centers	No	01
12.	Increase in Population (2001 to 2011)	707 (2001)	582 (2011)

Source: Researcher Compiled Data

Such developments have mainly taken place onward 2008 in Velas Village. Local people are themselves aware of waste management and actively conducting surround cleaning operations especially at Beach site. At present tourist intake capacity of Velas village is limited, it need to be maximised in changing scenario of tourism in Velas.

### **3.8.3.4 Analysis of Growth of Tourism Industry- at Pedhe Parshuram**

Kshetra Parshuram is a religious tourist center. Tourists are observed at this place in any season due to easy access. This tourist place situated close to national highway No.8. Local respondents including tourism industry people accept continuous growth of their business. Table No.3.22 revels that growing tourism has offered an employment to 72 people at the end of 2012; which was 29 in the year 2007.

Table No.3.22  
**Economic Growth of Tourism Industry- at Parshuram (2007 to 2013)**

Sr. No.	Criterion	2007	2013
1	No. of Employees in Tourism Sector	29	72
2	No. of Employers in Tourism Sector without employees	11	07
3	No. of Employers in Tourism Sector with employees	14	34
4	Nos. of Registered business units	05	18
5	% Growth in Employer's Income from Tourism (2006 as base year)	20%	150%
6	Growth in Employee's per day wages (2006 as base year)	Rs. 100/-	Rs. 300/-
7	% wise Increase in Nos. of Customers (2006 as base year)	20%	200%
8	Increase in Business Capital/ Investment	Yes	Yes
9	Increase in Nos. of Competitors	Yes	Yes
10	Increase in Infrastructure facilities	Yes	Yes
11	Increase in Tourism Purpose Grants	Rs. 50,000/-	Rs. 2.00 Cr.
12	Increase in Population (2001 to 2011)	1296 (2001)	1386 (2011)

Source:- Data compiled by researcher

There were 25 employers engaged in the tourism industry; now it has been increased up to 30 employers. Numbers of employers without employees has decreased up to 07 only. For quick & effective services increasing numbers of customers have

insisted most of employers to have more employees in their business units. At the end of 2012 total 41 employers were directly engaged in tourism sector at Lote Parshuram. Most of employers are operating their business in a domestic form therefore numbers of registered employers were 18 only at the end of 2012. Local people those were associated with tourism industry have accepted continuous growth in numbers of their customers; as well as they have also accepted increasing competition and increasing capital requirement in their business. Tourism purpose grant given to local governing authority has also increasing; it has observed district planning committee have allotted Rs. 2.50 crore for tourism infrastructure in Lote Parshuram in between 2007 to 2012. Employer of the Lote Parshuram has accepted 20% to 200% growth in their customers.

**Table No.3.23  
Change/Growth of Tourism Business Entity/Activities at Parshuram**

Sr. No.	Types	2007	2013
1.	Hotels	07	18
2.	Lodges Nos.	06	13
3.	Increase in Rooms/ Lodging Capacity	20%	150%
4.	Travel Operators	Nil	03
5.	Tickets Booking Agents	Nil	02
6.	Communication Center	02	02
7.	Nos. of Traders/ Shops	11	18
8.	Changes in Trade Shops	Yes	Yes
9.	Increase in Travelers Vehicles	Yes	Yes
10.	Increase in M.S.R.T.C. Bus service	--	--
11.	Increase in Parking/Entrée fees	--	Per day Rs. 1200/-
12.	Increase in Entertainment Activities - Tourism Resources	• Temples	<ul style="list-style-type: none"> <li>• Temples</li> <li>• Bhakta Niwas</li> <li>• Free Meals to Devotees</li> <li>• Renovation of Temple &amp; Surrounding</li> </ul>
13.	Wine & Beer Bars	02	05
14.	Tourism Festivals	--	1. Food Fest. 2. Cultural Fest.

Source: Data Compiled by Researcher

Tourism has become more significant in Parshuram. Visitors toll are increasing day by day in Parshuram as a result temple authorities have extended intake capacity of temple to absorb increased numbers of devotees. A construction of separate *Bhakta Niwas* i.e. lodging has initiated in 2011. Table No.2.23 exhibits changing scenario of Kshetra Parshuram. Private operators also have increased capacity of their lodging and boarding facilities. Travel operators. Ticket booking etc. activities has newly developed in Kshetra Parshuram. The destination is situated on the regular travelling route therefore no separate MSRTC services are available to visit Parshuram. Bahkta Niwas, free meal on charity basis, food festival and renovating temple surrounding etc. more tourists in Kshetra Parshuram. Previously there were flowers shops and kiosks of food products; today ice cream & juice parlors, general stores, gift shops are developed according to market demand.

Tourism in Kshetra Parshuram is additionally contributing for the **social growth** of the region. Traders of Parshuram have formed their registered Association as well as local people have started tourism oriented social activities through their NGOs. A separate women's SHG came in to exist to exploit the opportunities derived under tourism development in the region.

Table No.-3.24  
**Social Growth of Tourism Industry- at Parshuram (2007 to 2013)**

<b>Sr. No.</b>	<b>Criterion</b>	<b>2007</b>	<b>2013</b>
1	Increase in Nos. of Female Employer	8	17
2	% of Female Employees in Tourism Industry	40%	70%
3	Formation of Trader's Association	No	Yes
4	Formation of Auto Rickshaw Operator's Association	---	---
5	No. of NGOs	02	05
6	Tourism Workshops /Conferences	00	01
7	Increase in Nos. of Police/Police station	01	01
8	Increase in Social Conflicts	--	Yes
9	Waste Management Campion	No	Yes
10	Road Safety Projects	No	Yes
11	Tourist Information Centers	No	01
12	Increase in Population (2001 t0 2011)	1296	1386

Source: Researcher Compiled Data

Majority shops are operated by female employers in Parshuram: as well as they have promoted local women employees by offering them suitable jobs in the tourism industry. First time local people of Parshuram have shown their interest in waste management; they feel essence of such activity due to increasing numbers of tourists in the region. A temple trustee has formed separate tourists information center to guide the tourists; as well as local NGO had organised a tourism workshop for local people. Such activities are taking place in Parshuram due to growing numbers of tourists in the region.

### **3.8.3.5 Analysis of Growth of Tourism Industry in Guhagar**

Guhagar is known for religious and beach tourism. It is central point of Hedvi, Velneshwar and Dabhol circuit. Tourism resources of Guhagar are favoured by most of tourists due to certain infrastructure development in the region. Tourism festivals and effective marketing have also contributed for growth of tourism in Guhagar & nearby region. Tourism has proved more successful activity in Guhagar. It has offered direct employment to the more than 312 people at the end of 2012; while there were 87 employees in 2007. According to perception of Local businessmen total numbers of their customers have increased up to 200% in comparison to 2006. They also accepted increase in their total income; such growth has recorded up to 200% in 2012 in respect to 50% in 2007. Total numbers of employers in the industry were 109 including both category employers i.e. with employees & without employees. Increasing competition and continuous requirement of more capital in business is also sign of growth of tourism in Guhagar. Government has also given priority for the infrastructure development in Guhagar; therefore tourism purpose special grant increased up to five crore in 2012. Table No.3.25 exhibits quantitative growth of tourism industry in Guhagar. Due to the continuous demand to the labours per day wages has also increased comparatively in Guhagar. The economy of the Guhagar was collapsed after winding up of Enron Energy Corporation; that was a leading multinational company. After ten years setback tourism industry has brought economic boom in Guhagar and in nearby villages. Local people are become employer and have offered employment also this is observed as major advantages of tourism industry in Guhagar as well as in overall Ratnagiri district.

Additional fund has provided for infrastructure development to Guhagar by converting Grampanchayat into Nagar panchayat in 2012.

**Table No-3.25  
Growth in Tourism Industry- at Guhagar (2007 to 2013)**

<b>Sr. No.</b>	<b>Criterion</b>	<b>2007</b>	<b>2013</b>
1	No. of Employees in Tourism Sector	81	312+
2	No. of Employers in Tourism Sector without employees	21	37
3	No. of Employers in Tourism Sector with employees	19	72
4	Nos. of Registered business units	14	52
5	% Wise Growth in Employer's Income from tourism (2006 as base year)	50%	200%
6	Change in Employee's wage rate (Per day ) (2006 as base year)	Rs. 100/-	Rs. 400/-
7	% wise Increase in Nos. of Customers (2006 as base year)	20%	200%
8	Increase in Business Capital/ Investment	Yes	Yes
9	Increase in Nos. of Competitors	Yes	Yes
10	Increase in Infrastructure facilities	No	Yes
11	Increase in Tourism Purpose Grants (Approx.)	Rs. 20 lakh	Rs. 05 Cr.
12	Increase in Population (2001 to 2011)	3207 (2001)	2929 (2011)

Source:- Data compiled by researcher

Tourism in Guhagar has comparatively extended in respect year 2007. Beach and temples were major tourism attraction in Guhagar. Now, boating, parasailing, carting, kids and senior's gardens and various festivals; such activities were absent before 2007. Tourists accommodations have also increased but they are not enough in the present trend of tourism in Guhagar. Numbers of travelling agents and booking agents have also increased at the end of 2012. Vehicles traffic has comparatively increased in Guhagar especially in Peak seasons parking has become serious issue in Guhagar. Parking fees has developed as new source of income in Guhagar. This service is provided at free of cost mainly in off seasons. New shops with variety products and services have taken place in Guhagar market as per tourists' requirements. Increased numbers of wine bars is also sign of new trends of tourism in Guhagar. Guhagar is also developed as weekend tourist destination. Majority Tourists from Mumbai, Pune those are working in IT sector and

other private companies including engineering-medical college students are observed at Guhagar beach on Sunday-Saturday for weekend celebrations. It has offered whole year business opportunity to the local service providers.

**Table No.3.26  
Change/Growth of Tourism Business Entity/Activities at Guhagar**

<b>Sr. No.</b>	<b>Types</b>	<b>2007</b>	<b>2013</b>
1.	Hotels	13	42
2.	Lodges Nos.	07	29
3.	Increase in Rooms/ Lodging Capacity	20%	120%
4.	Travel Operators	03	11
5.	Booking Agents	02	07
6.	Communication Center	09	0
7.	Nos. of Traders/ Shops	21	44
8.	Changes in Trade Shops	Yes	Yes
9.	Increase in Travelers Vehicles	Yes	Yes
10.	Increase in M.S.R.T.C. Bus service	47	67
11.	Increase in Parking/Entrée fees	--	Per day Rs. 2500/-
12.	Increase in Entertainment Activities/Tourism Resources	<ul style="list-style-type: none"> <li>• Beach</li> <li>• Temples</li> <li>• Bhakta Niwas</li> </ul>	<ul style="list-style-type: none"> <li>• Beach</li> <li>• Temples</li> <li>• Boating,</li> <li>• Parasailing,</li> <li>• Carting,</li> <li>• Food-festival,</li> <li>• Speed boating,</li> <li>• Camel riding,</li> <li>• Playing Garden,</li> <li>• Park for Age-olds</li> <li>• Changing Room</li> <li>• Bhakta Niwas</li> </ul>
13.	Wine & Beer Bars	04	11
	Tourism Festivals	Nil	<ol style="list-style-type: none"> <li>1. Turtle Festival</li> <li>2. Beach Festival</li> <li>3. Food Festival</li> </ol>

Source:- Data compiled by researcher

Tourism is a socio-economic activity. Quantitative growth of tourism in respect to social aspects has observed in Guhagar. Opportunities to female employers, formation of traders association as well as growth in NGOs activities and activation of new NGOs

are the features of tourism development in Guhagar. People of Guhagar are become active and responsible towards tourism development in their region. Their active involvement in waste management campion, organaisations of tourism workshops are the sign of quantitative growth of tourism in the region. Auto rickshaws and other tourist vehicles have increased in Guhagar. There was one union of local rickshaw operators; now more than 300 rickshaws with four unions are the sign of increase in numbers of travelers in such a small town with a huge tourism potential. On the eve of tourism development Guhagar has become more sensitive; certain cases of social conflicts and increased numbers of police force is an example of growth of tourism in the region.

Table No.3.27  
**Social Growth of Tourism Industry- in Guhagar (2007 to 2013)**

<b>Sr. No.</b>	<b>Criterion</b>	<b>2007</b>	<b>2013</b>
1	Increase in Nos. of Female Employer	11	18
2	% of Female Employees in Tourism Industry	40%	65%
3	Formation of Trader's Association	No	Yes
4	Formation of Auto Rickshaw Operator's Association	Yes	Yes
5	No. of NGOs	04	09
6	Tourism Workshops /Conferences	02	07
7	Increase in Nos. of Police/Police station	19	27
8	Increase in Social Conflicts	--	Yes
9	Increase in Social Conflicts	Yes	Yes
10	Waste Management Campion	No	Yes
11	Road Safety Projects	No	Yes
12	Increase in Population (2001 to 2011)	3207 (2001)	2929 (2011)

Source: Data Compiled by Researcher

### **3.8.3.6 Analysis of Economic Growth of Tourism Industry- in Hedvi**

Tourism has grown up in Hedvi. Such growth is quite slow but it has contributed to the socio-economic development of local people in Hedvi. According to Table No. 3.28 new employment opportunities, reorganization of business activities, increase in numbers of customers as well as increase in business completion etc. elements of tourism has observed in Hedvi. Local business men are quite happy due to increase in their income from business; most of them have reinvested their profit to meet future demand of

the business. Under tourism development package – 2008; first time district planning committee has provided fund for the infrastructure development in Hedvi. Such fund has also made available in the preceding years to carry new development projects in the region. According perception of local traders total figure of their customers i.e. numbers of tourists increased by 200% in between 2007 -2012. Increased labour charges and entry of new competitors has stood as new challenges for them in a present scenario of the tourism.

**Table No-3.28**  
**Economic Growth of Tourism Industry- in Hedvi (2007 to 2013)**

Sr. No.	Criterion	2007	2013
1	No. of Employees in Tourism Sector	21	65
2	No. of Employers in Tourism Sector without employees	11	15
3	No. of Employers in Tourism Sector with employees	17	21
4	Nos. of Registered business units	07	16
5	% Growth in Employer's Income from tourism (2006 as base year)	20%	100%
6	Change in Employee's per day wages (2006 as base year)	Rs. 100/-	Rs. 300/-
7	% wise Increase in Nos. of Customers (2006 as base year)	20%	200%
8	Increase in Business Capital/ Investment	Yes	Yes
9	Increase in Nos. of Competitors	Yes	Yes
10	Increase in Infrastructure facilities	No	Yes
11	Increase in Tourism Purpose Grants (Approx.)	Rs. 25,000/-	Rs. 2.00 Cr.
12	Increase in Population (2001 to 2011)	2293 (2001)	2210 (2011)

Source:- Data compiled by researcher

Tourism mainly contributes for economic development of the region. Tourism development in Hedvi has also contributed to the economic growth of the industry. Increased numbers of hotels (17) and tourist accommodations (11) are the major sign of economic growth of tourism industry in Hedvi. Existing lodge operators have also renovated their intake capacity. As compare to 2007 tourists' accommodation capacity has increased by 70% at the end of 2012. New tourism resources have emerged in Hedvi to meet the tourists' requirements. Tourism festivals, eco village, religious activities etc. elements have become tourists oriented in the region. Increased numbers of MSRTC bus

services as well as increased numbers of tourist vehicles, entry of ticket booking agents and travel operators have proved that Hedvi has emerged as a popular tourist destination in the region (Table No.3.29). Gift shops, product stalls of local SHGs and increased numbers of worship articles seller indicates the growth of tourism in the region. Numbers of tourists' vehicles have increased in Hedvi but local governing authority do not charge any entry fees at present.

**Table No. 3.29  
Change/Growth of Tourism Business Entity/Activities at Hedvi**

<b>Sr. No.</b>	<b>Types</b>	<b>2007</b>	<b>2013</b>
1.	Hotels	07	17
2.	Lodges Nos.	04	11
3.	Increase in Rooms/ Lodging Capacity	10%	70%
4.	Travel Operators	Nil	02
5.	Booking Agents	Nil	01
6.	Communication Center	02	02
7.	Nos. of Traders/ Shops	11	17
8.	Changes in Trade Shops	--	Yes
9.	Increase in Travelers Vehicles	Yes	Yes
10.	Increase in M.S.R.T.C. Bus Services	06	11
11.	Increase in Parking/Entrée fees	--	---
12.	Increase in Entertainment Activities/Tourism Resources	• Temple • Beach	• Temple • Beach • Village Tourism, • Bamboo Huts
13.	Wine & Beer Bars	01	05
14.	Tourism Festivals	1.Religious festival	1. Religious Fest. 2. Food Fest.

Source: Researcher Compiled Data

Hedvi is known as religious tourist place mainly. Beach tourism is not much developed in Hedvi. But existing tourism developments have contributed to the social growth of the region. Hotels and lodging industry have offered development opportunities to the female population in the region. Local people have formed new organisations on co-operative basis as well as in the forms of NGOs to give positive response to the tourism developments in the region. Local governing authority has taken lead to form tourist information center as well also represented to organise safety and waste management campaign in the village. Local business operators and rickshaw

operators have also formed their association in the changing scenario of tourism in the region. Such developments are comparatively slow but such growth indicates development of tourism in the region.

Table No.3.30  
**Social Growth of Tourism Industry at Hedvi (2006 to 2013)**

Sr. No.	Criterion	2007	2013
1	Increase in Nos. of Female Employer	05	06
2	% of Female Employees in Tourism Industry	40%	65%
3	Formation of Trader's Association	No	Yes
4	Formation of Auto Rickshaw Operator's A Association	No	Yes
5	No. of NGOs	02	04
6	Tourism Workshops /Conferences	00	00
7	Increase in Nos. of Police/Police station	01	01
8	Increase in Social Conflicts	--	Yes
9	Waste Management Campion	No	Yes
10	Road Safety Projects	No	Yes
11	Tourist Information Centers	No	01
12	Increase in Population (2001 t0 2011)	2293 (2001)	2210 (2011)

Source: Data Compiled by Researcher

### **3.8.3.7 Analysis of Economic Growth of Tourism Industry in Ganpatipule**

Ganpatipule is a most favoured tourist destination in Ratnagiri district. Foreign tourists are also giving visit to Ganpatipule as preferential destination in Ratnagiri district. Beach and temple of Lord Ganesha are the major tourist resources in Ganpatipule. This destination is developed as first tourist destination of the district. Such development has started prior to 2000 and is continued forever. Today i.e. at the end of 2012 more than 70% population of Ganpatipule is direct-indirectly associated with tourism industry. The flow of incoming tourists is increasing day by day. On specific occasions like *Maghi Ganesh Chaturthi* more than one lakh tourists are recorded in two days since 2010. MTDC has its own accommodation facility in Ganpatipule with deluxe rooms. MTDC has maximised its intake capacity and build up special hut based deluxe cottages to attract foreign tourists at large. Hotels and lodging industry has proved as most profitable business in Ganpatipule. The tourists those desires to stay in Ratnagiri district are giving first preference to Ganpatipule due to its religious value and mainly fo

availability of the infrastructure and supporting resources. Today i.e. at the end of 2012 there are 295 business units including hotels, lodges and other shops are observed in Ganpatipule. Such numbers are increasing day by day due to the continuous increase in numbers of visitors. Local business men accepted up to 200% growth in their income in between 2007 to 2012. As well as the also accepted increase in business completion & increase in their capital investment according to market requirements. Labour availability is quite challenging in Ganpatipule due to the continuous demand to the skilled and semi skilled labours; labour charges are also comparatively increased in Ganpatipule. Government agencies have given first priority to the infrastructure development of Ganpatipule due to high potential of the destination. Such continuous growth in grant in aid has observed at Ganpatipule. Due to the increasing numbers of tourists; temple authority has also taken initiative to construct an additional Bhakta Niwas with the increased capacity of 2000 beds.

**Table No.3.31**  
**Economic Growth of Tourism Industry- at Ganpatipule**

Sr. No.	Criterion	2007	2013
1	No. of Employees in Tourism Sector	748	1430+
2	No. of Employers in Tourism Sector without employees	42	78
3	No. of Employers in Tourism Sector with employees	89	217
4	Nos. of Registered business units	61	169
5	% Growth in Employer's Income from tourism (2006 as base year)	20%	200%
6	Change in Employee's per day wages (2006 as base year)	Rs. 150/-	Rs. 400/-
7	% wise Increase in Nos. of Customers (2006 as base year)	20%	200%
8	Increase in Business Capital/ Investment	Yes	Yes
9	Increase in Nos. of Competitors	Yes	Yes
10	Increase in Infrastructure facilities	Yes	Yes
11	Increase in Tourism Purpose Grants (Approximate)	Rs. 2 Cr.	Rs. 12 Cr.
12	Increase in Population (2001 to 2011)	1083 (2001)	1236 (2011)

Source:- Data compiled by researcher

Population distribution of Ganpatipule denotes; that the people from different part of the state as well as country has centralised in Ganpatipule due to the various economic opportunities in Ganpatipule. Total population of Ratanagiri district has decreased by four lakh but due availability of more opportunities people have migrated towards Ganpatipule as a result population graph of Ganpatipule is quite upward even in census-2011(Table No.3.31).

**Table No.3.32  
Change/Growth of Tourism Business Entity/Activities at Ganpatipule**

<b>Sr. No.</b>	<b>Types</b>	<b>2007</b>	<b>2013</b>
1.	Hotels	42	67
2.	Lodges Nos.	32	48
3.	Increase in Rooms/ Lodging Capacity	50%	80%
4.	Travel Operators	07	15
5.	Booking Agents	09	14
6.	Communication Center	09	11
7.	Nos. of Traders/ Shops	---	67
8.	Changes in Trade Shops	Yes	Yes
9.	Increase in Travelers Vehicles	Yes	Yes
10.	Increase in M.S.R.T.C. Bus service	31	48
11.	Increase in Parking/Entrée fees	--	Per day Rs. 2500/-
12.	Increase in Entertainment Activities/Tourism Resources	<ul style="list-style-type: none"> <li>• Beach</li> <li>• Temples</li> </ul>	<ul style="list-style-type: none"> <li>• Beach</li> <li>• Temples</li> <li>• Konkan Village</li> <li>• Boating,</li> <li>• Parasailing,</li> <li>• Food-festival,</li> <li>• Speed boating,</li> <li>• Camel riding,</li> <li>• Playing Garden,</li> <li>• Changing Room</li> <li>• Swimming Pool</li> </ul>
13.	Wine & Beer Bars	13	21
14.	Tourism Festivals	Nil	1. Saras Festival - Exhibition 2. Beach Festival 3. Food Festival

Source: Researcher Compiled Data

Growing tourists flow and their expectations have brought certain changes in tourism resources of Ganpatipule. Such changes have mainly observed in types of hotels including lodging and food services. Now, continental food is easily available in Ganpatipule in all seasons. Numbers of star category hotels, lodges and other shops have comparatively increased in Ganpatipule. While such growth has also observed in case of travel operators and booking agents. Local village Panchayat has started collection of vehicle entry fees. Such fund will be utilised to resolve parking and traffic issue in Ganpatipule. New tourism resources have been developed in Ganpatipule including boating, parasailing, museum of traditional life of Konkan as well as swimming pool, playing garden and seasonal festivals have become additional tourists attraction in Ganpatipule (Table No.3.32). *Saras* festival of Ganpatipule has proved an opportunity to the tourists as well as local manufacturers. Since 2009 Women's Self Help Groups from different corner of Konkan are attending these festivals to sale their home made products and every year their sale has increased in good proportion as compare to previous year sales. Increased numbers of wine & bear bar are also important sign of changing scenario of tourism in Ganpatipule.

Table No-3.33  
**Social Growth of Tourism Industry- at Ganpatipule (2007 to 2013)**

<b>Sr. No.</b>	<b>Criterion</b>	<b>2007</b>	<b>2013</b>
1	Increase in Nos. of Female Employers	27	43
2	% of Female Employees in Tourism Industry	20%	50%
3	Formation of Trader's Association	Yes	Yes
4	Formation of Auto Rickshaw Operator's Association	Yes	Yes
5	No. of NGOs including SHGs	03	16
6	Tourism Workshops /Conferences	03	11
7	Increase in Nos. of Police/Police station	17	21
8	Increase in Social Conflicts	--	Yes
9.	Waste Management Campion	Yes	Yes
10.	Road Safety Projects	Yes	Yes
11.	Tourist Information Centers	No	Yes
12	Increase in Population (2001 to 2011)	1083 (2001)	1236 (2011)

Source: Researcher compiled data

Tourism has mainly contributed for socio-economic growth of Ganpatipule. Proportion of female employees has reached around 50% of total employees. Ganapati Temple Authority has mainly given preference to female employees in their various activities. As well as new self help groups of local women's are also came in to exist to grab benefits of tourism in the region. Their food and products stall, catering services as well home based multiple services have created their own space in tourism industry of Ganpatipule. These groups had organised special workshops for their members with reference to tourism marketing and hospitality management. Similarly other NGOs have also become more aware towards waste management including maintaining of beach environment. There are five different associations of local businessmen. Most of star category hoteliers have set tourism information counter within their offices; while MTDS has also set separate tourist information center with call center and documentary show and photo gallery to entertain the incoming tourists. Such development denotes day by day growth of tourism in Ganpatipule.

### **3.8.3.8 Analysis of Growth of Tourism Industry- in Ratnagiri**

Ratnagiri city is the head quarter place and also known as historical and religious tourist destination of the district. Most of tourists those give visit to Konkan are also giving visit to Ratnagiri city due to its central location vice versa touristic importance of the place. It has resulted in growth of tourism industry in the city. According to local respondents numbers of tourists have increased by 200% in respect 2007. Numbers of hotels and lodges have also increased. At the end of 2012 there were 101 business units in the city that were directly associated with tourism industry. Most of respondents have accepted that their income is growing (by 200%) day by day due to the increasing numbers of tourists in the city. As per their perceptions Labour charges are also increased up to Rs. 400/- and they feel this issue becomes more critical in peak season. Most of businessmen have made repetitive investment in their business to meet the additional requirement of fixed and working capital of their business. Increasing competition as well renovation of the city to attract more tourists also indicates growth of tourism in Ratnagiri city.

Increased numbers of hotels, lodges and overall increment in revenue of those respondents who are directly-indirectly associated with tourism industry in Ratnagiri city has proved that tourism is growing in Ratnagiri city. Increased tourist traffic has became challenging task to the city police in Ratnagiri city; especially at Bhatye beach and Mirya beach due the heavy rush of tourists on holidays. MTDC has re-explored tourist resources of the city with joint collaboration if city municipal authority. Total nine spots have been explored and renovated by judging their tourism potentials. As well as certain activities like tourism festivals, boating, parasailing, musical nights etc. have been initiated with the mutual help of NGOs and professional groups. MTDC has made a special documentary on Ratnagiri city to highlight the tourist resources of the city. As a result local people accepts tourism boom in the city especially onward 2007. The State Government of Maharashtra has planned to reinstitute the air transport in Ratnagiri district. A renovation of Ratnagiri air port is in process and passenger transportation is planned up to the end of 2015. This may attract international tourists at large.

**Table No.3.34**  
**Economic Growth of Tourism Industry- at Ratnagiri (2007 to 2013)**

Sr. N.	Criterion	2007	2012
1	No. of Employees in Tourism Sector	--	---
2	No. of Employers in Tourism Sector without employees	19	29
3	No. of Employers in Tourism Sector with employees	40	72
4	Nos. of Registered business units	14	52
5	% Growth in Employer's Income from tourism (2006 as base year)	50%	200%
6	Change in Employee's per day wages (2006 as base year)	Rs. 100/-	Rs. 400/-
7	% wise Increase in Nos. of Customers (2006 as base year)	20%	200%
8	Increase in Business Capital/ Investment	Yes	Yes
9	Increase in Nos. of Competitors	Yes	Yes
10	Increase in Infrastructure facilities	Yes	Yes
11	Increase in Tourism Purpose Grants (Approx)	Rs.	Rs. 5 Cr.
12	Increase in Population (2001 to 2011)	79620 (2001)	76229 (2011)

Source:- Data compiled by researcher

Table No.3.35

**Change/Growth of Tourism Business Entity/Activities at Ratnagiri**

Sr. No.	Types	2007	2011
1.	Hotels	30	41
2.	Lodges Nos.	23	31
3.	Increase in Rooms/ Lodging Capacity	20%	80%
4.	Travel Operators	Nil	11
5.	Booking Agents	Nil	07
6.	Communication Center	09	0
7.	Nos. of Traders/ Shops	21	44
8.	Changes in Trade Shops	--	Yes
9.	Increase in Travelers Vehicles	--	Yes
10.	Increase in M.S.R.T.C. Bus service	47	67
11.	Increase in Parking/Entrée fees	--	Per day Rs. 2500/-
12.	Increase in Entertainment Activities /Tourism Resources	<ul style="list-style-type: none"> <li>• Beach</li> <li>• Temples</li> <li>• Historical Monuments</li> </ul>	<ul style="list-style-type: none"> <li>• Beach</li> <li>• Temples</li> <li>• Theba Palace</li> <li>• Ratnaduraga Fort</li> <li>• Tilak Memorial</li> <li>• Veer Savarkar</li> <li>• Memorial</li> <li>• Boating,</li> <li>• Parasailing,</li> <li>• Food-festival,</li> <li>• Speed boating,</li> <li>• Camel riding,</li> <li>• Playing Garden,</li> <li>• Park for Age-olds</li> <li>• Changing Room</li> <li>• Bhakta Niwas</li> </ul>
13.	Wine & Beer Bars	04	11
14.	Tourism Festivals	Nil	<ol style="list-style-type: none"> <li>1. Turtle Festival</li> <li>2. Beach Festival</li> <li>3. Food Festival</li> </ol>

Source: Researcher Compiled Data

Social contribution of the tourism in Ratnagiri city is need to be examined. Local people are become more through there citizen's forums to conserve environment and historic resources of the city. There are several video CDs and printed literatures have made available by local groups to promote the tourism in the city. MSTRC has arranged

separate Tourist Bus for sightseeing in Ratnagiri city (Table No.3.36) MTDC, district Collectorate office as well as various local organisations including educational institutes have organised several workshops and conference in between 2007-2012 for the promotion of tourism in the region.

A separate diploma and degree courses have introduced by the regional Hotel Management Academic institutions as well as by University of Mumbai in Ratnagiri city, to develop skilled employable youth to grab tourism opportunities in the city & region. These various activities denote social growth of tourism industry in Ratnagiri city. Waste management project has activated at Bhatye beach for pollution free disposal of garbage; local people are also working to maintain beauty, cleanliness and environment of Bhatye beach.

Table No.3.36  
**Social Growth of Tourism Industry- at Ratnagiri (2007 to 2013)**

<b>Sr. No.</b>	<b>Criterion</b>	<b>2007</b>	<b>2013</b>
1	Increase in Nos. of Female Employers	11	18
2	% of Female Employees in Tourism Industry	40%	65%
3	Formation of Trader's Association	Yes	Yes
4	Formation of Auto Rickshaw Operator's Association	Yes	Yes
5	No. of NGOs	07	13
6	Tourism Workshops /Conferences	03	09
7	Increase in Nos. of Police/Police station	27	34
8	Increase in Social Conflicts	Yes	Yes
9	Waste Management Campion	Yes	Yes
10	Road Safety Projects	Yes	Yes
11	Tourist Information Center	Yes	Yes
12	Increase in Population (2001 to 2011)	79620 (2001)	76229 (2011)

### **3.8.3.9 Analysis of Economic Growth in Tourism Industry- at Pawas**

Swami Swaroopanand Samadhi Temple and beautiful surrounding is the major tourist resources in Pawas. Various activities of Swami Swaroopanand trust is the major source of employment to the local people. Trust conducts various activities like Bhakta Niwas, meals on charity basis (*Annachhatra*) as well as meditation center and religious

school etc. Total 43 people have received employment at the end of 2012 under these activities. Local hotels and lodges including various trade marts have offered employment opportunity to the other people. Most of tourists preferred one day stay in such natural & spiritual environment of the Ashram. Onward 2007 due to heavy rush private tourists homes are came in to exist. Trust can accommodate 250 tourists at a time but it has observed more than 2000 tourists visits at time for stay in Pawas. Trust has planned to construct one more *Bhakta Niwas* i.e. tourist home before 2015. Local traders have accepted that their business has increased up to 200% in the previous five years. As well as they have accepted that the numbers of competitors have increased; as a result most of them have added more capital to maintain business competitiveness. Today i.e. at the end of 2012 total 48 employers were directly associated with tourism industry in Pawas.

Table No.3.37  
**Economic Growth of Tourism Industry- at Pawas (2007 to 2013)**

<b>Sr. N.</b>	<b>Criterion</b>	<b>2007</b>	<b>2013</b>
1	No. of Employees in Tourism Sector	72	137
2	No. of Employers in Tourism Sector without employees	21	17
3	No. of Employers in Tourism Sector with employees	14	31
4	Nos. of Registered business units	13	21
5	% Growth in Employer's Income from tourism (2006 as base year)	20%	200%
6	Change in Employee's per day wages (2006 as base year)	Rs. 100/-	Rs. 300/-
7	% wise Increase in Nos. of Customers (2006 as base year)	20%	250%
8	Increase in Business Capital/ Investment	Yes	Yes
9	Increase in Nos. of Competitors	Yes	Yes
10	Increase in Infrastructure facilities	No	Yes
11	Increase in Tourism Purpose Grants (Approx.)	Rs. ----	Rs. 2.00 Cr.
12	Increase in Population (2001 to 2011)	4977 (2001)	4718 (2011)

Growth and changes in tourism activities in the Pawas has reflected in Table No. 3.38. Increased numbers of hotels and lodging facility is the first and major sign of the growth of tourism in the region. Collectively there were total 25 Hotels & lodges at the

end of 2007 in Pawas. Today, up to 2012 this figure has raised by 17. Due to the increasing numbers of visitors; lodging business has grown in Pawas. As well exiting lodge operators also have extended their intake-capacity. Numbers of travel operators (09) and ticket booking agents (05) have increased in Pawas; as well as parking problem has become serious issue due to the increased numbers of tourist vehicles in Pawas. There was no regular parking facility; trust has limited some space for parking. In a peak season temporary pay-parking facility is being provided by local Grampanchayat. Trust has taken initiative to enrich tourism resources in Pawas.

**Table No.3.38  
Change/Growth of Tourism Business Entity/Activities at Pawas**

Sr. No	Types	2007	2013
1.	Hotels	14	21
2.	Lodges Nos.	09	17
3.	Increase in Rooms/ Lodging Capacity	20%	130%
4.	Travel Operators	02	05
5.	Booking Agents	02	09
6.	Communication Center	05	04
7.	Nos. of Traders/ Shops	---	42
8.	Changes in Trade Shops	Yes	Yes
9.	Increase in Travelers Vehicles	Yes	Yes
10.	Increase in M.S.R.T.C. Bus service	13	19
11.	Increase in Parking/Entrée fees -seasonal	--	Per day Rs. 2000/-
12.	Increase in Entertainment Activities/Tourism Resources	<ul style="list-style-type: none"> <li>• Temple</li> <li>• Ashram</li> </ul>	<ul style="list-style-type: none"> <li>• Temples</li> <li>• Religious School</li> <li>• Meditation Center</li> <li>• Playing Garden</li> <li>• Annachhatra</li> <li>• Religious Fest.</li> <li>• Eco-tourism</li> </ul>
13.	Wine & Beer Bars	04	10
14.	Tourism Festivals	Religious Festival	<b>1. Food Festival</b> <b>2. Religious Festival</b>

Source: Researcher Compiled Data

Tourists are spending more time due to development of such resources in Pawas. Most of tourist visits Pawas by private vehicles as well as MSRTC has also raised their buses frequency for tourists convince. In overall tourism oriented developments are taking places in Pawas due to growth of tourism in the region.

Social growth of tourism industry in Pawas can be analysed with the help of data represented in Table No.3.39. Female entrepreneurs have explored various opportunities under tourism development in the region. They are the major benefitors of MTDC pronounced Brede and Butter Scheme to serve tourists on commercial basis. Most of female entrepreneur in Pawas has followed this scheme as their economic activity. Local Women's Self Help Groups have also entered in tourism industry by adopting various economic activities for example food stalls, manufacturing & marketing of local products including syrups and variety pickles. Local auto rickshaw operators have formed their unions to bring uniformity in tariffs and to resolve rickshaw terminus issue.

**Table No.3.39  
Social Growth of Tourism Industry- in Pawas**

<b>Sr. No.</b>	<b>Criterion</b>	<b>2007</b>	<b>2013</b>
1.	Increase in Nos. of Female Employer	67	113
2.	% of Female Employees in Tourism Industry	15%	50%
3.	Formation of Trader's Association	Yes	Yes
4.	Formation of Auto Rickshaw Operator's Association	No	Yes
5.	No. of NGOs	01	03
6.	Tourism Workshops /Conferences	00	01
7.	Increase in Nos. of Police/Police station	01	01
8.	Increase in Social Conflicts	--	Yes
9.	Waste Management Campion	Yes	Yes
10.	Road Safety Project	No	Yes
11.	Tourism Information Center	No	Yes
12.	Increase in Population - (2001 to 2011)	4977	4718

Source: Researcher Compiled Data

Each and every businessman in Pawas is trying to generate benefits by exploiting raised tourism in the region. Due to increased transport and tourists traffic a separate by pass road has constructed. This increased traffic had caused to social conflict and

communal disputes in the Pawas. Trust is quite initiative in certain developments in the region like waste management, tourist care center and in organisation of tourism workshops for local stakeholders.

### **3.8.3.10 Analysis of Growth of Tourism Industry in Gangateerth**

Tourism development in Gangateerth is seasonal by Nature. Tourist activities in Gangateerth of Rajapur are mainly depended on natural underground stream which is also known as hidden Ganga. Water of this hidden streams occurs on surface and begins to overflow every after 2-3 years gap. This event is being celebrated at this place as emergence of sacred Ganga. Thousands of devotees from different parts of Konkan and nearby district are gathers at this place up to next two three months. This tourism activity ends after stoppage of ground water flow of natural stream. During the odd period i.e. in off season up to next 2-3 years very few tourists gave visits to this place; therefore tourism activities are seasonal at Gangateerth. Overall growth of tourism is also restricted. During the peak season tourism activities are increasing temporarily. According to Table No.3.40 tourism development at Gangateerth are bifurcated as off season developments and peal season i.e. tourism season development. Off season growth of tourism is not much satisfactory; tourism has contributed for certain long term growth in Gangateerth as increased in Numbers of Employees (05), employers (07 + 05) and infrastructure development but such growth is quite negligible. A proportion of off season visitors have also increased; but it was also negligible in comparison to peak season tourists at Gangateerth. Peak season turnover is specially needed to be noticed at Gangateerth. Tourist turnover has reached more than 30,000 to 40,000 tourists per day. According to primary survey total turnover of individual hoteliers is recorded as Rs. 10,000/- to 15,000/- per day. Total sale of flowers seller is also recorded up to Rs. 2000/- to Rs. 2,500/- per day. During the odd seasons only two flower sellers are observed at the end of 2012. While numbers of flower sellers was reached up to 20 in a peak season at the end of 2012. Such tourism i.e. Ganga festival has become more popular and resulted in day by day increase in tourists arrivals at Gangateerth. Business operators have also agreed of growth in their income vice versa growth of total numbers of their customers. Infrastructure development at Gangateerth is quite poor; but due the growing importance

of the place Government has spent up to Rs. 45/- lakh on infrastructure development at Gangateerth in between 2007 to 2013.

**Table No.3.40**  
**Economic Growth of Tourism Industry- at Gangateerth**

Sr. No.	Criterion	2007	2013
1	No. of Employees in Tourism Sector (off Season)	03	05
	No. of Employees in Tourism Sector (Peak Period/Tourism Season)	300-400 (approx.)	1000-1200 (approx.)
2	No. of Employers in Tourism Sector without Employees (off season)	02	07
	No. of Employers in Tourism Sector without employees (Tourism Season/Peak Season)	150-200 (Approx.)	200-250 (Approx.)
3	No. of Employers in Tourism Sector with employees (off season)	03	05
	No. of Employers in Tourism Sector with employees (Tourism Season/Peak Season)	100-150 (Approx.)	250-300 (Approx.)
4	Nos. of Registered business units (off Season)	01	03
5	% Growth in Employer's Income from tourism (2006 as base year) (Peak Season)	20%	250%
6	Change in Employee's per day wages (Per day ) (2006 as base year) (Peak Season)	Rs. 100/-	Rs. 350/-
7	% wise Increase in Nos. of Customers (2006 as base year) (Peak Season)	20%	300%
8	Increase in Business Capital/ Investment	Yes	Yes
9	Increase in Nos. of Competitors	Yes	Yes
10	Increase in Infrastructure facilities	No	Yes
11	Increase in Tourism Purpose Grants (Approx.)	Rs. ----	Rs.45/- Lakh
12	Increase in Population (2001 to 2011)	999 (2001)	833 (2011)

Source:- Data compiled by researcher

Seasonal tourism development has not brought major changes in socio-economic growth of tourism industry at Gangateerth. Such changes and growth is observed during the peak seasons only. But such changes and growth is quite slow and somehow temporary nature due to the uncertainty of hidden water flow of sacred Ganga stream.

Permanent tourism resources are required to be developed at Gangateerth to maintain continuity of tourists' inflow.

**Table No.3.41  
Change/Growth of Tourism Business Entity/Activities at Gangateerth**

<b>Sr. No.</b>	<b>Types</b>	<b>2007</b>	<b>2013</b>
1.	Hotels	01	04
2.	Lodges Nos.	02	04
3.	Increase in Rooms/ Lodging Capacity	02	04
4.	Travel Operators	00	00
5.	Booking Agents	00	00
6.	Communication Center	02	01
7.	Nos. of Traders/ Shops	01	05
8.	Changes in Trade Shops	Yes	Yes
9.	Increase in Travelers Vehicles	Yes	Yes
10.	Increase in M.S.R.T.C. Bus service	03	06
11.	Increase in Parking/Entrée fees (Peak Season)	Rs. 2000/- Per day	Per day Rs.5000/-
12.	Increase in Entertainment Activities/Tourism Resources	<ul style="list-style-type: none"> <li>• Temple</li> <li>• Hot Spring</li> <li>• Ganga Stream</li> <li>• Fair/Mela</li> </ul>	<ul style="list-style-type: none"> <li>• Temples</li> <li>• Hot Spring</li> <li>• Ganga Stream</li> <li>• Fair/Mela</li> </ul>
13.	Wine & Beer Bars	00	00
14.	Tourism Festivals	1.Religious Festival	1.Religious Festival

Source: Researcher Compiled Data

Tourists' avoid halting at Gangateerth due to lack of other tourist resources. Therefore numbers of lodges are quite less; as well as available lodges are operating on domestic basis .There are no any travel operators and ticket booking agents; as well as due to spread of mobile phones public communication center is also decreased. There was only one trader shop to entertain tourists; today this figure has reached up to 05 trader shops. Vehicle parking is not serious issue in off season; but it becomes more serious in peal period. Local village Panchayat provides parking facility in open farms on paid basis. Village Panchayat generating income by pay parking and such income has raised an average of Rs. 5000/- per day in peak season only. According to local sources proportion of tourists and numbers of tourists vehicles have been increased in the region.

MSRTC has also provided numbers of buses during the tourism period at Gangateerth. Bus frequency of MSRTC was as two buses per hour from early morning at 06 ‘o’ clock to late evening 10 ‘o’ clock during the peak period.

Table No.3.42

**Social Growth of Tourism Industry- at Gangateerth**

Sr. No.	Criterion	2007	2013
1	Increase in Nos. of Female Employer	04	13
2	% of Female Employees in Tourism Industry	15%	50%
3	Formation of Trader’s Association	No	No
4	Formation of Auto Rickshaw Operator’s Association	No	Yes
5	No. of NGOs	00	03
6	Tourism Workshops /Conferences	00	01
7	Increase in Nos. of Police/Police station	01	01
8	Increase in Social Conflicts	No	Yes
9	Waste Management Campion	No	Yes
10	Road Safety Project	No	No
11	Tourist Information Center	No	No
12	Increase in Population - (2001 to 2011)	999	833

Source: Researcher Compiled Data

Seasonal tourism opportunities in Gangateerth have contributed for the social growth of the region. Active participation of female population in various tourist activities in Gangateerth has increased in good proportion. Most of female members were observed while performing equal role with their family members in various business activities; especially in tourism fair (*mela*). Women’s Self Help Groups are also formed at Gangateerth i.e. Unhavre village; and those groups were actively involved in various economic activities including catering business and local products marketing. Due to the seasonal nature of tourism at Gangateerth; its contribution in certain social matters is quite restricted. For example lack of tourist information center, poor response to tourism promotional workshop and lack of safety awareness including ineffective waste management. But local people are quite positive towards tourism development in their region. Professional supports at Government level including active role of MTDC may contribute for further tourism development in the region.

### **3.8.3.11 Analysis of Economic Growth in Tourism Industry- at Marleshwar**

Marleshwar a religious and natural tourist place has become ever time popular in tourism development of Ratnagiri district. Earlier tourism was quite seasonal in Marleshwar but onward 2000 this scenario has changed. Today i.e. at the end of 2012 Marleshwar has become second most favoured tourist destination of Ratnagiri district after Ganpatipule. Total numbers of visitors has increased in Marleshwar (Table No. 3.43). Tourist flow can be observed at Marleshwar in all seasons. Monsoon, Mahashivratri, *Shravan Mass* as well as Diwali, Christmas & Summer vacations are peak seasons at Marleshwar. Today i.e. at the end of 2912 total 113 employers/traders are observed in various tourism activities at Marleshwar. While there were only 35 people in tourism industry as an employer at end of 2007. Numbers of employees are also increased from 34 to 110 due to the increased business at Marleshwar. According local people numbers of visitors are grown by 250% in previous five years. Local people those are involved in tourism oriented economic activities have accepted continuous growth in their business income. According to respondents views changes are observed in local tourism industry onward 2000.

**Table No. 3.43  
Economic Growth of Tourism Industry- at Marleshwar**

<b>Sr. N.</b>	<b>Criteria</b>	<b>2007</b>	<b>2013</b>
1	No. of Employees in Tourism Sector	34	110
2	No. of Employers in Tourism Sector without employees	22	72
3	No. of Employers in Tourism Sector with employees	13	41
4	Nos. of Registered business units	05	19
5	% Growth in Employer's Income from tourism (2006 as base year)	20%	300%
6	Change in Employee's per day wages (2006 as base year)	Rs.100/-	Rs. 300/-
7	% wise Increase in Nos. of Customers (2006 as base year)	20%	250%
8	Increase in Business Capital/ Investment	Yes	Yes
9	Increase in Nos. of Competitors	Yes	Yes
10	Increase in Infrastructure facilities	No	Yes
11	Increase in Tourism Purpose Grants (Approx.)	Rs. ----	Rs. 2.00 Cr.
12	Change in Population (2001 to 2011)	914	919

Source:- Data compiled by researcher

Increasing numbers of competitors, more capital requirement and requisition of additional manpower to handle increased operation of business are indicating growth of tourism industry at Marleshwar. District planning committee has provided additional fund i.e. 02 crore for the further development at Marleshwar. Certain developments have already taken place at Marleshwar including electricity supply in the Marleshwar valley and separate bypass bridge to manage the increased crowded.

**Table No.3.44  
Change/Growth of Tourism Business Entity/Activities at Marleshwar**

<b>Sr. No.</b>	<b>Types</b>	<b>2007</b>	<b>2013</b>
1.	Hotels	20	33
2.	Lodges Nos.	04	11
3.	Increase in Rooms/ Lodging Capacity	20%	200%
4.	Travel Operators	00	03
5.	Booking Agents	00	00
6.	Communication Center	01	02
7.	Nos. of Traders/ Shops	N.A.	117
8.	Changes in Trade Shops	Yes	Yes
9.	Increase in Travelers Vehicles	Yes	Yes
10.	Increase in M.S.R.T.C. Bus service	06	11
11.	Increase in Parking/Entrée fees	--	Per day Rs. 1000/-
12.	Increase in Entertainment Activities & Tourism Resources	<ul style="list-style-type: none"> <li>• Temple</li> <li>• Water Fall</li> </ul>	<ul style="list-style-type: none"> <li>• Temple</li> <li>• Water Fall</li> <li>• Hanging Bridge (Proposed)</li> <li>• Adventure tourism</li> <li>• Wildlife Tourism</li> <li>• Monsoon Tourism</li> <li>• Medicinal Tourism</li> </ul>
13.	Wine & Beer Bars	04	10
	Tourism Festivals	1.Religious Festival	1. Food Festival 2. Religious Fest.

Source: Researcher Compiled Data

Tourism has brought major changes and contributed for economic development of Maral and nearby villages including Devrukh. Increased numbers of hotels and lodges are the sign of growth of tourism in the region. Onward 2007 Marleshwar has also become

halting station. Tourists are enjoying stay at Maral and nearby villages those are surrounded by Sahyadri Mountain. Most of villagers have converted their traditional houses in tourist homes; as a result lodging intake capacity has comparatively increased in Marleshwar valley. Now there private bus services towards Mumbai and Pune in addition to MSRTC transport service. Hotel industry has developed close to the approach roads towards Marleshwar from Devrukh and Sakharpa. Due to the increased numbers of tourist vehicles parking and traffic problem has become serious issue in the valley. Pay parking has developed as source of income to the local village authority. MTDC has suggested valley development plan and have encouraged additional tourism resources including food festival, adventures tourism, wild life tourism and monsoon tourism to exploit the tourism potential of the region. Wine and Beer bar culture has also developed as a changed trend of tourism in the region.

### **Analysis of Social Growth of Tourism Industry in Marleshwar**

Social growth of tourism is as much important as economic growth. Social growth of tourism ensures tourism sustainability. In this regard it can be stated that tourism development in Marleshwar is contributing to the social growth of the region. Marleshwar Utkarsh Mandal as well as other social organisations are come in to exist to regulate the tourism development in the region. Tourism has offered an equal development opportunity to the female population in the region. Most of women are actively involved in tourism oriented economic activities. Tourism has brought financial stability in the region and contributed for empowering women. There was 03 social organisations prior to 2007 today i.e. at the end of there are 11 social organisations including women's SHG. These organisations are associated with tourism industry with multiple intentions. MTDC as well as other organisations had organised several tourism workshops and conference to orient the stake holders for their active role in tourism promotion in the region. Certain waste management campion and road safety measures have initiated in organised form by mutual co-operation of MTDC and regional organisations including local governing agencies. Road safety and garbage management has become serious issue due to the increased tourists' population. Table No.3.45 represents social growth of tourism industry in Marleshwar. The place has situated on the

border of Ratnagiri, Kolhapur & Sangli district. This has stood as additional benefit for the growth of tourism in the region.

**Table No.3.45  
Social Growth of Tourism Industry- at Marleshwar**

Sr. No.	Criteria	2007	2013
1	Increase in Nos. of Female Employer	26	67
2	% of Female Employees in Tourism Industry	20%	50%
3	Formation of Trader's Association	No	Yes
4	Formation of Auto Rickshaw Operator's Association	No	Yes
5	No. of NGOs	03	11
6	Tourism Workshops /Conferences	00	04
7	Increase in Nos. of Police/Police station	01	01
8	Increase in Social Conflicts	--	Yes
9	Waste Management Campion	No	Yes
10	Road Safety Projects	No	Yes
11	Tourism Information Center	Yes	Yes
12	Increase in Population (2001 to 2011)	914 (2001)	919 (2011)

Source: Researcher Complied Data

### 3.9 Conclusion

Tourism has grown up as worldwide industry. Its growth & development has proved that industry has huge potential as an economic contributor in world and regional economies. The countries which are developing and under developed may boost their economies by exploring their tourists' resources as major source of foreign exchange earnings including employment source for local people. Share of Asian countries in world tourism revenue need to grow as compare to percentage of their population. India's position in FEE from tourism is also not satisfactory as compare to availability of tourism resources. FTA scenario in Maharashtra is comparatively good on the basis of statistical records in respect to other states; but practically most of these tourists visit Maharashtra for landing purpose only during their transit. The position of State of Maharashtra was at 4th to 5<sup>th</sup> stage in total number of domestic tourist arrivals in between 2005-10; no major changes have observed in this scenario till to 2013. Konkan has emerged as new tourist zones due to its religious, natural & cultural resources. Socio-

economic profile of various tourist destinations of Konkan and especially in Ratnagiri district has proved the role of tourism in regional development. It has succeeded in some proportionate to stop migration of working population towards Mumbai, Pune and some other part of the country. Government of Maharashtra has also given attention to develop infrastructure in the district to boost tourism in the region. Proportion FTA in Ratnagiri district is not satisfactory at present need based special tourism resources and tourism packages need to be channelize in the region to attract foreign tourist in sufficient numbers. Further study is required to explore the true benefits of tourism developments for the betterment of main stakeholders.

## **CHAPTER- IV**

### **SOCIO-ECONOMIC CHARACTERISTICS OF RATNAGIRI DISTRICT**

#### **4.1 Introduction to Study Area**

4.1.1 Location of Study Area

4.1.2 Physiography

4.1.3 Climate

4.1.4 Temperature

4.1.5 Rainfall

#### **4.2 Land Use Pattern**

#### **4.3 Transport And Communication**

#### **4.4 Population Characteristics**

4.4.1 Growth of Population

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#### **4.5 Trade and Commerce**

#### **4.6 Industrial Activities in Ratnagiri District**

#### **4.7 District Revenue**

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## **Chapter-IV**

### **SOCIO-ECONOMIC CHARACTERISTICS OF RATNAGIRI DISTRICT**

#### **4.1 Introduction to Study Area**

India is the largest democratic country of the world. The country is divided into 29 states; out of these Maharashtra is one of the important & economically developed state of the country. The State has divided in 35 districts; while there are 06 Administrative divisions in Maharashtra, such as 1) **Konkan** 2) **Pune** 3) **Nashik** 4) **Aurangabad** 5) **Nagpur** 6) **Amravati**.

Ratnagiri District is a part of Konkan division and has sub divided in nine tehsils; namely as Mandangad, Dapoli, Khed, Chiplun, Guhagar, Sangameshwar, Ratnagiri, Lanja & Rajapur (Fig No. 4.1).According census-2011, there are total 1543 villages in Ratnagiri district.

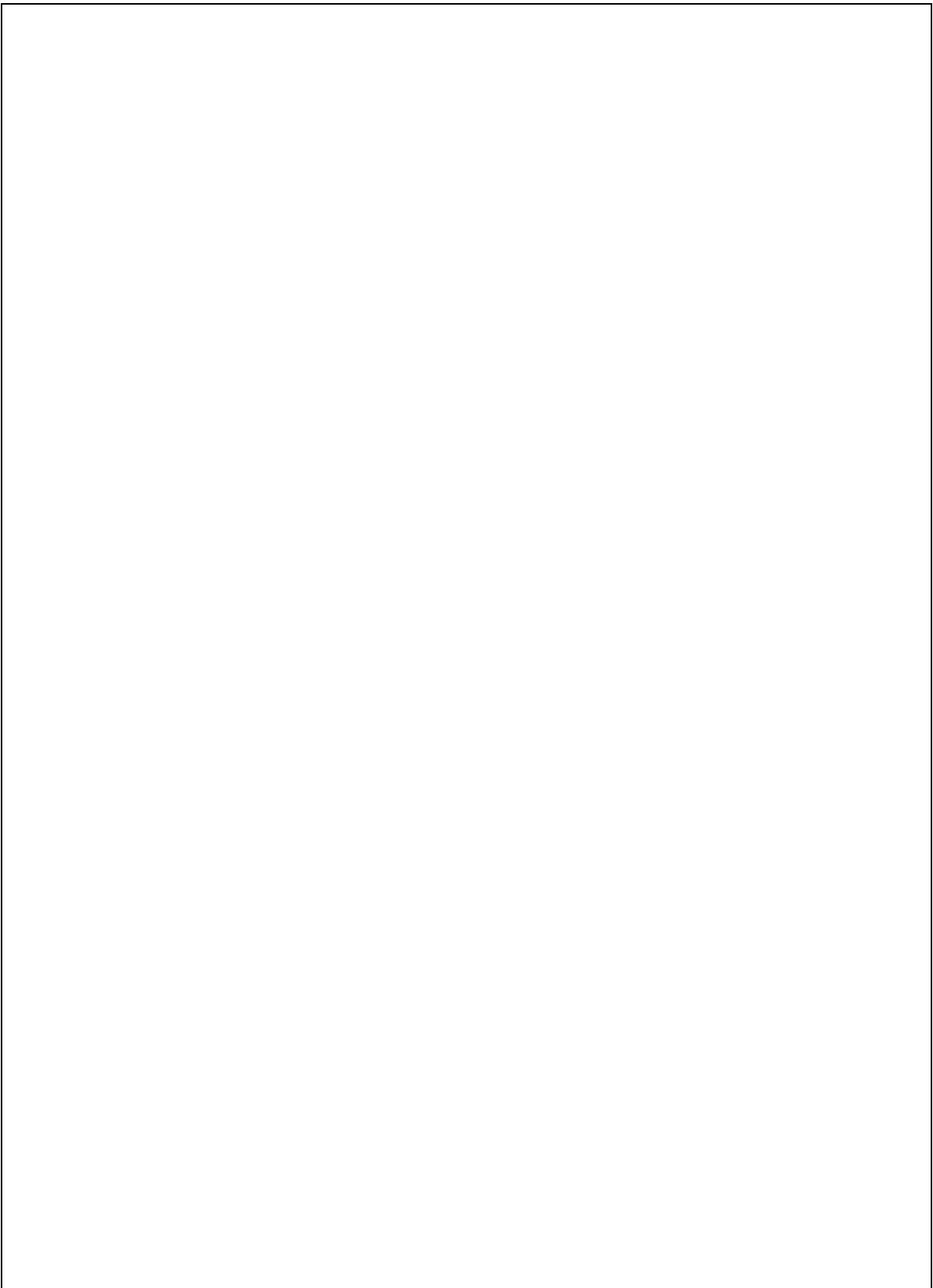
##### **4.1.1 Location & Area –**

Ratnagiri district is one of the popular tourist destinations in Maharashtra. Ratnagiri district lies between  $16^{\circ} 13'$  to  $18^{\circ} 04'$  North latitude and  $73^{\circ} 02'$  to  $73^{\circ} 52'$  East longitude. The district is bounded by Raygad district to the north, Arabian Sea to the west, Sindhudurg district on the south & the mountain Sahyadri to the east. Ratnagiri city is a district headquarters. This city is 370 km. away from Mumbai by road, (Capital of Maharashtra). Bombay-Goa National highway No. 17 passes through the district and is well connected by the state-roads to all Tehsils of the district. Ratnagiri district occupies an area of 8208 Sq.kms. that constituted only 2.67% of the total area of the state.

##### **4.1.2 Physiography**

Ratnagiri district is a part of very narrow riverine plains that fringe the cost line. Over 85% of the land surface of the district is hilly. The main system of hills is the Sahyadri & it's off shoots. The main range of the Sahyadri forms the eastern boundary of the district on the east; this consists of the steep and forbidding scrap of the main range with higher elevations in the middle portions. In this portion, hill ranges run parallel to each other & as a result the numerous streams flow through the village has formed a parallel drainage pattern. All the rivers in the district originate from the Sahyadri ranges & flow from east to west & are merging in Arabian Sea. *Vashisthi* is the major river of the

**Fig. 4.1- LOCATION MAP**



district and other main rivers are namely as *Shashtri, Bav, Muchikundi, Jaitapur, Arjuna, Jagbudi* etc. These rivers are important for navigation & fisheries.

#### **4.1.3 Climate**

Ratnagiri district is a coastal district, the variation of temperature during the day & through out the seasons is not large. Due to closer ness of Arabian Sea; the percentage of humidity is above seventy through out the year & the climate is generally moist & humid. There are three main seasons such as the summer season from March to May, the monsoon season from June to September & the winter season from November to February.

#### **4.1.4 Temperature**

In the hot season temperature rises slowly from March to May. May is the hottest month of Ratnagiri district. In the monsoon, the temperature drops by three to four degrees. During the monsoon, day temperature is lower than the temperature of October and November. Temperature in days of October is as hot as in May. Night temperature is always lowest in the January.

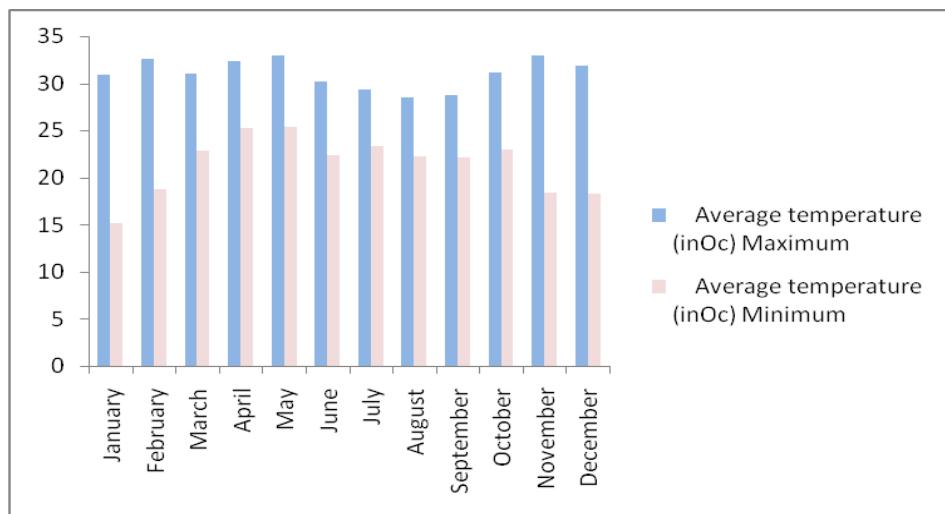
Generally the temperature of Ratnagiri district fluctuates in between  $20^{\circ}\text{C.g}$  to  $33.5^{\circ}\text{C.g}$ . Within the district the local variation can be observed in temperature. Along the coast the maximum temperature rarely goes beyond  $40^{\circ}\text{C.g}$ . Month wise average maximum and minimum temperature of the district is shown in Table No. 4.1 and Fig. No. (4.2)

**Table No.-4.1  
Average Temperature of Ratnagiri District-(2013)**

Sr. No.	Months	Average temperature (in $^{\circ}\text{C}$ )	
		Maximum	Minimum
1	January	30.9	15.2
2	February	32.6	18.8
3	March	31.0	22.9
4	April	32.3	25.2
5	May	32.9	25.4
6	June	30.2	22.4
7	July	29.3	23.3
8	August	28.5	22.2
9	September	28.8	22.1
10	October	31.1	23.0
11	November	33.0	18.4
12	December	31.9	18.3

(Source: District Statistical Department. Ratnagiri -2013)

**Fig No.4.2 - Average Temperature of Ratnagiri District-(2013)**



#### **4.1.5 Rainfall**

The monsoon bursts over the entire district generally at the beginning of the June & the rains continues with little intermission till about the middle of October. During the monsoon, skies are always heavily clouded. Winds are very strong & mainly westerly or south – westerly. Rainfall is not uniform in all parts of the district. It increases rapidly from the coast towards Western Ghats on the eastern border of the district. In & around Ghats the rainfall is very heavy. Practically the entire annual rainfall occurs during the months from June to October. Highest rainfall is recorded in the month of July. Average rainfall of the district in 2013 was around 4841-m.m. In the year 2007 maximum rainfall was recorded in Sangameshwar that was 5150-m.m. & Guhagar had minimum rainfall 2426-m.m. in that year. The average rainfall of district for the last 10 years up to 2013 was 3932-m.m.

#### **4.2 Land use**

Information of land use is important for planning & management of the activities in study area. The land use gives idea about the multifaceted use of land use & misuse of land as well as development process of the study area. The natural, social, cultural, historical, economical & political factors play a great role in the land use pattern of the study area. The land use pattern of Ratnagiri district is divided in to five categories and the details are given in Table No 4.2. According to official figures of the year 2012-13, total forested area of Ratnagiri district was 0.71%, whereas non-cultivated land was 26.79% out

of that geographical area of barren land was 14.53 % and cultivable wasteland was 26.39% while land under cultivation was only 31.58%; which has shown in Table No.4.2.

**Table No. 4.2  
Land use pattern of Ratnagiri district - (2012-13)**

Sr. No.	Land use	Area in hectares	% To total geographical area
1	Forest cover	5835	0.71%
2	Non cultivated Land	218687	26.79%
3	Cultivable Waste Land	215465	26.39%
4	Barren Land	118646	14.53%
5	Cultivated Land	257800	31.58%
	Total	816433	100%

(Source: District Statistical Dept Report, Ratnagiri – 2012–13)

#### **4.3 Transport and communication**

Transport stands as a means of economic, social and commercial progress. Transport is considered as an index of gearing of local regional resources at the best. The Ratanagiri district is known for hilly terrains cress-cross, uneven plateaus and limited plain. These natural barriers are responsible for slow development of transportation and communication network in the district. As far as concern road transportation is mainly developed in the district. The total length of roads in the district was 7551 Kms. (2013). The national highway No.17/66 i.e. Bombay – Goa road passes through Ratanagiri district. State Highways are also passing through the district (Figure 4.3).

The district head quarter Ratanagiri and other nine tehsils of district are well connected to each other by roads. In Ratnagiri district; most of the villages are accessible and are connected either by metaled or unmetaled roads or both types of approach roads. MSRTC is the main passenger service provider in the district with their 734 (2013) buses. While, under Konkan Railway project district has connected by rail transport onward 1995. The total length of broad-gauge in Ratanagiri is 194 k .m. The Ratnagiri district falls in Mumbai – Mangalore rail route and there are 15 railway stations in the district (Fig 4.4).

Ratanagiri district is well connected by B.S.N.L. landline telephone and mobile services. As well as mobile network of other private companies like Airtel, Tata, Idea, Vodaphone & Reliance are also available in selected areas.

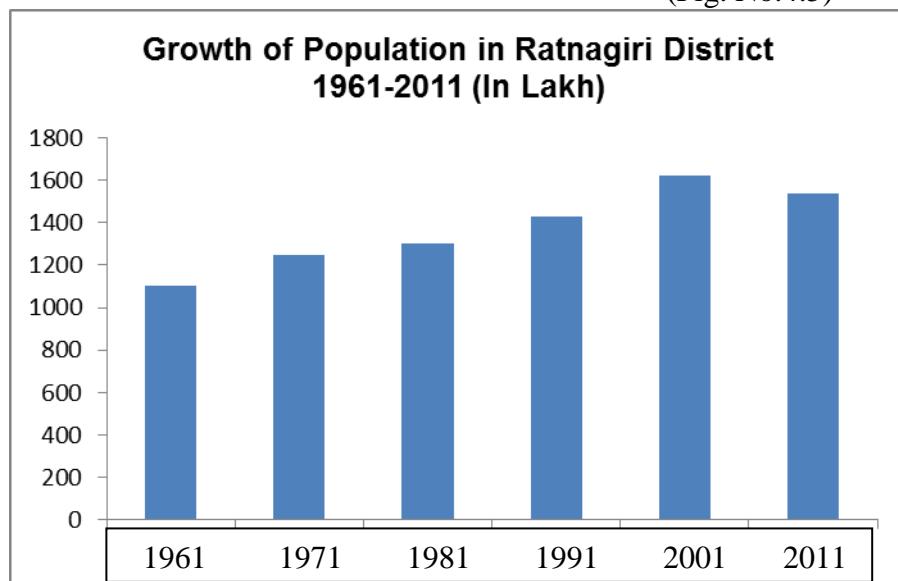
## 4.4 Population Characteristics

Population is known as an important resource of the earth. There is need to study the various aspects of population for the development of any region. Such aspects are as growth of population, sex ratio, literacy, occupational structure, distribution and density of population etc.

### 4.4.1 - Growth of Population

According to 2011 census the population of Ratnagiri district is 16, 15,069 persons (Fig.4.5) explains the decadal growth of population since 1901. It is seen that population of Ratnagiri in 1901 was 8, 71,866 persons it increased up to 8, 93,944 persons in 1911 but 1921 population declined by 37,912 persons. The population was decreased by 4.24% due to epidemic diseases. Since 1921 population of Ratnagiri district was increasing continuously. First time, after 1921, Ratnagiri and Sindhudurg have registered negative growth rate in 2011 as -4.96 percent and - 2.30 percent respectively.

(Fig. No.4.5)



Majority of the Population (18 per cent) is concentrated in Ratnagiri sub-district, followed by Chiplun sub-district (17 per cent), Sangameshwar sub-district (13 per cent) and Khed sub-district (11 per cent). While 57 per cent of the population in the district is in working-age group (15 to 59 years), about 45 per cent is actually working i.e. work participation rate. In Ratnagiri district the decadal population growth rate is actually negative – 4.96 per cent. This is primarily attributed to the fact that the district has lesser

employment opportunities and people prefer to migrate to other places where employment opportunities are higher.

(Fig. No. 4.6)

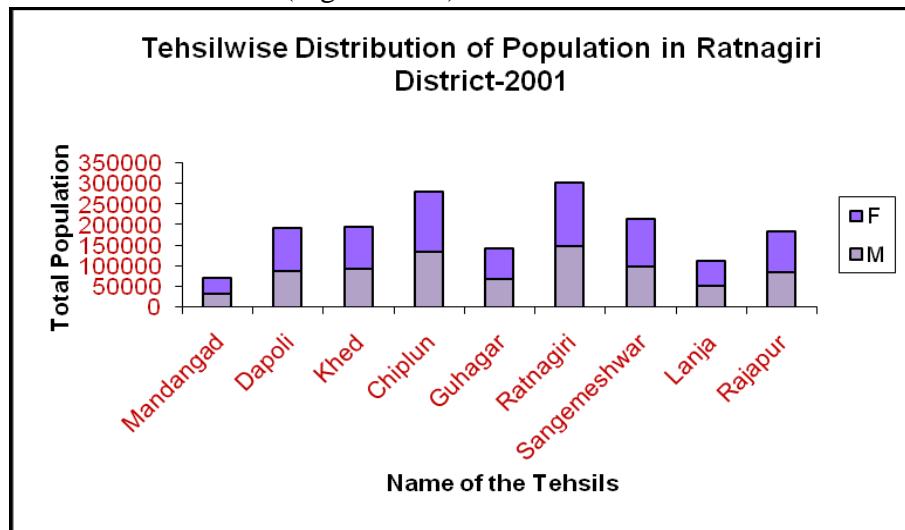


Table No.4.3  
Tehsil wise Distribution of Population in Ratnagiri District-2011

Sr. No	Tehsil	Male	Female	Total
1	Mandangad	31412	39181	70593
2	Dapoli	88093	105337	193430
3	Khed	91710	102805	194515
4	Chiplun	135062	146019	281081
5	Guhagar	66724	75535	142259
6	Ratnagiri	148056	154205	302261
7	Sangameshwar	98109	116710	214819
8	Lanja	51866	61287	113153
9	Rajapur	83466	101200	184666

(Source: Census of India-2011, District Census Handbook of Ratnagiri)

#### 4.4.2- Population Density

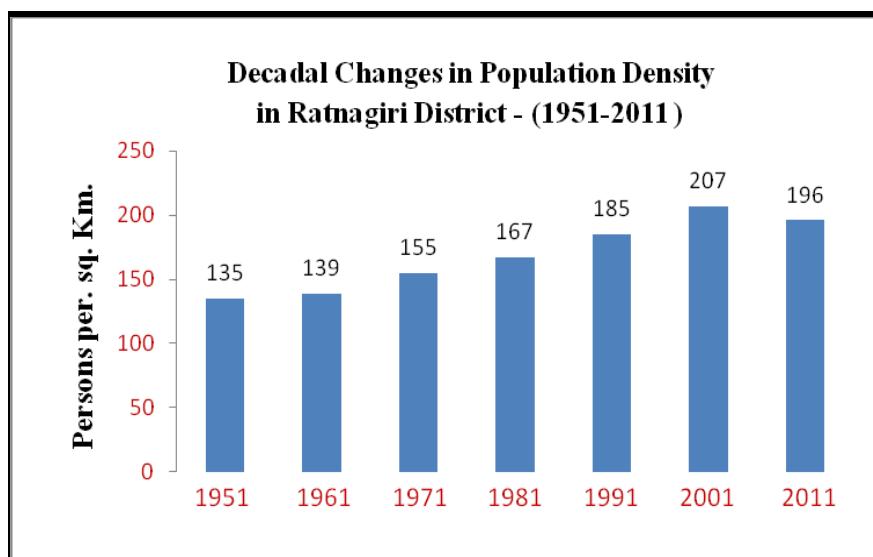
Population density means the ratio between the total population of the region & total geographical area. Density of population is decided according to physical, social, cultural and economic factors .As per census 2011, the population density of Ratnagiri district is 196 persons per sq. km. as compared to the density of population of previous census year, ranging from 135 to 207 persons and shown in Fig. No.4.7

**Table No.4.4**  
**Population Density of Ratnagiri District**

Census year	Population Density (Persons / Sq. Km.)
1951	135
1961	139
1971	155
1981	167
1991	185
2001	207
2011	196

(Source: Census Report of India-2011)

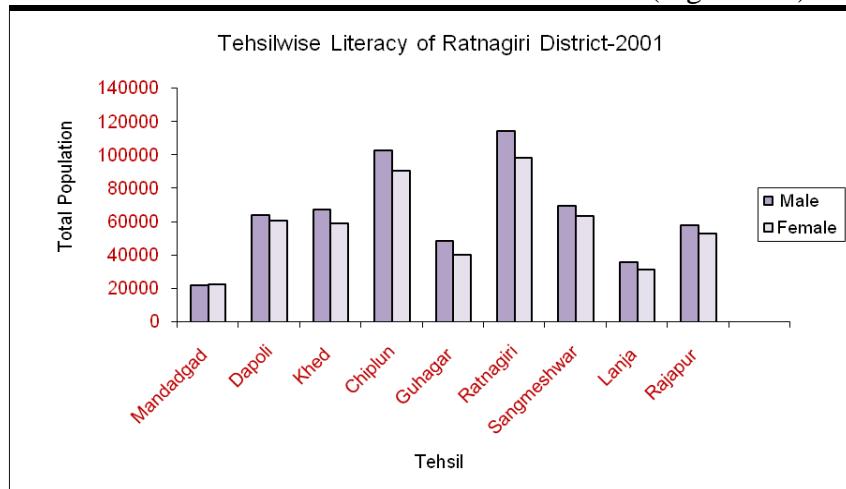
**Figure. No. 4.7**  
**Decadal Change in Population Density in Ratnagiri District (1951-2011)**



#### **4.4.3 Literacy -**

According to census-**2011**; the literate population was 82.43% in Ratnagiri district as compared to the(79.90%) literate population of Maharashtra state. Urban literacy is 88.26 % and rural literacy is 73.32 %. Total literate male population of Ratnagiri district is 85.89 % and the total female literate percentage is 65.77% as compared to male literacy female literacy is lesser. But it is not too less. Hence the literacy ratio will help to develop tourism activity in the district.

(Fig.No.4.8)



#### 4.4.4 Sex Ratio -

Sex ratio is generally influencing on the socio economic development of any region. It also gives idea about the birth rate, death rate and migration in study region. .Sex ratio generally depends upon the status of women .In Ratnagiri district there are 1136 female per thousand of male. This is significantly higher than of the state average sex ratio 922.

The sex ratio in Ratnagiri district has remained higher than that of state since 1901.In the year 2011 the sex ratio was slightly decreased up to 1123 as compared to 2001 census which was 1135; but Ratnagiri stands top in Maharashtra with 1123 female per 1000 males in 2011. Trend of sex ratio in Ratnagiri district was always influenced by out migration of male population in search of better employment opportunities. Female dominance has affected on the poor growth of development. Generally rural areas have high proportion of female than the urban areas. Distribution of sex ratio of Ratnagiri district is given in Table No.4.5.

Table No.4.5  
Ratnagiri District Temporal Changes in sex ratio (1951 – 2011)

Sr. No	Year	Sex Ratio
1	1951	1239
2	1961	1264
3	1971	1263
4	1981	1258
5	1991	1205
6	2001	1135
7	2011	1123

Source: District Census Report-2011

#### 4.4.5 Occupational Structure

The census of India (1997) defined occupation as the name of the function which a person performs by engaging himself in some gainful activity. This indicates the earners nature of work. According to the census of India 1991, work may be defined, as participation in any economically productive activity. Such participation may be physically or mental in nature. ‘Work’ does not involves only actual work but also effective supervision and direction of work. It also includes unpaid work on farm or in family enterprise. The nature of primary, secondary & tertiary activities is indicated by occupational structure.

(Fig. No.4.9)

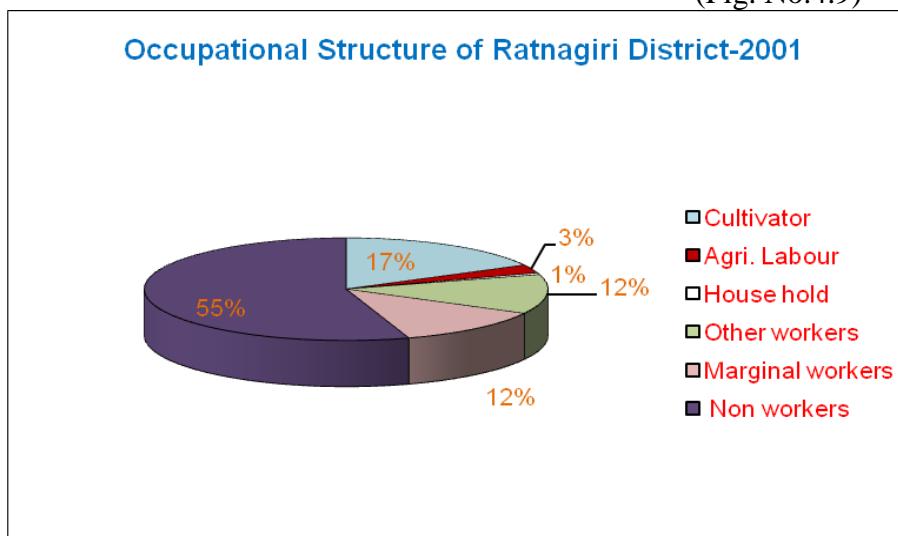
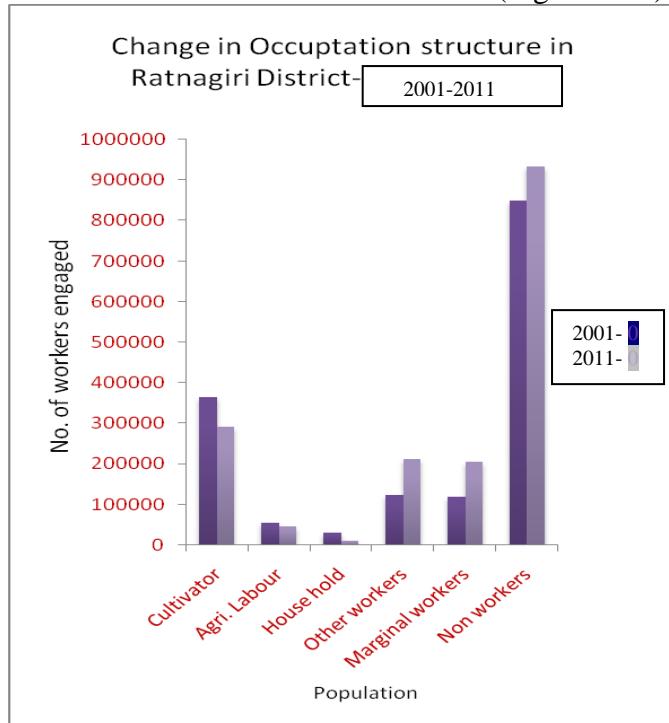


Table No.-4.6  
Occupational Structure of Ratnagiri District (1991 & 2011)

Sr. No.	Occupation	1991		2001		2011
		Workforce Engaged	Workforce in %	Workforce Engaged	Workforce in %	Workforce in %
1	Cultivator	365462	23.73	292293	17.23	12.14
2	Agri. Labour	55470	3.60	45128	2.66	2.11
3	House hold	31138	2.02	9387	0.55	0.48
4	Other workers	123686	7.94	210805	12.42	21.16
5	Marginal workers	119070	7.71	205774	12.13	14.81
6	Non workers	849231	55.00	933390	55.01	49.3
	Total-	<b>1544057</b>	<b>100%</b>	<b>1696777</b>	<b>100%</b>	<b>100%</b>

(Source: India Census Reports -1991 & 2011,

(Figure 4.10)



Occupational structure of Ratnagiri district of 1991, 2001 & 2011 are shown in the Table No. 4.6 and Fig. No.4.9. It indicates the distribution of total workforce engaged in various economic activities in district.

#### 4.5 Trade & Commerce

The district is well known for the Alphanso & *Raiwal* i.e. local varieties of mangoes. Mango plants are mainly grown in Ratnagiri district. The chief export commodities of the district are *nachani*, rice, fish, mangoes, coconuts, prawns, and bettlenuts. These are mainly exported to Mumbai, Pune, and Kolhapur & Belguam.

The main imported products are food grains, rice, grocery, wheat edible oil sugar, kerosene etc. and most of these products are imported from Mumbai, Pune, Satara, Kolhapur apart from weekly markets & fairs Dapoli, Khed, Chiplun & remaining tehsils of Ratnagiri district are important trade centers.

#### 4.6 Industrial Activities in Ratnagiri District.

Ratnagiri is one of the less developed districts in the State. There are few industries, which are located in Ratnagiri, Chiplun & Khed tehsils. Electricity generation, chemical industries, cashew nut processing, fruit preservation, Silica processing as well as saw mills, oil mills, cement products, sodium silicate, laundry soap, printing, bookbinding

etc. are important industries of the district. There were 887 factories under different categories at the end of 2013. Total 48255 employees were working in industrial sector including 17217 employees from registered units. Seven industrial zones have developed in the district under MIDC project with total 547 establishments in that area at the end of 2013. As per district statistics department total Rs.4438 crore were invested under FDI in distinct 15 projects.

#### 4.7 District Revenue

Table No.4.7  
**Sector wise Net Income of Ratnagiri district (Current Price Index)**  
 (Figures in Rs. Lakh)

Sr.	Source of Income	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13 P
1.	Agri.	37647	53602	70430	103264	82701	102093
2.	Forest	30733	30122	32087	35318	41177	43739
3.	Fishing	16300	16944	14260	156750	22112	23209
4.	Mining	2560	4247	771	787	676	621
	<b>Total (Primary Sector)</b>	<b>87240</b>	<b>104915</b>	<b>117547</b>	<b>157538</b>	<b>146666</b>	<b>169662</b>
5.	Regd. Industry	102561	97487	142707	164077	195267	217514
6.	Un-Regd. Industry	30351	41731	40946	46583	54043	61193
7.	Construction	73432	95315	111142	145241	190998	231185
8.	Energy, Gas, Water supply	7837	8279	11262	13032	28311	32136
	<b>Total (Secondary Sector)</b>	<b>214181</b>	<b>242812</b>	<b>306056</b>	<b>368933</b>	<b>468619</b>	<b>542028</b>
9.	Railway	1593	1835	2125	2839	2873	3314
10.	Road Transport	27882	32256	37325	44084	50602	57831
11.	Warehousing	162	194	225	281	330	369
12.	Communication	14908	17163	19437	29704	35137	4351
13.	<b>Trade, Tourism &amp; Hotel Industry</b>	<b>109750</b>	<b>123998</b>	<b>120532</b>	<b>151740</b>	<b>181307</b>	<b>213658</b>
14.	Banking & Insu.	50561	59032	70854	75944	93091	101912
15.	Professional Services	69479	80665	91403	110576	131978	147637
16.	Public Administration	21138	25333	33731	39859	48376	54329
17.	Other Services	52007	57310	65110	77640	93046	117021
	<b>Total (Service Sector)</b>	<b>347480</b>	<b>397776</b>	<b>440741</b>	<b>532667</b>	<b>636740</b>	<b>700422</b>
	Net District Income	648901	745503	864344	1059138	1252025	1412112
	<b>Net Per Capita Income</b>	<b>53549</b>	<b>53357</b>	<b>47046</b>	<b>57116</b>	<b>66921</b>	<b>80086</b>
	Growth in respect to Previous year	62158	96602	118841	194794	192887	160087

Socio-Economic Survey Reports of Maharashtra – 2007 to 2013

According to current price index of financial year 2012-13; gross income of Ratnagiri district was Rs.13738/- Crore; whereas per capita income of the district was Rs.80086/- in the year 12-13. The percentage of district's gross income was 1.38 in respect to average gross income of State of Maharashtra. Per capita income of the district was Rs. 16185 as per census 2001 which has increased up to Rs. 66921 at the end of 2013. Income Originating Approach has been used by concern government authority to estimate the gross income of the district. In terms of per capita NDDP though, the district has ranked 17th amongst all districts at Rs 66,921. This was lower than the State average of Rs 87,686.

The economy of Ratnagiri district is pre-dominantly service based, the share of service sector was in GDDP at 49 per cent in the year 2012-13. This is followed by secondary sector at 36 per cent and primary sector at 17 per cent. Sector-wise of economic statistics of Ratnagiri district is given in Table No.4.7.

The statistics given in Table No.4.7 itself represents that contribution of agriculture sector in district economy is comparatively less even it has major source of employment for most of people in Ratnagiri district. Trade, Tourism & Hotel Industry has stood at second position in between 2007 to 2011 as an important contributor in district economy. Fishing is one more traditional activity of the district but certain up & downs are regularly observed in fish production of the district. District economy has achieved **42.38%** in 2012-13 growth in respect to 2007-08.

#### **4.8 Conclusion**

Ratnagiri is an important costal district of Maharashtra State. Now, the State Government has given attention for the development of secondary and tertiary activities in the district. It has resulted in change of occupational structure of the local people. Such changes have mainly observed in working, marginal working and non-working population of Ratnagiri district since previous two decades. In 1991 the total percentage of cultivators was up to 23.73 % while it has decreased up to 17.23 % as per census report of 2011. On the other hand other workers and marginal workers are increased 07.94 to 12.42% as well as 07.71% to 12.13% respectively. There is no any significant change in landuse pattern due to lack of industrial growth.

According to census 2011, total 55.01 % population of Ratnagiri district was non-working while 44.99% population was engaged in various economic activities. It has observed that near about 50% population of the district do not have regular income source. It has adversely affected on economic development of the region and people. Agricultural

sector of the district is also not well developed; while young population is yet migrating towards Mumbai & gulf countries for employment purpose. Onward 2000 tourism has emerged an important source economy of Ratnagiri district. In future tourism can help to change the economic scenario of Ratnagiri district. It can offer various supplementary activities to increase the income level without pollution and is possible with the development of tourism industry in district. Just now tourism is in the initial stage, but within a few years it will increase tremendously & certainly will be helpful to improve the income level & also the living standard of the local people.

## **CHAPTER- V**

### **SOCIO-ECONOMIC CHARACTERISTICS OF IMPORTANT TOURIST PLACES OF RATNAGIRI DISTRICT**

5.1 Justification for Selection of Sample Tourist Places

5.2 An Introduction to sample Tourist Places and their Socio-Economic Characteristics

5.2.1 Murud-Tehsil Dapoli

5.2.2 Dapoli

5.2.3 Velas- Tehsil Mandangad

5.2.4 Kshetra Parshuram Tehsil-Chiplun

5.2.5 Guhagar

5.2.6 Hedvi- Tehsil Guhagar

5.2.7 Ganpatipule- Tehsil Ratnagiri

5.2.8 Ratnagiri

5.2.9 Pawas- Tehsil Ratnagiri

5.2.10 Gangateerth- Tehsil Rajapur

5.2.11 Kshetra Marleshwar- Tehsil Sangameshwar

5.3 Conclusion

## Chapter-V

### SOCIO-ECONOMIC CHARACTERISTICS OF IMPORTANT TOURIST PLACES OF RATNAGIRI DISTRICT

#### 5.1 Justification for Selection of Sample Tourist Places

Tourism in Ratnagiri has multiple dimensions; type of tourist resources, proportion of tourists' response and geographical location of the concern destinations as well as population size of main benefitters of tourism development in locality etc. factors were considered while sampling the tourist places of Ratnagiri district. Secondary data like; the data published by the District Information Center of State Govt., survey reports of district statistical department , district gazetteer as well as newspaper references and available tourist literatures etc. have been used to categories existing religious, historical & natural tourist places of the district.

The type of selected sample places and numbers of house hold survey have discussed in first chapter under research methodology and sampling techniques. The district has divided in nine tehsils and proportion of rural population of Ratnagiri district was 84% in study period; these factors were also considered to get representation to each and every part of the district. Total numbers of tourists visited to the concern tourist places during a calendar year were also considered while selecting the sample destination. The destinations have been categorised in following manner (Table No.5.1) on the basis of numbers of tourists visited to the concern tourist places of Ratnagiri district. Secondary data have been used while making such classification.

Table No. 5.1

#### Classification of the Tourist Places on the basis of Nos. of Visitors

Sr.	Total No. of Visited Tourists	Name of the Tourist places
1.	Less than 50,000	Parshuram, Kelshi ,Devrukh, Velas Mandangad, Tavsal, Hedvi, Jaygad
2.	50,000 to 1,00,000	Dapoli, Guhagar, Pawas ,Chiplun, Dervan, Murud, Velneshwar
3.	More than 1,00,000	Ganpatipule, Marleshwar, Rajapur, Ratnagiri, Nanji

(Source: Annual Report of Hotelier's Association of Ratnagiri District -2009-10)

With reference to Hotelier's Association of Ratnagiri district (Table No. 5.1) important tourist places in Ratnagiri district were classified according to numbers of tourist are observed at these places in a one calendar year. According to numbers of visitors tourist places were grouped in to three categories. First category was a group of lowest number of visitors i.e. less than 50000. Total seven places lies in this category; out of that Parshuram, Hedvi & Velas were selected as sample places from group one for the present study. These places are emerging tourist villages in Ratnagiri district.

The second category was prominent in all categories; this category consists of such places where an average proportion of tourist was observed in between 50,000 to 1,00,000 in one calendar year. Total seven places were lying in this category. Considering the interest of tourists Dapoli, Guhagar as well as Pawas, Murud were selected as samples from this category. The last category was consisting such places; where more than one lakh tourists were observed in one calendar year. Total five places lies in this category; out of that total four places were selected as study samples, such as Ratnagiri, Ganpatipule, Marleshwar and Gangateerth of Rajapur. While sampling the places other criterions were also considered; Such as, type of tourist place, geographical location of the place, tourist seasons at the place; numbers of tourist visiting to the place in a one calendar year. Total 11 places were selected and several visits were given to these places mainly in peak and off seasons for survey purpose.

The geographical location of the tourist places is also considered while selection of the sample tourist places. Velas, Marleshwar are situated in remote areas to the west and east end of the district. Gangateerth and Parshuram are situated on the border of National Highway No.66; whereas Dapoli, Ratnagiri are urban places and Guhagar; Ganpatipule, Pawas as well as Hedvi, Murud are situated in rural areas. Marleshwar, Murud, Hedvi, Ganapatipule, Guhagar are known for religious as well as natural tourist resources; whereas Pawas, Gangateerth & Parshuram are purely religious tourist places. While Velas, Ratnagiri & Dapoli known for natural, historical reasons. (Figure.No.5.1)

## **5.2 An Introduction to sample Tourist Places and their Socio-Economic Characteristics**

Each and every village of Ratnagiri district has tourism potential. Proper development of infrastructure and effective marketing may change tourism scenario of

the district. At present some of these places have developed as important tourist destinations of Ratnagiri district. In the present chapter; analytical study of eleven tourist places of Ratnagiri district has been represented with reference to tourism value & socio-economic characteristics of the concern tourist places.

### **5.2.1- Murud, Tehsil Dapoli**

#### **Tourism Resources – Beach, Temples & culture**

Murud a beautiful, calm and clean village is 12 km away from Dapoli tehsil head quarter. The village is famous all over in India as birth place of Maharshi Dhondo Keshav Karve. Maharshi Karve was born at Murud and was the student of Murud Primary School. In the central part of village a beautiful temple of Durgadevi is situated. The carving on wooden pillars of temple is the major tourist attraction. The temple has constructed in the year 1685 & still in good condition. Navratri and Ramnavmi are the main festivals of Durgadevi temple in Murud.

**Table No. 5.2  
Socio-economic Profile of – Murud Village**

<b>Sr.</b>	<b>Socio-Economic Features</b>	<b>Status</b>
1.	Population Distribution -1662 No. of House Holds : 425	M – 769, F- 893
2.	Sex Ratio: Literacy : Major Religions :	1161 84% Hindu, Muslim & Baudha
3.	Nos. of Employees Regular (R), Seasonal (S) Unemployed (Ue)	114(R), 89 (S), 43 (Ue)
4.	Occupation Structure	Agri.- 37%, Industrial - 11% Other- 52%
5.	Wages Rate- Per Day	M- Rs. 250/-, F- 200/-
6.	Health services	PHC, Pvt.-01
7.	Post office & Telephone Services	Yes
8.	Banks	No
9.	Education Facilities	Primary & Secondary
10.	% Electrified Houses	93%
11.	Nature of Drinking Water Source	Well
12.	Road & Transport	Tar Road, Motor Transport
13.	Petrol Pump & Motor workshop	No
14.	Type of Local Government	Gram Panchayat

Source: Census-2011 & Researcher Compiled Data

Murud has marvelous seashore, by 3 km. in length. The silver sandy beach is known as safest for swimming and other beach activities. These factors are attracting tourists in large scale. Halting, food, boating facilities are available at Murud and the village is well connected to Dapoli tehsil. At present 19 private lodges including domestic stay and 27 local hotels cum restaurants are available at Murud. Villagers are providing paying guest service in their homes and it is additional encouraging factor for tourism. The local hotel operators have initiated parasailing, boating, horse riding and carting activities at Murud. The road transportation is not satisfactory as well as parking might be a serious problem at the time of peak season.

In Marathi literature Murud village has distinct value. A popular Marathi author Shri. S.N. Pendse has written two novels namely as '*Garambicha Bapu*' and '*Garambichi Radha*' on life style of villagers of Murud.

Social amenities such as telephone and mobile network services, Post office, public library, primary & higher secondary school such facilities are available at Murud.

### **5.2.2. Dapoli, Tehsil Dapoli**

**Tourism Factors** - Hill Station, Educational Tour, Historic Place and Central point of tourist circuit.

Dapoli is famous as a hill station; due to its climatic condition. The place is also recognized as 'Mini Mahabaleshwar'. The Britishers have established this place as the military station in the year 1818. It was important camping sight till 1857 with the name as Dapoli Camp.

Dapoli is the northwest tehsil place of Ratnagiri district. The latitudinal location of Dapoli is  $17^{\circ} 48'$  N & Longitudinal location is  $73^{\circ} 18'$  E. Total geographical area of Dapoli city is 18.72sq. Km. It's height is 800 feet's from the sea level. Total population of Dapoli was 15,860 persons according to census of 2001. The male & female ratio was 8116 & 7744 respectively.

The climate of Dapoli is cool, healthy and free from epidemic diseases throughout the year. Trees and plants surround the city and the greenery of the place attracts number of tourists as a hill station. Majority people prefer Dapoli as a second home destination.

Dapoli is also known as land of patriots. It is the birthplace of Lokmanya Tilak, Bharat Ratna Dr. Babasaheb Ambedkar, Sane Guruji, Maharshi Annasaheb Karve, Wrangler Paranjape, Bharat Ratna P.V. Kane, famous authors G.N. Dandekar, Shri.S.N. Pendse and many others. Dapoli has got national identity because of these personalities, which encourages the tourists to visit Dapoli.

**Table No. 5.3  
Socio-economic Profile of - Dapoli**

<b>Sr.</b>	<b>Socio-Economic Features</b>	<b>Status</b>
1.	Population Distribution -15713 Nos. of House Hold-3650	M -7772, F- 7941
2.	Sex Ratio Literacy : Major Religions :	1022 83% Hindu, Muslim, Baudha, Jain
3.	Nos. of Employees Regular (R), Seasonal (S) Unemployed (Ue)	N.A.
4.	Occupation Structure	Agri. - 21%, Industrial -17% Other- 62%
5.	Wages Rate- Per Day (2009-10)	M- Rs. 120/-, F- 75/-
6.	Health services	Civil & Pvt. Hospitals
7.	Post office & Telephone Services	Yes
8.	Banks	09+ 07 Coop. Credit Societies
9.	Education Facilities	Primary, Secondary & Higher Secondary, Agri. Univ. & Professional + Tech Schools
10.	% Electrified Houses	98%
11.	Nature of Drinking Water Source	River based Well
12.	Road & Transport	Paved Road, Motor Transport
13.	Petrol Pump & Motor workshop	03
14.	Type of Local Government	Nagar Panchayat

Source: Census-2011 & Researcher Compiled Data

Konkan Krishi Vidyapeeth is one more important attraction of Dapoli to farmers, researchers, scientists, and students and for agro tourists who gives frequent visit to this place for different purposes.

The town is small but has all basic amenities i.e. schools, colleges, cottage hospital, private hospitals and nursing homes, clinics and medicals as well as petrol

pump, police station, public transport service, hotels and lodging facilities etc. are easily available at Dapoli.

Dapoli is surrounded by several potential tourist places. Harnei port, Beaches of Murud, Karde, Ladghar, Kolthare; temples of Anjarle, Asood and Dabhol etc are the such places. These potential places are easily accessible from Dapoli, therefore thousands of tourists from all over Maharashtra visit Dapoli in different seasons.

Dapoli is fast growing tourist destination but there are several problems which should be solved preferably for the satisfaction of the tourists for e.g. shortage of water, limited lodging and accommodation facilities, narrow roads, limited petrol pumps, shortage of power & load shading etc. At present there are twenty hotels and seven lodges in Dapoli for the service of the tourists. In the peak season i.e. winter and summer vacations these resources are not sufficient to fulfill the requirements. Therefore present study is carried out to know the status of the existing destination, types and purposes of tourists and their satisfaction level.

The tourists' survey was carried out in the peak and off-seasons in Dapoli. The random sampling method is used for the circulation of questionnaires. The questionnaires were kept in private lodges, guest's houses & Konkan Krishi Vidyapith, Government Guest houses & issued in public places to the tourists.

### **5.2.3 Velas. Tehsil Mandangad**

**Tourism Resources:** Beach, Eco-Tourism, Wild-Life Tourism, Historic Place.

Velas, a birthplace of Nana Phadanvis who was *Sardar* in *Peshva* rule. Velas a coastal village has become famous for the Riddle Turtles movement in all over India. Turtle conservation project of Velas has also become popular at international level. International environmental activists have also shown their interest by their time to time visit to Velas. Velas beach is two km by length and famous for its cleanliness. Himmatgad or Fort Victoria an emerging tourist place is located near Velas. Tourists gave visit to this place. Agriculture is the major activity of Velas whereas fishing are secondary. Most of local people of Velas have migrated in Mumbai, Pune and nearby towns for employment. The village is also known as typical Konkan culture village. Velas is far away i.e. 290 km. from Ratnagiri a district head quarter. It is small & remote

village of Mandangad tehsil. Road transport is the only source to reach Velas and that becomes worsen in rainy season especially on occasion of high tide period. Calm and less disturbed beach of Velas is most preferred hatching site by riddle turtle an endemic species marine turtle.

**Table No. 5.4  
Socio-economic Profile of - Velas**

<b>Sr.</b>	<b>Socio-Economic Features</b>	<b>Status</b>
1.	Population Distribution -582 No. of House Holds-157	M – 306 F- 276
2.	Sex Ratio: Literacy : Major Religions :	901 77% Hindu, Baudha, Muslim
3.	Nos. of Employees Regular (R), Seasonal (S) Unemployed (Ue)	17(R), 81 (S), 46 (Ue)
4.	Occupation Structure	Agri.- 67%, Industrial -0% Other- 33%
5.	Wages Rate – Per Day (2009-10)	M- Rs. 100/-, F- 75/-
6.	Health services	No
7.	Post office & Telephone Services	Yes
8.	Banks	No
9.	Education Facilities	Primary, & Secondary
10.	% Electrified Houses	83%
11.	Nature of Drinking Water Source	Tap & Well
12.	Road & Transport	Mud Road, Motor Transport
13.	Petrol Pump & Motor workshop	No
14.	Type of Local Government	Gram Panchayat

Source: Census-2011 & Researcher Compiled Data

#### **5.2.4 Shree Kshetra Parshuram, Tehsil - Chiplun**

**Tourism Resources** – Temple of Bhagwan Parshuram a Hindu Religious place.

Kshetra Parshuram alias Pedhe-Parshuram is an ancient village of Ratnagiri District. It is also known as South Kashi and land of Lord Parshurama. The latitudinal and longitudinal location of the village Parshuram is  $17^0 32'N$  and  $73^0 31'E$ . Total geographical area of the village is 208.81 hectares. Parshuram village is situated on the Mumbai-Goa N.H. 17; 12 km from Chiplun and 23 km away from Khed city. Parshuram village is located on a high hill slope and have a fine view of the River Vashishti.

The climate condition of the village Parshuram is hot and humid. Rainy season is in between June to September. November to February is the winter and from March to May is the summer season. May is the hottest month while July having maximum rainfall at Parshuram.

## **1. Population**

According to 2001 census, the total population of Pedhe Parshuram village is 1,155 and it was 792 in the 1991 census. The growth of population was 46.3% in the 1991-2001 decade. Out of 1155 population 593 are Male and 562 Female Literacy rate of Parshuram village is quite higher; total 457 Male and 294 Female were literate in the year 2001.

Table No. 5.5

### **Socio-economic Profile of Pedhe Parshuram**

<b>Sr.</b>	<b>Socio-Economic Features</b>	<b>Status</b>
1.	Population Distribution -1386 Nos. of Households- 316	M – 704, F- 682
2.	Sex Ratio Literacy : Major Religions :	969 85% Hindu
3.	Nos. of Employees Regular (R), Seasonal (S) Unemployed (Ue)	314(R), 113 (S), 74 (Ue)
4.	Occupation Structure	Agri.- 47%, Industrial -34% Other- 19%
5.	Wages Rate – Per Day (2009-10)	M- Rs. 120/-, F- 75/-
6.	Health services	PHC, Pvt-01
7.	Post office & Telephone Services	Yes
8.	Banks	02
9.	Education Facilities	Primary, Secondary & Higher Secondary
10.	% Electrified Houses	93%
11.	Nature of Drinking Water Source	Well
12	Road & Transport	Tar Road, Motor Transport
13.	Petrol Pump & Motor workshop	01
14.	Type of Local Government	Gram Panchayat

Source: Census -2011 and Researcher Compiled Data

Parshuram is a Hindu religious place. Thousands of tourists visit this place throughout the year, but majority of the tourists are Hindus and they visit the place

especially at the time of Ashkay Trutiya. (The birth festival of Shri Parshurama) Ashadhi Ekadashi, Shravani Mondays, Navratri and Mahashivratri are also celebrated as festival days. In the village various facilities like post office, clinics and high schools are available. Parshuram is close to Chiplun city, which is tehsil place. Hence hospitals and other important services are not developed at Parshuram.

## **2. Lodging and Boarding Facility**

Ancient temple of Lord Parshuram is the main tourist attraction in the village. A temple has its own small Bhakta-Niwas which is run by local managing committee. The Bhakta-Niwas is available to pilgrims or devotees for stay with minimum pay. Local people at Parshuram also providing guest room facility in their houses on commercial basis. The local people are providing accommodation facilities according to requirements of the pilgrims. At present 19 families are providing such facilities on domestic basis at their houses. Three Star hotel of the Taj group is also available in the village and the hotel is located on Bombay-Goa highway with a scenic view of the river Vashishti. Additional four hotels with lodging facilities have newly developed in at this destination

## **3. Brief History of Shree Kshetra Parshuram**

The Parshurama was the son of Brahman sage Jamdagni and Renukadevi. The mother of Parshurama was the sister of the wife of Sahasrarjun the great Kshatriya King. The sage Jamdagni was poor and his wife was forced to do all the household duties with her own hands. One day while fetching water, she was thinking of her sister's grandeur and her own poverty. As she was thus thinking the pitcher became empty. The sage asked her why pitcher is empty; then she blamed herself that being a wife of sage she was comparing her life with her sister; as a result the whole water leaked away. She also expressed that due to our poverty I could not call her sister for food. Sage replied; call them he will manage the food of thousands of people. Sage wife called her sister & her husband. Both came with large followers. The sage had a cow & an empty jar. But he served lot of food to all the people. The king Sahasrarjun got expressed & he killed the sage & picked away jar & cow with him. The wife of sage also committed suicide at the end.

Thus orphaned Parshuram vowed vengeance against the king. Attacking them with his axe & parshu he broke their power, slew all who did not forfeit their birthright by mixing with the shudras and gave the hole of their lands to Brahmanas. Finding that he had left no land for himself, he prayed the sea to have a land for him. The sea refused and Parshuram determined to drive it back. Standing on the Sahyadri mountain he shot an arrow westward and before in the sea retreat. But the sea- god had sent a friendly bee to bore Parshuram's bowstring, and the arrow felt short reclaiming only a strip about forty miles broad, that land is called as Konkan and Lord Parshurama is known as creator of Konkan land.

The main temple is dedicated to Bhargavram (he took the birth in the family of Bhargu) or Parshuram (He has taken parshu in the hand so named as Parshuram) and is surrounded by other temples. At the back of the temple there is a reservoir, called in honour of Pershuram's shooting, the arrow spring Ban Ganga. A yearly festival on the third day of the first fortnight of Vaishakh (Akshay Tritiya) in the month of April or May thousands of devotees, mainly Chitpawan Bramhins are attending the festival. Some other days like Aashadhi Ekadishi, Shravan somvar(Monday) Dashahara, Navratri and Mahashivratri are also celebrated by the pilgrims.

### **5.2.5 Guhagar, Tehsil Guhagar**

#### **Tourism Resources- Beach, Temples & Culture**

Guhagar, a small town surrounded by Temples, Coconut, Bittlenut Plantations & Arabian Sea to the west. Guhagar is situated on the western coast and having a marvelous beach of 06 km. Guhagar is calm and quiet place and attracts thousands of tourists from all over Maharashtra.

##### **1. Geographical Location**

Guhagar is located on  $17^{\circ} 9'$  N Latitude and  $73^{\circ} 11'$  E. Longitude. It is 135 km. away from Rantragiri. Total geographical area is 554.26 Hectares. The climate of Guhagar is hot and humid. June to September is the rainy season at Guhagar, while November to February is the winter and March to May is summer season.

According to 2011 census total population of Guhagar was 2929 persons. Male female population was 1472 and 1457 respectively as per 2011 census. Guhagar is a tehsil place and was governed by the Gram Panchayat; now it has notified as NagarPanchayat .

## 2. Brief History of Guhagar

Guhagar is famous from the ancient period. The Brahmins and Sages were living in the region from the period of Parshurama. The sage named as Vyadi was living and worshiping the Lord Shankar in Guhagar. He has established Shivling, which is named as Vyadheshwar. The temple is constructed in black stone and the main temple is surrounded by other temples, like the Lord Hunuman , Shri Ganpati, Shri Durgadevi, Luxmi Narayan & Surya-Narayan temple.

The devotees celebrate Mahashivratri, Ashadhi, Kartiki, Ekadashi, and Shravani Monday here. The major fairs and occasions are organized by the registered trust named as Shri Vyadheshwar Devsthan Trust.

The historical temple of Shri Duragadevi is constructed 13<sup>th</sup> century. The main idol of the temple is from 15<sup>th</sup> century. Later on the temple has reconstructed in 18<sup>th</sup> century. Navaratra and Holi (Dhulvad) are the main festivals of Shri Durgadevi temple. The temple and its religious activities are managed by registered trust. The trust has constructed Bhakt- niwas for the halting of devotees.

Shri. Valukeshwar temple is another historical temple in Guhagar. The record and details about this temple are seen in the old documents like Puran. Ancient temple of Lord Ganesh named as Ufrata Ganpati temple is another religious place in Guhagar. The idol of this temple i.e. Ganpati has found in the sea before 300 years to a local fisherman. The face of this idol is toward the west. As per myth that the Ganpati has changed his face from east to west to protect Guhagar from roaring sea, therefore the temple is known as Ufrata Ganpati temple.

Kartik Swami temple, Vyaghrambari Devi temple, Verdambika temple are older than 300 years. The Maratha ruler Peshwe was providing rice and other grants to these temples. Guhagar has a beautiful, clean and calm 6 kms beach. This sandy beach is the main attraction of the tourists. Guhagar is developed now, as a tourist destination.

Lodging, boarding, hotels as well as private rooms and paying guest facilities are developed in Guhagar with the view of tourism.

Guhagar is well known as religious place & scenic beach. Numbers of tourists visit the place throughout the year. To study the tourism trend, purpose of tourism and to have more relevant information; the visitors are surveyed in different seasons. Such tourists were classified under various categories & interviewed randomly. The functional analysis has prepared with the help of questionnaire filled by the tourists in hotels, lodges & at Bhakta- Niwas. The said analysis has shown & given in tables and graphs. Guhagar is approachable by Road only from Chiplun and Sawarde as well as connected with Dapoli and Ganapatipule by road plus marine way through ferry boat only.

**Table No. 5.6  
Socio-economic Profile of – Guhagar**

<b>Sr.</b>	<b>Socio-Economic Features</b>	<b>Status</b>
1.	Population Distribution -2929 No. of Households- 785	M – 1472, F- 1457
2.	Sex Ratio : Literacy : Major Religions :	990 87% Hindu, Muslim, Baudha
3.	Nos. of Employees Regular (R), Seasonal (S) Unemployed (Ue)	N.A.
4.	Occupation Structure	Agri. - 39%, Industrial -14% Other- 47%
5.	Wages Rate – Per Day (2009-10)	M- Rs. 120/-, F- 75/-
6.	Health services	PHC, Pvt. Maternity Home
7.	Post office & Telephone Services	Yes
8.	Banks	06+ 07 Credit Societies
9.	Education Facilities	Primary, Secondary & Higher Secondary
10.	% Electrified Houses	94%
11.	Nature of Drinking Water source	Well, Lake
12.	Road & Transport	Tar Road, Motor Transport
13.	Petrol Pump & Motor workshop	01
14.	Type of Local Government	Nagar Panchayat

Source: Census-2011 & Researcher Compiled Data

### **5.2.6 Hedvi, Tehsil Guhagar**

**Tourism Resources:** Beach, Temple of Lord Ganesh & Konkan Culture.

Hedvi village has scenic beautiful beach and a temple of Ganapati. The Ganapati temple is rare & extra ordinary due to the ten hands of Ganapati idol. This idol was made in Kashmir & presented by *Peshwa* to this temple. This idol is only one in India hence it can become famous religious place. The temple is situated on a hill & is surrounded by beautiful scenery. The temple has its own history & it will attract the tourists from all places who worship Lord Ganesha.

Hedvi is also famous for the beautiful beach & Palm Plantation. There is a deep but narrow gorge on the rocky beach of Hedvi. A big fountain is emerging at the time of high tide. This natural wonder is known as a Baman-ghal and is created due to the erosion of sea cliff by the roaring sea. It is a thrilling experience to watch. Hedvi is approximately 275 kms from Pune and about 300 Kms from Mumbai. Chiplun is the nearest rail head and from Chiplun Hedvi is about 50 Kms. Hedvi is an ideal destination for weekend.

This ‘Laxmi - Ganesh Temple’ is not only ancient but also rare. Carved in white stone believed to be from the Kashmir region the idol is 3 feet high with ten hands, hence the name ‘Dashbhuj Ganapati’. A grand ceremony along with a procession of in a chariot is held between Shukla Chaturthi to Shashthi in Magh every year to celebrate the birth of the elephant god.

Hedvi Beach is a black sand cove between the two white sand beaches of Guhagar-Velneshwar and Ganpatipule. Hedvi beach is a small stretch with the end towards the Uma-Maheshwari temple dominated by rocks. Brahman-ghal is a rare natural phenomenon where continuous gradation of the rocks by the sea has created a gorge in the black rock patch about 20 feet deep and 1-2 feet wide. The sea water gushes in and a water column rises through this gorge above the rocks up to 20-30ft! The temple of Uma Maheshwari is on the same rocky stretch on the way to Brahman Ghal.

Hedvi has a Bhakt Niwas having capacity of 50 to 60 people only. But there are 5 hotels & lodges, which provide food & halting facilities. The place is well connected to Guhagar by private & government bus service. It is 18 km. from Guhagar.

A primary health center, medical shop, 03 dispensaries, Bank and BSNL landline services are available at Hedvi, but there is no police station, petrol pump facilities. All these things are favorable for the tourism development in coming days.

**Table No. 5.7  
Socio-economic Profile of - Hedvi**

<b>Sr.</b>	<b>Socio-Economic Features</b>	<b>Status</b>
1.	Population Distribution -2210 No. of House Holds- 521	M – 1049, F- 1161
2.	Sex Ratio Literacy : Major Religions :	1107 74% Hindu, Baudha
3.	Nos. of Employees Regular (R), Seasonal (S) Unemployed (Ue)	411(R), 319 (S), 137 (Ue)
4.	Occupation Structure	Agri.- 47%, Industrial -0% Other- 53%
5.	Wages Rate – Per Day (2009-10)	M- Rs. 120/-, F- 75/-
6.	Health services	PHC
7.	Post office & Telephone Services	Yes
8.	Banks	02 + 03 Credit Societies
9.	Education Facilities	Primary, Secondary
10.	% Electrified Houses	93%
11.	Nature of Drinking Water Source	Well
12.	Road & Transport	Tar Road, Motor Transport
13.	Petrol Pump & Motor workshop	No
14.	Type of Local Government	Gram Panchayat

**Source:** Census-2011 & Researcher Compiled Data

### **5.2.7 Ganpatipule, Tehsil Ratnagiri**

**Tourism Resources:** Temple of Lord Ganesh, Beach & Konkan Village Culture.

Ganpatipule is holy pilgrim place of Lord Ganesha. It is also well known for one of the spectacular beach, which is 16 km. in length. The temple of Lord Ganesha is situated close to beach. The idol of Lord Ganesh is Swayambhu & is 400 years old. The God is considered to be Paschim Dwar-devta [Western Sentinel God of India] and tourists come here to pay their respects to this great deity. State Government of Maharashtra has declared Ganpatipule as a tourist destination.

## **1. Geography of Ganpatipule**

Ganpatipule is located on the coast and its latitudinal location is  $17^{\circ} 09' N.$  & longitudinal location is  $73^{\circ} 15' E.$  The destination is 350 km. away from Mumbai & 28 km. away from Ratnagiri by Are-Ware Bridge. The total geographical area of Ganpatipule is 274.64 hectares. Total population of Ganpatipule was 1236 out of which 559 were female & remaining were males according to census of 2011. Total literacy of the village is 82 %.

Ganpatipule is popular in Maharashtra and nearby States of Maharashtra for its marvelous beach and also for its rich flora. The devotees & other interested people visit the places throughout the year. Sankashti Chaturthi, Angarika Chaturthi & Maghi Ganesh, winter and summer holidays are always crowded days at Ganpatipule. Here every body leaves the hectic world behind and enjoy the beauty of the place.

**Table No. 5.8  
Socio-economic Profile of - Ganapatipule**

<b>Sr.</b>	<b>Socio-Economic Features</b>	<b>Status</b>
1.	Population Distribution -1236 No. of Household- 304	M -677, F- 559
2.	Sex Ratio- Literacy : Major Religions :	826 84% Hindu, Muslims, Baudha
3.	Nos. of Employees Regular (R), Seasonal (S) Unemployed (Ue)	181(R), 103(S), 21(Ue)
4.	Occupation Structure	Agri.- 47%, Industrial -34% Other- 19%
5.	Wages Rate – Per Day (2009-10)	M- Rs. 175/-, F- 125/-
6.	Health services	PHC, Pvt. Hospital
7.	Post office & Telephone Services	Yes
8.	Banks	05+6 Credit Societies
9.	Education Facilities	Primary, Secondary & Higher Secondary
10.	% Electrified Houses	93%
11.	Nature of Drinking Water Source	River & Well
12.	Road & Transport	Tar Road, Motor Transport
13.	Petrol Pump & Motor workshop	02
14.	Type of Local Government	Gram Panchayat

Source: CENSUS-2011 & Researcher Compiled Data

The temple has its own trust to look after the temple & related activities along with the bhakta niwas. M.T.D.C. also has a dormitory, self-contained deluxe rooms and family suites facilities at Ganpatipule. At the time of survey there were about 30 private hotels & 04 guesthouses in Ganpatipule.

M.T.D.C. organizes beach festival at Ganpatipule from 20<sup>th</sup> December to 05<sup>th</sup> January of every year and thousands of tourists visit this place.

## **2. History of Ganpatipule**

According to mythology that the Lord Ganesh came into dream of a poor bramhin person named as Bhide who was praying continuously in the period of Mughal rule. Lord Ganesha had given him a message in a dream that he has come to solve his problem & he has to search him in the nearby forest. As per dream, the brahmin went to search Lord Ganesha & he found a symbolic idol of Lord Ganesh in the forest. He cleaned up that place, built a hut & started to worship continuously the god. Later on this place became a famous pilgrim of Ganesha all over in the region. The great Maratha king Shivaji has also visited the place & instructed to his Sardar Annaji Datta to construct the new temple. Afterward all the Maratha rulers namely as Peshwas, Govindpant Bundela & the Maharaja of Sangli Raje Patwardhan contributed for the temple in their rule.

According to old documents the temple had yearly revenue from Peshwas & then after the British Viceroy Mr. Oakland governed a committee to look after the temple.

### **5.2.8 Ratnagiri**

#### **Tourism Resources: Historic Place, Beach, District Head Quarter**

Ratnagiri a district head quarter is itself an important tourist destination of the district. Ratnagiri is a port city, situated on the gorgeous western coast, Ratnagiri in the Indian state of Maharashtra, was the administrative capital and the important port of the Muslim kingdom of Bijapur. The unparalleled beauty of Ratnagiri is attributed by the presence of the majestic Sahyadris and the beautiful Arabian Sea.

The birthplace of so many well-known Indians who had lost their life in the freedom struggle, this small city acquired a remarkable position in the history of India. Situated in pretty surroundings, Ratnagiri offers a rejuvenating environment to the

visitors. The sun kissed beaches of white silvery sands, hemmed with swaying coconut palms, and ever green lustrous mangroves, makes Ratnagiri a dream destination to nature lovers.

**Table No. 5.9  
Socio-Economic Profile of Ratnagiri City**

<b>Sr.</b>	<b>Socio-Economic Features</b>	<b>Status</b>
1.	Population Distribution - 76229 No. of House Holds- 17585	M- 37670, F- 38559
2.	Sex Ratio- Literacy : (2011) Major Religions :	1024 83% Hindu, Muslims, Baudha, Jain
3.	Nos. of Employees 24757 Regular (R), Seasonal (S) Unemployed (Ue)	(R) / (S) / (Ue) – N.A.
4.	Occupation Structure	Agri.- 11%, Industrial -24% Other- 65%
5.	Wages Rate – Per Day (2009-10)	M- Rs. 250/-, F- 150/-
6.	Health services	Civil, Pvt. Hospitals
7.	Post office & Telephone Services	Yes
8.	Banks	15+13 Credit Societies
9.	Education Facilities	Primary, Secondary & Higher Secondary, Professional & Technical
10.	% Electrified Houses	82%
11.	Nature of Drinking Water Source	Tap, Lake & Well
12	Road & Transport	Tar Road, Motor & Rail Transport
13.	Petrol Pump & Motor workshop	05
14.	Type of Local Government	Nagarpalika- Class-B

Source: Census-2011 & Researcher Compiled Data

Ratnagiri is a very beautiful city. There are so many places to see such as Mandavi beach, Bhatye beach, Are ware beach, Bhagvati fort, Thiba Palace, Jeejamata Garden, Lokmanya Tilak Janmabhumi, Patitpawan Mandir, Mtsalay, Pawas, Ganpatipule etc. We can reach by bus, car and railway from Mumbai. There are so many hotels in Ratnagiri.

Food processing including cashew and mango pulp as well as fishing is an important industry in Ratnagiri.

A few illustrious Indians, including "Lokmānya" Bal Gangadhar Tilak, a prime leader in the nation's freedom movement as well as Bharat Ratna "Maharshi" Dhondo Keshav Karve, an eminent social reformer and educationist; and Wrangler Raghunath Purushottam Paranjpe, a mathematician and educationist, were born in Ratnagiri or its vicinity. Veer Savarkar was stayed in Ratnagiri during their imprisonment.

There are lots to see and experience in Ratnagiri however the beaches in Ratnagiri dominate all other tourist attractions in Ratnagiri. Mandvi beach is the most popular beach in Ratnagiri. A black sand beach Mandvi has the Ratnadurga fort to its west. Together with Mandvi beach and Bhatye beach; Ratnadurga fort forms the core of tourism in Ratnagiri.

Ratnagiri is railway junction and the city is located 12 km. inside from Mumabi-Goa road i.e. N.H.17. Pawas, Ganapatipule, Marleshwar are closest destination from Ratnagiri city. Tourist prefers to visit and stay in Ratnagiri district as an important destination in their Konkan tour. Most of schools and colleges give visit to Ratnagiri city due to its historic importance; Lokmanya Tilak and Veer Savarkar Memorials are major tourist attraction for such type of travelers.

Socio-economic profile of Ratnagiri city has represented in Table No. 5.9 it reveals that the city has similar features like other district places of Maharashtra excluding mega cities.

### **5.2.9 Pawas, Tehsil Ratnagiri**

**Tourism Resources:** Temple/ Ashram of Swami Swaroopanand

'Pawas' is a fast growing religious tourist destination of Ratnagiri district. The cleanliness of Asram premises and natural beauty of the village encourage the tourists to visit again and again. A village is only 20 km. away from district headquarter Ratnagiri.

Pawas was earlier famous for tasty mangoes. The village is developed now as an important pilgrim center and Holly Ashram of Swami Swaroopanand alias '*Parmahans of Pawas*' after 1967.

The latitudinal location of Pawas is  $16^{\circ} 58'$  N. and the longitudinal location is  $73^{\circ} 19'$  E. Geographical area of the Pawas is 1274.11 hectares. Total population of Pawas

was 4718 persons according to 2011 census. Male female population was 2369 and 2349 respectively.

Pawas is situated on the both banks of Gautami River. The village is endowed with the panoramic beauty. The climatic condition is hot and humid due to close to west coast. June to September is the rainy season, November to February is winter and March to May is the summer season at Pawas.

## **1. Brief History of Pawas**

Pawas a small village has become famous tourist place after 1967 due the work of Swami Swaroopanandji. The people have honored him as Paramhans of Pawas. Sawmiji was born on 15<sup>th</sup> Dec.1903 in a Bramhin family. He had completed his early education in Rantagiri. But due to the great influence of Tilak and Gandhiji, he came back to Pawas at the age of 18 years and started self-supporting school with nationalist aim in June 1922 called as “Sawlambanashram”.

In addition to school activities Swamiji alias Appa had started, giving discourses on Dnyashwari in the village. Appaji marched towards Pune in 1927 due to disclosure of schooling activities. Appaji came under influence of Nath Sampradaya at Pune and wrote a neat-handed 9000 stanzas of Dynayeshwari for his Sadguru. Appaji was active in nationalist movement in Pune, which caused break in his education. Appaji left Pune and entered into civil disobedient movement at Rantagiri.

Appaji alias Swamiji returned to Pawas to prepare for degree examination; but a huge attack of malaria had given turn to his life. He composed a lyric of 162 stanzas titled as ‘Amritdhara’, which was his second creation after ‘Navratnahar’.

Swamiji was in long meditation in between 1935 to 1947 for 12 years. Swamiji imbibed all the divine virtues described in Shrimadbhagwad Geeta. He had written many abhangas during the period 1935-1946 which is compiled as ‘Sanjiveen Gatha’ as well as he wrote Geeta in Marathi called as ‘Bhagwat Geeta’ Swamiji has also translated Dnyaneshwari, Amritanubhav and Changdevpasashiti from ovi style of verses in olden day Marathi to Abhangas in present day in Marathi. Swamiji has written 16000 stanzas of ‘Abhanga Dynashwari’.Swamiji was one such noble soul; who walked according to his talk throughout.

In June 1967 Swamiji Swaroopand Sewa mandal was constituted and registered, as a public trust to construct ‘Swaroopasram’ as meditation center and Smadhi place of Swami Swaroopandji. Swamiji had drawn the diagram of a proposed samadhi place before his Mahanirvan on 15<sup>th</sup> August 1974.

**Table No. 5.10  
Socio-economic Profile of - Pawas**

<b>Sr.</b>	<b>Socio-Economic Features</b>	<b>Status</b>
1.	Population Distribution -4718 No. of House Holds- 1033	M – 2349, F- 2369
2.	Sex Ratio: Literacy : (2011) Major Religions :	1008 80% Hindu
3.	Nos. of Employees Regular (R), Seasonal (S) Unemployed (Ue)	621(R), 184(S), 113(Ue)
4.	Occupation Structure	Agri.- 47%, Industrial -9% Other- 44%
5.	Wages Rate – Per Day (2009-10)	M- Rs. 120/-, F- 75/-
6.	Health services	PHC
7.	Post office & Telephone Services	Yes
8.	Banks	03+ Credit Societies
9.	Education Facilities	Primary, Secondary & Higher Secondary
10.	% Electrified Houses	93%
11.	Nature of Drinking Water Source	Well
12.	Road & Transport	Tar Road, Motor Transport
13.	Petrol Pump & Motor workshop	No
14.	Type of Local Government	Gram Panchayat

Source: Researcher Compiled Data

A spacious and beautiful temple is now constructed at Pawas at the samadhi place. That place becomes a major pilgrim center for the tourists and devotees. A well-developed ‘Bhakt Niiwas’ has constructed for lodging and boarding of devotees. All these facilities are available at very concessional rates with service motto.

## **2. Festivals and Utsav**

15<sup>th</sup> August and 15<sup>th</sup> December are the major festival and utsav days of the ashram. Devotees gather to celebrate Birth and Mahanirvan anniversary of Swamiji. All over in Maharashtra thirty prayer centers are functioning voluntarily to remember and

follow the Swamiji and his work. Devotees from these centers are visiting on festival days.

### **3. Major Activities of the Ashram (Spiritual center)**

- i. **Meditation Center**- A separate big hall has been developed at Pawas around Samadhi temple for the peace full meditation of the devotees.
- ii. **Liabrary and Publication**- Swamiji have written several books and literature, which have kept in library. Ashram has it's own publication department for publishing the literature of Swamiji at concessional rates.
- iii. **Goshala** As per wish of Swamiji a clean and environmentally Goshala has been developed for the orphan and injured cattle in Pawas.
- iv. **Mahaprasad** - It is regularly available in the morning session at free of cost to the devotees who are visiting the Ashram.
- v. **Spiritual Study Center** - It is new project of the Ashram for those who are interested to study in meditation and spiritual topics.
- vi. **Educational Aid**- Trust provides fund and scholarships to the poor and needy students of Ratnagiri District.

Pawas is easily accessible by road transport. It is 20km. away from Ratnagiri city and all M.S.R.T.C. buses and Private vehicles are running in daytime to reach Pawas. Lodging and boarding facilities are available at Pawas. Ashram of Sawmi Swaroopanandji is a holy place and is famous in all over Konkan. Tourists are coming to Pawas throughout the year for religious purpose. The survey has done in a peak and off-season. In the period of survey total 220 tourists have been contacted; out of them 30 tourists have not responded. These 30 tourists were not interested to give their detail information as due to their personal work or their unwillingness. The questionnaires were issued to 190 tourists out of those; 20 tourists have not returned the questionnaires. Tourists are interviewed at Bhakta Niwas, private lodges & in the public place. Total 170 tourists have returned the questionnaire. Therefore the functional analysis is based on the views of 170 tourists.

### **5.2.10 Gangateerth (Unhale), Tehsil Rajapur**

**Tourism Resources:** Temple, Natural Underground Water Spring & Hot water Spring.

Rajapur is the southernmost tehsil of Ratnagiri district. The Gangateerth, Dhoot-Papeshwar Temple, Mahakali Temple & Unhale i.e. hot spring are the tourist resources of Rajapur. A town is located on Mumbai-Goa National highway no.17. It is 400 km. away from Mumbai and 74 km. away from Ratnagiri. Total geographical area of Rajapur city is 06.19 sq. km. Gangateerth is situated 8km. away from Rajapur.

#### **1. Geography of Gangateerth**

The latitudinal & longitudinal location of Gangateerth is  $16^{\circ} 36' N$  &  $73^{\circ} 20' E$  respectively. The total population of Gangateerth i.e. Unhale was 833 persons as per census survey of 2011. Male and female proportion was 463 & 536 person in the total population.

**Table No. 5.11  
Socio-economic Profile of – Gangateerth-Unhale**

<b>Sr.</b>	<b>Socio-Economic Features</b>	<b>Status</b>
1.	Population Distribution - 833 No. of House Holds - 200	M – 379, F- 454
2.	Sex Ratio Literacy : (2011) Major Religions :	1198 75% Hindu, Baudha
3.	Nos. of Employees Regular (R), Seasonal (S) Unemployed (Ue)	137(R), 162 (S), 91 (Ue)
4.	Occupation Structure	Agri.- 41%, Industrial -1% Other- 58%
5.	Wages Rate – Per Day (2009-10)	M- Rs. 120/-, F- 75/-
6.	Health services	No
7.	Post office & Telephone Services	Yes
8.	Banks	02 Credit Society
9.	Education Facilities	Primary,
10.	% Electrified Houses	91%
11.	Nature of Drinking Water Source	River & Well
12.	Road & Transport	Mud Road, Motor Transport
13.	Petrol Pump & Motor workshop	No
14.	Type of Local Government	Gram Panchayat

Source: Census-2011 & Researcher Compiled Data

## **2. Ganga of Rajapur**

It is a holy and religious tourist site of Rajapur. It is popular as miracle of the nature from 300 to 400 years for its' hidden water source. The water from a hidden stream comes on the surface after interval of every 2/3 years. It is 09 km. away from Rajapur and the point is known as Ganga of Rajapur. The stream of Ganga flows from 11 days to 03 months approximately. The Ganga originates from the roots of a tree and flows in different directions through the several water tanks and these tanks are known as Kundas. There are 14 Kundas and the temperature of all the kundas is different. Thousands of devotees gather here to worship the Ganga.

## **3. History of the Ganga**

As per mythological story, a kunabi farmer named as Gangaji Salunkhe was living in a village Kuveshi. He had no children. Every year he was going to Pandharpur to worship the god Shree Vitthal. Once when he was traveling to Pandharpur, he did his halt here at the time when he was suffering from fever. He was thirsty and was praying the God. His pray impressed the God, and he sent the Ganga that has originated here. On the way of Gangateerth Unhale is situated which is famous for the hot spring. This spring is located 01 km. away from the Arjuna River on the way of Gangateerth.

Rajapur was a historical port and trading center in the British era. Tourists from the near by districts come to see distinct places of Rajapur. This place has religious, natural and historical importance, but these features are not properly explored.

In the present study existing tourist resources of Rajapur have studied and tourists were interviewed to know their satisfaction level. Tourists visit Rajapur on occasion of festivals of Dhootpapeshwar and on occurrence of Ganga stream. Some tourists visit in rainy season or as per their convenience; therefore a survey of the tourists has been conducted during the peak and off seasons.

Rajapur is growing as a religious tourist destination. Temple of Dhoot-Papeshwar is religious tourist place that is located just two km. from the city. Dhoot- Papeshwar is the temple of Lord Shiva located on the left bank of the Kajali river. A roaring waterfall 'Koti-Teerth' has situated aside a temple. It has a scenic view with religious value. Gudhi-Padwa, Ram-Navami, Shravanmass, Vijayadashmi, Mahashivratri & Holi are the

important festivals of the temple. A huge crowd of the devotees throughout the Konkan gathers here on occasion of these festivals. The Dhootpapeshwar means the God who destroys/wash out the sin i.e. bad things & evils of the human being.

### **5.2.11 Kshetra Marleshwar, Tehsil Sangameshwar**

**Tourism Resources:** Temple of Lord Ganesh, Water fall, Natural Valley & Scenery.

Marleshwar is a religious tourist destination. A cave-based temple of Lord Shiva is situated at the foothill of Sahyadri. Steep mountains and streams have surrounded the temple. It looks marvelous in rainy season. Marleshwar is the name of God Shiva; therefore the place is known as Shree Kshetra Marleshwar. Existence of poisonous, non-poisonous snakes in the cave of Marleshwar is one more attraction for the tourists.

Marleshwar is located on  $17^{\circ} 9'$  North latitude &  $73^{\circ} 44'$  East to Marleshwar is 34 kms. away from Sangameshwar i.e. Mumbai-Goa national highway No.17. Marleshwar, a Hindu pilgrim place having scenic waterfall (Plate No. 8.6), rich flora & fauna of the Western Ghat etc are the major attractions of the place. There is no settlement near the cave or no any basic amenities are available near the destination. Therefore tourists are observed in daytime only.

Devotees, nature lovers, botany & zoology research scholars are visiting the place throughout the year. Monsoon, Mahashivratri & especially Makar Sankranti are the overcrowded seasons of this place.

According to myth, the Lord Shiva alias Marleshwar came to Angawali village but due to no response of villagers he marched towards the valley of Sahyadri & settled here in the cave. The cave has discovered in the 18<sup>th</sup> century.

#### **1. Festivals of Marleshwar**

*Makarsankranti* and *Mahashivratri* are the main festival days of the temple. On the Makarsankranti thousands of devotees visit the place to worship the Lord Shiva & to attend his marriage with Devi Girija.

Shiva's marriage is traditional festival since 18<sup>th</sup> century. The villagers of Sakharpa start their journey on 13<sup>th</sup> January of every year with idol of their Goddess

Girijadevi to Marleshwar. On 14<sup>th</sup> January of every year they arrange the marriage of Girija devi at Shri Kshetra Marleshwar with the Lord Shiva. Villagers from nearby places are also marching towards the Marleshwar valley along with their idols of local God to attend this ceremony. The State Government of Maharashtra has declared Shri Kshetra Marleshwar as a tourist destination. Cave of the Lord Shiva is situated in the valley of Sahyadri. Numbers Of wild snakes are observed inside the cave throughout the year. The devotees are worshiping those snakes also.

Socio-economic profile of Marleshwar has represented in Table No.5.12 that exhibits agriculture is the major activity in Marleshwar village.

**Table No. 5.12  
Socio-economic Profile of - Marleshwar**

<b>Sr.</b>	<b>Socio-Economic Features</b>	<b>Status</b>
1.	Population Distribution -919 No. of House Holds- 238	M – 438, F- 481
2.	Sex Ratio- Literacy : (2011) Major Religions :	1098 70% Hindu, Baudha
3.	Nos. of Employees Regular (R), Seasonal (S) Unemployed (Ue)	67(R), 189 (S), 63 (Ue)
4.	Occupation Structure	Agri.- 52%, Industrial -3% Other- 45%
5.	Wages Rate – Per Day (2009-10)	M- Rs. 120/-, F- 75/-
6.	Health services	No
7.	Post office & Telephone Services	Yes
8.	Banks	02 credit Society
9.	Education Facilities	Primary
10.	% Electrified Houses	88%
11.	Nature of Drinking Water Source	River, Well
12	Road & Transport	Paved Road, Motor Transport
13.	Petrol Pump & Motor workshop	No
14.	Type of Local Government	Gram Panchayat

Source: Researcher Compiled Data

Marleshwar cave is 03 km away from the motorable road. The entire atmosphere around the cave is challenging & adventurous; and it attracts the tourists from nearby

regions. Angawali & Maral villages are the nearest settlements from the Marleshwar, which are 04 km. away from the destination. A place does not have any halting facility. It is situated in remote area.

Marleshwar is overcrowded tourist destination in the peak season. Total 243 tourists are interviewed during the both seasons at Marleshwar. Total 275 tourists were contacted for survey purpose but 15 tourists did not given any response due to their return journey by public transport and some were not interested in such type of survey. Total 260 questionnaires were issued out of only 243 respondents have returned properly filled questionnaire.

### **5.3 Conclusion**

Agriculture is the major activity of in Ratnagiri district. Major share of population (84%) in Ratnagiri district has distributed in rural area. Sex ratio trend exhibits high proportion of female population in Ratnagiri district since 1931. The population of district has decreased by 04.00% in 2011. The district has divided in nine tehsils including 1543 villages. Only 02% area of total agriculture land is irrigated in Ratnagiri district. Most of the agriculture is depended upon rain water. Industrial development in the district is comparatively slow; while most of chemical industries are underutilized. Migration for employment purpose is yet to be hype in Ratnagiri district. Ratnagiri district has emerged as hot tourist destinations in Konkan. Total 76 places in Ratnagiri district has been notifies as important tourist destinations by Government of Maharashtra. While, each and every village of the district has tourism potential. Agriculture & Fishing were major activities in most of coastal village till 2000. Due to the overexploitation of the resources as well as natural uncertainty has caused to decreasing productivity of Agriculture & fishing industry in Ratnagiri district. While; tourism has emerged as an additional source of income in the region. Socio-economic profile of tourist destinations in Ratnagiri district represents the contribution of tourism for infrastructural development in the region. Growth of working population is one important facts need to be noted about these places. According to census-2011 total population of Ratnagiri district has declined by 04.96%. This scenario is also same at major tourist destinations in Ratnagiri district. Population has shown slight growth at some tourist destinations. Employment

opportunities might be induced to local as well as outsiders to gather at these destinations. But, yet tourism has not developed as permanent and regular source of income in Ratnagiri district. Destinations' marketing, infrastructure development and development of tourism resources may stop outmigration of local population in Ratnagiri district.

## **Chapter-VI**

### **PERCEPTION ANALYSIS AND INTERPRETATION OF SOCIO- ECONOMIC IMPACT OF TOURISM IN RATNAGIRI DISTRICT**

- 6.1 Introduction
- 6.2 Households Contacted At Tourist Places
- 6.3 Place wise Analysis of Impact of Tourism
  - 6.3.1 Tourism Impact Assessment in Dapoli
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6.10.3 Hypothesis-2

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## **Chapter-VI**

### **Perception Analysis & interpretation of Socio- Economic Impact of Tourism in Ratnagiri District**

#### **6.1. Introduction**

The present chapter is mainly concern with an assessment of perceptions of local residents about socio-economic impact of tourism in Ratnagiri district. Perceptions of local people have been examined to study scale of impacts of tourism in the socio-economic development of local people. This was major objective of the present study. Respondents of selected sample places have been interviewed and they were asked to rate their opinions under 07 points scale as per their experience & impressions. The aggregate mean of their perceptions have been tested by conduced z-tests. Such tests were conducted to validate the findings.

Perceptions of local people are extra important in assessment of developments. Any developments in respect to mankind should be sustainable and beneficial to the community. If local people are not satisfied with any project or activities; they may oppose and may create hurdles in implementation of that project. Sterilight project, Jaitapur Power Project, HPCL Project, Dabhol Power Project and many other projects in Ratnagiri district faced large public agitations during their execution stage. Some of these have wounded up their programmes. Such agitations took place if the local people are kept away from the socio-economic benefits of that project. The present study took place with same intention to assess the impacts of tourism in socio-economic developments of the local people in Ratnagiri district. It was an effort to evaluate their views towards further developments that are taking place at their region under tourism activities. Whether local people are main benefiters? What is extending of such benefits? etc. In the light of such view various socio-economic indicators have been considered in the present study. This chapter is mainly dealt with such analysis of views of local people. The place wise tabulation and further analysis of primary data has represented as under.

Place wise Impressions of the both respondents' i.e households and service providers are assessed in the scale of -1 to +3 on the basis of Likert scale technique.

## 6.2 Households & CUs Contacted at Tourist Places

The present study has based on interviews of **359** households including commercial units that were conducted at **11** distinct tourist places of Ratnagiri district. Distribution of such interviews is given in Table No. as under. Respondents, those have directly or indirectly connected with tourism industry were mainly selected for survey purpose. They were either employer or employees including middlemen. Some of them were hoteliers, transport operator, lodge owners, hawkers, kiosk owners and or other service providers including servants or employees. They were contacted in their accommodations or at their work places. In most of cases interview were conducted with head of family or senior most person of the family. Female respondents were specially approached to study their socio-economic developments.

**Table No. 6.1  
Tehsil-wise Distribution of House Hold Survey at Tourist Places  
(Socio-Economic Survey)**

<b>Sr. No</b>	<b>Name of the Tehsil</b>	<b>Name of the sample Tourist Place</b>	<b>No. of Selected House Holds</b>	<b>No. of Actual Response</b>
1.	Dapoli	Murud	35	30
		Dapoli	60	50
2.	Mandangad	Velas	20	17
3.	Chiplun	Kshetra Parshuram	17	17
4.	Guhagar	Guhagar	45	40
		Hedvi	23	20
5.	Ratnagiri	Ganpatipule	85	70
		Ratnagiri	55	50
		Pawas	25	20
6.	Sangameshwar	Marleshwar	30	30
7.	Rajapur	Gangateerth	22	15
	<b>Total -</b>	<b>11</b>	<b>418</b>	<b>359</b>

## 6.3 Place wise analysis of Residents' Impressions about Socio-Economic Impact of Tourism in Ratnagiri District

Total 11 places were sampled and place wise analysis of residents' impression has given as under. Such analysis has distributed in various segment such as analysis about

economic impact, about social impact. As well as aggregation of economic, social impression at district level has also discussed. In addition to this aggregation of individual indicator; with reference to all places has also examined. While individual indicator wise percentage of impressions about scale of impact i.e. most and least has also examined and discussed separately. On the basis of data analysis status of socio-economic impact at district level and impact wise ranking of all places obtained separately. Such data analysis and its interpretation has represented as under.

### **6.3.1 Perception Analysis about Impact of Tourism in Dapoli**

Dapoli, a tehsil headquarter as well as an entry point for tourists during their transit towards, Murud, Harnei, Anjarle, Kelshi & Dabhol favoured by tourists for food & stay. Dapoli is also known as a mini hill station; due to its cool & warm climatic condition. Dapoli Agriculture University & tourists bungalows as well as farm houses of Dapoli are also important tourist attractions. Therefore number of tourist gave visit to Dapoli in different seasons. Their spending contributes to channelise the local economy. The present analysis has based on views of local residents those are the main benefitors of tourism developments in Dapoli.

- Perceptions about Economic Impact of Tourism**

According to perception of fifty residents of Dapoli; tourism has contributed for their economic development. The average mean index i.e. **+1.59** of economic impact analysis represents that residents of Dapoli agree with the hypothesis that the tourism contributes for their economic growth & development. As per their views tourism has did the impact on social life of the local people. The mean value of their views i.e. **+1.34** about social impact of tourism demonstrates that the local people also agreed that their social life influenced by tourism development in the region.

The economic indicator wise perceptions of local people (Table No.6.2) demonstrates that the local people have normally agreed that the tourism developments in Dapoli region have spread positive economic effects like growth in economic class, increased employment opportunities, increase in sale of local products. Whereas, according to their perceptions other economic effects of tourism are also observed as like

growth of hotel and ancillary industries, increase in prices of land, properties and other consumer durables. Infrastructure developments and change in occupational structures of local people.

Residents of Dapoli felt that the tourism cause the higher effect on the increase in labour cost (+2.44), increase in value of land & properties (+2.18), increase in general prices of goods & services (+ 2.12) & growth of hotel & ancillary(+2) . They also felt that tourism has offered new opportunities of employment (+1.76) demand for local product (1.54) growth of infrastructure (+1.12) and increase in revenue of local authorities (+1.08). People of Dapoli felt that the tourism developments have brought slight change (+0.54) in their occupational structure. In aggregate 500 opinions of fifty Respondents of Dapoli 435 (i.e.87%) opinions were positive towards economic impacts of tourism in Dapoli. 27.40% opinions out of that were strongly agreed. Some people of Dapoli felt that the tourism does not contribute for their economic development but the proportion of such opinions (10.80%) was negligible.

Table No.6.2

#### **Perceptions of Local People towards Economic Impact of Tourism in-Dapoli**

Sr. No	Economic Indicators –Dapoli	Scale of Impact							Mean	SD
		-3	-2	-1	0	1	2	3		
1	Improvement in Level of Economic Class of the Local people	0	2	7	3	19	10	9	50	<b>1.1</b>
2	Increase in Employment opportunities	0	0	4	2	9	22	13	50	<b>1.76</b>
3	Increase in General Prices & Value of Goods & Services	0	0	0	0	12	20	18	50	<b>2.12</b>
4	Increase in cost of Land & Properties	0	0	0	0	12	17	21	50	<b>2.18</b>
5	Increase in Revenue & Taxes of Local Authority	0	5	4	2	15	19	5	50	<b>1.08</b>
6	Improvement in Infrastructure Facilities	0	0	6	0	30	10	4	50	<b>1.12</b>
7	Increase in Hotel & Ancillary Industries	0	0	0	0	18	14	18	50	<b>2</b>
8	Increase in Labour Cost	0	0	0	0	5	18	27	50	<b>2.44</b>
9	Changes in Occupational Structure	2	4	12	2	13	11	6	50	<b>0.54</b>
10	Increase in Demand for Local Products	0	0	8	2	11	13	16	50	<b>1.54</b>
<b>Total -</b>		<b>2</b>	<b>11</b>	<b>41</b>	<b>11</b>	<b>144</b>	<b>154</b>	<b>137</b>	<b>500</b>	<b>1.59</b>
										<b>1.29</b>

**Table No. 6.3**  
**Perceptions of Local People towards Social Impact of Tourism in Dapoli**

Sr. No	Social Indicators –Dapoli	Scale of Impact							Total	Mean	SD
		-3	-2	-1	0	1	2	3			
1	Equal opportunity to Female Population	0	0	0	0	9	14	27	50	<b>2.36</b>	0.77
2	Improvement in overall status in women	0	0	11	9	13	13	4	50	<b>0.8</b>	1.26
3	Improvement in Participation of Local People in Social Activities	0	2	2	3	15	17	11	50	<b>1.52</b>	1.24
4	Increased opportunity to Skilled Jobs & Labour	0	0	6	3	14	21	6	50	<b>1.36</b>	1.14
5	Improvement in Living Standard of Local People	0	0	9	2	17	14	8	50	<b>1.2</b>	1.28
6	Increase in Population Density	0	2	4	7	24	9	4	50	<b>0.92</b>	1.15
7	Increase in Literacy & Communication Sills	0	0	0	2	19	20	9	50	<b>1.72</b>	0.80
8	Growth in Sex Ratio	3	2	4	9	18	11	3	50	<b>0.64</b>	1.47
9	Increase in Social Issues & Conflicts	0	0	9	2	5	23	11	50	<b>1.5</b>	1.36
10	Impact on Culture, Values & Customs of Local People	0	0	7	0	22	7	14	50	<b>1.42</b>	1.28
<b>Total -</b>		<b>3</b>	<b>6</b>	<b>52</b>	<b>37</b>	<b>156</b>	<b>149</b>	<b>97</b>	<b>500</b>	<b>1.34</b>	<b>1.28</b>

Respondents who are directly associated with tourism industry in Dapoli accepts certain fluctuations in tourism. While; respondents those are indirectly associated with tourism were not much sure about such fluctuations. According to most of respondents monsoon is quite slack season for tourism business in Dapoli; while local people experienced that the winter and summer is peak season in Dapoli.

- Perceptions of Local people about Social Impact of Tourism in Dapoli**

Local people of Dapoli expressed their positive opinions towards social impact of tourism. As per Table No. 6.3 an aggregate 80.40% opinions were in favour of social impact of tourism in Dapoli. Local people felt that the tourism has offered equal opportunities to female population (+2.36) of the region, it has also responsible in growth of literacy & communication skills (+1.72) of the local people, local peoples participation (+1.52) have been improved in social activities & general policy makings, people have observed change in values & regional customs under tourism influence (+1.42) and they

also observed that tourism has offered an opportunities to skilled jobs & labours (+1.36). Very few people i.e. felt that the (12.20%) tourism does not influence their social life.

- **Aggregate of Residents' Perceptions in Dapoli**

According table Nos. 1, 2 & 3 it has observed that the mean value of respondents' opinions (+1.47) indicates that the tourism has made its impact on socio-economic development in Dapoli

**Table 6.4  
Aggregate of Residents' Perceptions in Dapoli**

No. of Respondents	Types of Impact	Scale of Impact							No. of Opinions	Mean	S.D.
		-3	-2	-1	0	1	2	3			
50	Economic	2	11	41	11	144	154	137	500	1.59	1.29
	Social	3	6	52	37	156	149	97	500	1.34	1.28
Aggregate		<b>5</b>	<b>17</b>	<b>93</b>	<b>48</b>	<b>300</b>	<b>303</b>	<b>234</b>	<b>1000</b>	<b>1.47</b>	<b>1.29</b>

### **6.3.2 Perceptions Analysis about impact of Tourism in- Murud- (Economic Impact)**

Sea beach, temple of Durgadevi & Konkan village culture are important tourist attractions in Murud. Recreational activities at Murud beach also encouraging tourist's to visit Murud in different seasons. Agriculture is the major activity in Murud. But, tourism development has brought certain changes in socio-economic life of the Murud. According to economic impact analysis, the mean value (+1.68) represents that the tourism does impact on economy of Murud.

As per Table No.6.5 it has observed; the resident's of Murud moderately agreed that the tourism developments in Murud has caused to increased prices of goods & services (+2.46) According to their opinions tourism developments in Murud has also caused to increasing prices of land & properties of Murud (+2.33). Increase in labour cost (+2.23) & increase in hotel & ancillary industries (+2.03) are the other impacts of tourism in Murud; which they accept moderately. They simply agreed on new employment opportunities (+1.73) & increase in demand of local products (+1.63) as an additional impacts of tourism in their region. According to their views tourism has also influenced on other economic factors of the region like infrastructure developments, growth in

economic class of the local people, increase in revenue and taxes of local authorities etc. It has observed that out of 300 total 262 i.e. 87.33% opinions of local respondents agreed the positive economic impact of tourism on economic activities of local people. In total 33% opinions of local residents were strongly in favour of impact of tourism on economy of Murud.

- Perceptions of Residents towards Social Impact of Tourism in – Murud**

Tourism impacts on social life of Murud were examined that data revealed the positive impacts of tourism in Murud mainly on culture, values & customs of local people(+2.2), Improvement in rate of literacy & communication skills of local people (+2.06), opportunities to skilled jobs & labours (+1.73); as well as participation of local people in social planning & policy making (+1.26). Tourism developments in Murud also benefited to female population of Murud; their social status (+1.6) & equity (+1.3) has got affected by tourism development in their region. The study reveals that the total 260 opinions of local respondents i.e. **86.66%** were in favour of positive impacts of tourism on their social life.

Table No.6.5

**Perceptions of Local People towards Economic Impact of Tourism in Murud**

Sr. No	Economic Indicators Murud	Scale of Impact							Mean	SD
		-3	-2	-1	0	1	2	3		
1	Improvement in Level of Economic Class of the Local people	0	1	3	3	12	6	5	30	<b>1.13</b>
2	Increase in Employment opportunities	0	0	2	0	8	14	6	30	<b>1.73</b>
3	Increase in General Prices & Value of Goods & Services	0	0	0	0	2	12	16	30	<b>2.46</b>
4	Increase in cost of Land & Properties	0	0	0		4	12	14	30	<b>2.33</b>
5	Increase in Revenue & Taxes of Local Authority	0	0	2	0	9	13	6	30	<b>1.7</b>
6	Improvement in Infrastructure Facilities	2	1	4	0	10	6	7	30	<b>1.03</b>
7	Increase in Hotel & Ancillary Industries	0	0	3	0	6	5	16	30	<b>2.03</b>
8	Increase in Labour Cost	0	0	2	0	3	9	16	30	<b>2.23</b>
9	Changes in Occupational Structure	3	2	2	4	11	4	4	30	<b>0.53</b>
10	Increase in Demand for Local Products	0	0	3	1	9	8	9	30	<b>1.63</b>
<b>Total -</b>		<b>5</b>	<b>4</b>	<b>21</b>	<b>8</b>	<b>74</b>	<b>89</b>	<b>99</b>	<b>300</b>	<b>1.68</b>
										<b>1.36</b>

**Table No.6.6**  
**Perceptions of Local People towards Social Impact of Tourism in Murud**

Sr. No	Social Indicators – Murud	Scale of Impact							Mean	SD
		-3	-2	-1	0	1	2	3		
1	Equal opportunity to Female Population	0	1	2	3	11	7	6	30	<b>1.3</b>
2	Improvement in overall status in women	0	0	2	3	9	7	9	30	<b>1.6</b>
3	Improvement in Participation of Local People in Social Activities	0	0	2	3	15	5	5	30	<b>1.26</b>
4	Increased opportunity to Skilled Jobs & Labour	0	0	0	4	9	8	9	30	<b>1.73</b>
5	Improvement in Living Standard of Local People	0	1	2	0	11	7	9	30	<b>1.6</b>
6	Increase in Population Density	0	0	1	0	20	4	5	30	<b>1.4</b>
7	Increase in Literacy & Communication Skills	0	0	0	0	7	14	9	30	<b>2.06</b>
8	Growth in Sex Ratio	0	2	0	5	13	4	6	30	<b>1.16</b>
9	Increase in Social Issues & Conflicts	2	1	4	2	5	6	10	30	<b>1.16</b>
10	Impact on Culture, Values & Customs of Local People	0	0	0	0	8	8	14	30	<b>2.2</b>
<b>Total -</b>		<b>2</b>	<b>5</b>	<b>13</b>	<b>20</b>	<b>108</b>	<b>70</b>	<b>82</b>	<b>300</b>	<b>1.55</b>
										<b>1.23</b>

Aggregately it has observed that the tourism has made positive impact (+1.62) on socio-economic developments in Murud. Such developments are mainly observed onward 2000. People of Murud were not in favour of tourism in their region previously. But that scenario has been changed and most of local people have shown keen interest in tourism development and it has become source of development for some of them. Especially domestic food and stay services are the backbone of tourism industry in Murud.

**Table No. 6.7**  
**Aggregate Impression of Residents about Socio-Eco Impact of Tourism in Murud**

No. of Respondents	Types of Impact	Scale of Impact							No. of Opinions	Mean	S.D.
		-3	-2	-1	0	1	2	3			
Dapoli - 50	Economic	5	4	21	8	74	89	99	300	1.68	1.36
	Social	2	5	13	20	108	70	82	300	1.55	1.23
<b>Aggregate</b>		<b>7</b>	<b>9</b>	<b>34</b>	<b>28</b>	<b>182</b>	<b>159</b>	<b>181</b>	<b>600</b>	<b>1.62</b>	<b>1.30</b>

### 6.3.3 Perceptions Analysis about Impact of Tourism in Velas - (Economic Impact)

Velas a small village situated on the coast of Arabian Sea has developed as eco-tourism village since last decade. Agriculture is a major economic activity in the Velas. Seasonal nature of agriculture caused to migration Most of local people towards Mumbai & Pune for the employment purposes; but they are still connected with their village & preferably giving visit to their native place on occasions of different festivals including *Ganesh & Holi* festivals.

The present survey conducted in Velas on different occasions including peak & off tourism seasons. According to data it has observed that; the tourism developments in Velas are at initial stage. Tourism has wide scope in Velas; but at present its impacts on socio-economic life of local people are restricted (+0.55). Economic survey of Velas in relation to tourism developments has demonstrated that increase in domestic hotels (+1.58) , increased cost of labours (+1.58) & increased prices of land & properties(+1.23) as well as high rates of goods & services (+1.17) are observed as major impact of tourism in Velas. According to views of residents they have negligible opportunities of new employment (+0.52), there was no remarkable growth in revenue &

Table No 6.8  
Perceptions of Local People towards Economic Impact of Tourism in Velas

Sr. No	Economic Indicators -Velas	Scale of Impact							Mean	SD	
		-3	-2	-1	0	1	2	3			
1	Improvement in Level of Economic Class of the Local people	0	5	3	2	3	2	2	17	<b>0</b>	1.75
2	Increase in Employment opportunities	0	2	2	4	4	4	1	17	<b>0.52</b>	1.42
3	Increase in General Prices & Value of Goods & Services	1	0	3	0	4	5	4	17	<b>1.17</b>	1.69
4	Increase in cost of Land & Properties	0	0	4	2	2	4	5	17	<b>1.23</b>	1.55
5	Increase in Revenue & Taxes of Local Authority	1	3	2	0	7	2	2	17	<b>0.35</b>	1.78
6	Improvement in infrastructure Facilities	3	3	4	0	7	0	0	17	<b>-0.70</b>	1.56
7	Increase in Hotel & Ancillary Industries	0	0	0	3	4	7	3	17	<b>1.58</b>	0.97
8	Increase in Labour Cost	0	0	0	3	5	5	4	17	<b>1.58</b>	1.03
9	Changes in Occupational Structure	1	2	6	4	1	3	0	17	<b>-0.35</b>	1.41
10	Increase in Demand for Local Products	0	0	4	3	4	3	3	17	<b>0.88</b>	1.41
<b>Total -</b>		<b>6</b>	<b>15</b>	<b>28</b>	<b>21</b>	<b>41</b>	<b>35</b>	<b>24</b>	<b>170</b>	<b>0.63</b>	<b>1.67</b>

Table No. 6.9 - **Perceptions of Local People towards Social Impact of Tourism in Velas**

	Social Indicators - Velas	Scale of Impact							Mean	SD
		-3	-2	-1	0	1	2	3		
1	Equal opportunity to Female Population	0	0	2	3	5	3	4	17	<b>1.23</b>
2	Improvement in overall status in women	3	2	1	3	4	2	2	17	<b>0</b>
3	Improvement in Participation of Local People in Social Activities	0	0	0	0	2	4	11	17	<b>2.52</b>
4	Increased opportunity to Skilled Jobs & Labour	0	0	0	3	5	4	5	17	<b>1.64</b>
5	Improvement in Living Standard of Local People	0	2	2	3	5	3	2	17	<b>0.64</b>
6	Increase in Population Density	0	5	5	5	2	0	0	17	<b>-0.76</b>
7	Increase in Literacy & Communication Skills	0	0	0	1	3	5	8	17	<b>2.17</b>
8	Growth in Sex Ratio	5	2	3	5	2	0	0	17	<b>-1.17</b>
9	Increase in Social Issues & Conflicts	5	3	4	2	3	0	0	17	<b>-1.29</b>
10	Impact on Culture, Values & Customs of Local People	0	5	3	3	2	4	0	17	<b>-0.17</b>
	<b>Total -</b>	<b>13</b>	<b>19</b>	<b>20</b>	<b>28</b>	<b>33</b>	<b>25</b>	<b>32</b>	<b>170</b>	<b>0.48</b>
										<b>1.87</b>

- taxes of local authority (+0.35) as well as negligible growth in demand of local product (+0.88). The villager's of Velas also felt that the tourism has not yet benefited to them in development of infrastructure in Velas (-70), as well as they have not observed any opportunity to change their present occupation (-35). The people of Velas was quite neutral (00) about impact of tourism to bring positive growth in their economic class.

**Social** development wise assessment of tourism impact in Velas also exhibits that tourism has not much succeeded to bring remarkable change in social life of people of Velas. But, in certain matter the social development of local people in comparison economic development is notable. People of Velas have agreed that their participation in public activities (+2.55) have comparatively increased. People of Velas have shown their interest and participation in turtle festival. Villagers of Velas are playing active role in tourism hospitality in Velas. Tourism has contributed for development of communication skills of local people (+2.17) and for women population (+1.23) also in Velas.

Velas has seasonal tourism opportunity at present. Turtle festival is the major attraction in Velas; therefore most of respondents have accepted that they are not fully associated with tourism industry in Velas.

Table 6.10  
Aggregate Impression of Residents about Socio-Eco Impact of Tourism in Velas

No. of Respondents	Types of Impact	Scale of Impact							No. of Opinions	Mean	S.D.
		-3	-2	-1	0	1	2	3			
Velas- 17	Economic	6	15	28	21	41	35	24	170	0.63	1.67
	Social	13	19	20	28	33	25	32	170	0.48	1.87
	Aggregate	<b>19</b>	<b>34</b>	<b>48</b>	<b>49</b>	<b>74</b>	<b>60</b>	<b>56</b>	<b>340</b>	<b>0.55</b>	<b>1.77</b>

#### 6.3.4 Perceptions Analysis about Impact of Tourism in- Parshuram

Table No. 6.11 reveals the perception of residents of Kshetra Parshuram about economic impact of tourism in their region. People of Kshetra Parshuram felt that the land & properties are become more costly in Kshetra Parshuram (+2.41). They moderately accepted that the sales of local products have increased (+2.11) in Parshuram; and they experienced that the tourist are more interested in home made products. Therefore most of families of Parshuram are engaged in this industry. Parshuram is a religious tourist center; tourist do visit this place for various religious and cultural activities it has encouraged hotel and ancillary industry in Parshuram (+2.05).According to their views tourism has responsible to increase in labour cost (+1.94).

Table No -6.11.  
Perceptions of Local People towards Economic Impact of Tourism in Parshuram

Sr. No	Economic Indicators – Parshuram	Scale of Impact							Total	Mean	SD
		-3	-2	-1	0	1	2	3			
1	Improvement in Level of Economic Class of the Local people	0	0	0	3	5	6	3	17	<b>1.52</b>	0.98
2	Increase in Employment opportunities	0	0	3	1	4	5	4	17	<b>1.35</b>	1.37
3	Increase in General Prices & Value of Goods & Services	0	0	0	3	3	4	7	17	<b>1.88</b>	1.13
4	Increase in cost of Land & Properties	0	0	0	0	3	4	10	17	<b>2.41</b>	0.77
5	Increase in Revenue & Taxes of Local Authority	0	0	3	2	5	3	4	17	<b>1.17</b>	1.38
6	Improvement in Infrastructure Facilities	1	1	2	2	5	4	2	17	<b>0.70</b>	1.64
7	Increase in Hotel & Ancillary Industries	0	0	0	0	5	6	6	17	<b>2.05</b>	0.80
8	Increase in Labour Cost	0	0	0	0	6	6	5	17	<b>1.94</b>	0.80
9	Changes in Occupational Structure	0	0	2	4	5	5	1	17	<b>0.94</b>	1.11
10	Increase in Demand for Local Products	0	0	0	0	4	7	6	17	<b>2.11</b>	0.76
	<b>Total-</b>	<b>1</b>	<b>1</b>	<b>10</b>	<b>15</b>	<b>45</b>	<b>50</b>	<b>48</b>	<b>170</b>	<b>1.61</b>	<b>1.23</b>

**Table No 6.12**  
**Perceptions of Local People towards Social Impact of Tourism in Parshuram-**

Sr. No	Social Indicators Parshuram	Scale of Impact							Total	Mean	SD
		-3	-2	-1	0	1	2	3			
1	Equal opportunity to Female Population	0	0	0	0	6	7	4	17	<b>1.88</b>	0.76
2	Improvement in overall status in women	2	2	1	7	5	0	0	17	<b>-0.35</b>	1.33
3	Improvement in Participation of Local People in Social Activities	0	0	2	2	5	6	2	17	<b>1.23</b>	1.16
4	Increased opportunity to Skilled Jobs & Labour	0	0	3	6	4	4	0	17	<b>0.52</b>	1.04
5	Improvement in Living Standard of Local People	0	2	1	2	6	4	2	17	<b>0.88</b>	1.45
6	Increase in Population Density	1	2	3	2	5	3	1	17	<b>0.23</b>	1.63
7	Increase in Literacy & Communication Skills	0	0	2	3	7	2	3	17	<b>1.05</b>	1.21
8	Growth in Sex Ratio	1	0	0	7	6	3	0	17	<b>0.52</b>	1.14
9	Increase in Social Issues & Conflicts	0	0	2	2	5	4	4	17	<b>1.35</b>	1.28
10	Impact on Culture, Values & Customs of Local People	0	0	0	4	3	4	6	17	<b>1.70</b>	1.18
<b>Total -</b>		<b>4</b>	<b>6</b>	<b>14</b>	<b>35</b>	<b>52</b>	<b>37</b>	<b>22</b>	<b>170</b>	<b>0.90</b>	<b>1.40</b>

General prices of goods & services are also increased (+1.35). They also felt that tourism have brought employment opportunities (+1.35) & improvement in their economic status (+1.52). According to their perception infrastructure development in Parshuram should be more effective (+0.70). In total it has observed the residents of Parshuram simply agreed with economic impacts of tourism in their region (+1.61).

#### • **Perceptions about Social Impact of Tourism in Parshuram**

Tourism impacts on social development in Kshetra Parshuram are comparatively slows than the economic impacts (+0.90) in aggregate. People felt that the tourism has brought equal development opportunities (+1.88) to female population of Parshuram due to growth of cottage industry. But, according to their perceptions overall status of women's of Parshuram need to be improved (-35). They also accept, that the tourism has encouraged social involvements of local people (+1.23) but according to their perception growth in sex ratio (+0.52) is not much satisfactory, they felt that the living standard of local people have shown minor improvement (+0.88), whereas no remarkable growth have observed in demand of skilled jobs & labours (+0.52). People of Kshetra Parshuram

felt that their local culture & customs are getting affected (+1.70) & tourism caused to increase in social issues & conflicts (+1.35) according to their views

An aggregate result of socio-economic analysis has revealed that the people of Kshetra Parshuram simply agreed with impacts (+1.25) of tourism on their socio-economic developments.

**Table N. 6.13  
Aggregate Impression of Residents about Socio-Eco Impact of Tourism in Parshuram**

No. of Respondents	Types of Impact	Scale of Impact							No. of Opinions	Mean	S.D.
		-3	-2	-1	0	1	2	3			
Parshuram- 17	Economic	1	1	10	15	45	50	48	170	1.61	1.23
	Social	4	6	14	35	52	37	22	170	0.90	1.40
Aggregate		<b>5</b>	<b>7</b>	<b>24</b>	<b>50</b>	<b>97</b>	<b>87</b>	<b>70</b>	<b>340</b>	<b>1.25</b>	<b>1.31</b>

### 6.3.5 Perceptions Analysis about Impact of Tourism in- Guhagar

A Table No. 6.14 exhibits, the residents' of Guhagar moderately agreed that tourism has responsible for their economic developments (+2.00). They accept that tourism developments has caused mainly for increased cost of land & properties (+ 2.65) in Guhagar & nearby region. They strongly felt that tourism has led to increase in labour cost (+2.55).

**Table No 6.14  
Perceptions of Local People towards Economic Impact of Tourism in Guhagar-**

Sr. No	Economic Indicators - Guhagar	Scale of Impact							Total	Mean	SD
		-3	-2	-1	0	1	2	3			
1	Improvement in Level of Economic Class of the Local people	0	0	3	0	12	11	14	40	<b>1.82</b>	1.14
2	Increase in Employment opportunities	0	0	0	0	15	12	13	40	<b>1.95</b>	0.84
3	Increase in General Prices & Value of Goods & Services	0	0	0	0	6	15	19	40	<b>2.32</b>	0.72
4	Increase in cost of Land & Properties	0	0	0	0	2	10	28	40	<b>2.65</b>	0.57
5	Increase in Revenue & Taxes of Local Authority	0	0	3	2	15	9	11	40	<b>1.57</b>	1.16
6	Improvement in Infrastructure Facilities	0	1	4	0	11	14	10	40	<b>1.57</b>	1.28
7	Increase in Hotel & Ancillary Industries	0	0	0	0	7	12	21	40	<b>2.35</b>	0.76
8	Increase in Labour Cost	0	0	0	0	2	14	24	40	<b>2.55</b>	0.59
9	Changes in Occupational Structure	0	0	0	1	19	11	9	40	<b>1.7</b>	0.84
10	Increase in Demand for Local Products	0	0	1	4	17	9	9	40	<b>1.52</b>	1.02
<b>Total -</b>		<b>0</b>	<b>1</b>	<b>11</b>	<b>7</b>	<b>106</b>	<b>117</b>	<b>158</b>	<b>400</b>	<b>2.00</b>	<b>1.01</b>

**Table No 6.15**  
**Perceptions of Local People towards Social Impact of Tourism in Guhagar-**

Sr. No	Social Indicators - Guhagar	Scale of Impact							Total	Mean	SD
		-3	-2	-1	0	1	2	3			
1	Equal opportunity to Female Population	0	0	3	5	16	11	5	40	<b>1.25</b>	1.07
2	Improvement in overall status in women	5	9	2	2	14	5	3	40	<b>-0.05</b>	1.90
3	Improvement in Participation of Local People in Social Activities	0	0	5	0	17	11	7	40	<b>1.37</b>	1.16
4	Increased opportunity to Skilled Jobs & Labour	0	0	0	2	16	13	9	40	<b>1.72</b>	0.87
5	Improvement in Living Standard of Local People	0	0	0	0	15	12	13	40	<b>1.95</b>	0.84
6	Increase in Population Density	0	0	0	6	18	9	7	40	<b>1.42</b>	0.95
7	Increase in Literacy & Communication Skills	0	0	0	4	16	11	9	40	<b>1.62</b>	0.94
8	Growth in Sex Ratio	3	4	2	5	14	7	5	40	<b>0.6</b>	1.71
9	Increase in Social Issues & Conflicts	2	0	1	2	9	12	14	40	<b>1.7</b>	1.47
10	Impact on Culture, Values & Customs of Local People	0	0	3	3	9	12	13	40	<b>1.72</b>	1.20
	<b>Total -</b>	<b>10</b>	<b>13</b>	<b>16</b>	<b>29</b>	<b>144</b>	<b>103</b>	<b>85</b>	<b>400</b>	<b>1.33</b>	<b>1.39</b>

People of Guhagar also accept; that tourism has given boost to hotel & ancillary industries (+2.35) in the region. As per their views tourism has responsible mainly for increase in general prices of goods & other services (+2.32). They felt that the increased employments (+1.92) and improvement in economic class (+1.82) of people are the results of regional tourism developments.

- **Perceptions about Social Impact of Tourism in Guhagar**

Table No.6.15 revealed that the Social life of residents' of Guhagar has get affected (+1.33) under tourism development in region. Resident's are observed changes in their cultural values & regional customs (+1.72), they felt that tourism has led the job opportunities to skilled labours (+1.72) and also brought improvement in their living standards (+1.95). According to their views their communication skills has improved (+1.62). But, they have not observed any benefits of tourism for upliftment in social

status of female population (-0.05). As well as change in sex ratio (+0.6) was not much positive.

Aggregate result of socio-economic analysis (+1.66) of resident's perception in Guhagar revealed that the tourism has brought positive changes in their socio-economic life. Out of 800 opinions 713 opinions of local people i.e. 89.12% opinions favoured the positive impacts of tourism on their socio-economic developments.

**Table 6.16  
Aggregate Impression of Residents about Socio-Eco Impact of Tourism in Guhagar**

No. of Respondents	Types of Impact	Scale of Impact							No. of Opinions	Mean	S.D.
		-3	-2	-1	0	1	2	3			
Guhagar- 40	Economic	0	1	11	7	106	117	158	400	2.00	1.01
	Social	10	13	16	29	144	103	85	400	1.33	1.39
Aggregate		<b>10</b>	<b>14</b>	<b>27</b>	<b>36</b>	<b>250</b>	<b>220</b>	<b>243</b>	<b>800</b>	<b>1.66</b>	<b>1.20</b>

### **6.3.6 Perceptions Analysis about Impact of Tourism in- Hedvi**

Table No. 6.17 represents the perception of resident's of Hedvi in relation to tourism impacts on socio-economic developments of their region. The data analysis exhibits the tourism has made general impacts (+1.63) on economic development of Hedvi. People of the region are getting better value to their lands & properties (+2.25), whereas as per resident's views labours are become most costly (+2.15) in the region after tourism development.

Residents of Hedvi felt that the tourism has created better market to local products (+2.05) and also encouraged hotels and ancillary industries in the region (+2). As per their perceptions tourism developments caused to increase in general prices (+) of goods and services, tourism has also offered them certain employment opportunities (+1.45) and brought slight changes in their occupational structure (+1.3). They expect more infrastructural developments (+0.95) in the region under tourism development. Unstructured and open interviews were also conducted at Hedvi. It exhibits that residents of Hedvi are quite positive about proposed marine highway under tourism development programme. They expect Hedvi may come in main tourist circuit if such project will take place. According to them other tourism factors may develop in Hedvi.

**Table No 6.17**  
**Perceptions of Local People towards Economic Impact of Tourism in Hedvi**

Sr. No	<b>Economic Indicators - Hedvi</b>	<b>Scale of Impact</b>								<b>Mean</b>	<b>SD</b>
		-3	-2	-1	0	1	2	3	Total		
1	Improvement in Level of Economic Class of the Local people	0	0	0	2	16	1	1	20	<b>1.05</b>	0.59
2	Increase in Employment opportunities	0	0	2	0	8	7	3	20	<b>1.45</b>	1.07
3	Increase in General Prices & Value of Goods & Services	0	0	0	2	5	9	4	20	<b>1.75</b>	0.89
4	Increase in cost of Land & Properties	0	0	0	0	4	7	9	20	<b>2.25</b>	0.77
5	Increase in Revenue & Taxes of Local Authority	0	0	2	2	7	5	4	20	<b>1.35</b>	1.19
6	Improvement in Infrastructure Facilities	1	1	2	2	5	6	3	20	<b>0.95</b>	1.63
7	Increase in Hotel & Ancillary Industries	0	0	0	0	7	6	7	20	<b>2</b>	0.84
8	Increase in Labour Cost	0	0	0	0	5	7	8	20	<b>2.15</b>	0.79
9	Changes in Occupational Structure	0	0	2	3	5	7	3	20	<b>1.3</b>	1.19
10	Increase in Demand for Local Products	0	0	0	0	6	7	7	20	<b>2.05</b>	0.80
Total -		1	1	8	11	68	62	49	200	<b>1.63</b>	1.11

**Table No 6.18**  
**Perceptions of Local People towards Social Impact of Tourism in Hedvi**

Sr. No	Social Indicators-Hedvi	Scale of Impact								Mean	S.D.
		-3	-2	-1	0	1	2	3	Total		
1	Equal opportunity to Female Population	0	1	2	3	6	5	3	20	<b>1.05</b>	1.36
2	Improvement in overall status in women	0	3	2	3	4	7	1	20	<b>0.65</b>	1.53
3	Improvement in Participation of Local People in Social Activities	0	0	2	3	9	3	3	20	<b>1.1</b>	1.14
4	Increased opportunity to Skilled Jobs & Labour	0	0	1	5	9	4	1	20	<b>0.95</b>	0.92
5	Improvement in Living Standard of Local People	0	1	2	2	7	4	4	20	<b>1.15</b>	1.39
6	Increase in Population Density	0	0	1	5	6	4	4	20	<b>1.25</b>	1.18
7	Increase in Literacy & Communication Skills	0	0	0	2	7	8	3	20	<b>1.6</b>	0.86
8	Growth in Sex Ratio	0	2	2	3	8	5	0	20	<b>0.6</b>	1.24
9	Increase in Social Issues & Conflicts	0	0	4	2	7	3	4	20	<b>1.05</b>	1.36
10	Impact on Culture, Values & Customs of Local People	2	0	0	3	8	4	3	20	<b>0.95</b>	1.60
Total -		2	7	16	31	71	47	26	200	<b>1.04</b>	<b>1.31</b>

#### **Perceptions about Social Impact of Tourism in Hedvi**

According to resident's perception social life of peoples of Hedvi got generally affected (+1.04). Tourism has made its impacts on population density (+1.25) & living

standards of people of Hedvi (+1.15). Tourism has also brought equal opportunity to female population in limited proportion (+1.05) and encouraged people's involvement in social activities (+1.1). Local people are observed certain developments in their communication skills (+1.6) and they also observed adverse impact such as increase in social issues & conflicts (+1.05) in the region. But, as per their opinions tourism has not much benefited to female population to bring positive changes in their status (0.65); while sex ratio (0.6) are also not shown satisfactory change.

An aggregate result of data analysis exhibits tourism has made general impacts on socio-economic life of resident's of Hedvi (+1.33). Out of 400 opinions 80.75% favoured positive impacts of tourism on their socio-economic life.

Table No- 6.19

#### **Aggregate Impression of Residents about Socio-Eco Impact of Tourism in Hedvi**

No. of Respondents	Types of Impact	Scale of Impact							No. of Opinions	Mean	S.D.
		-3	-2	-1	0	1	2	3			
Hedvi- 20	Economic	1	1	8	11	68	62	49	200	1.63	1.11
	Social	2	7	16	31	71	47	26	200	1.04	1.31
Aggregate		<b>3</b>	<b>8</b>	<b>24</b>	<b>42</b>	<b>139</b>	<b>109</b>	<b>75</b>	<b>400</b>	<b>1.33</b>	<b>1.21</b>

#### **6.6.7 Perceptions Analysis about Impact of Tourism in- Ganpatipule**

A Table No.6.20 represents the Aggregate perception of residents of Ganpatipule. Total 70 residents have expressed their opinions and it exhibits that the tourism developments in Ganpatipule have moderately influenced an economy of the Ganpatipule (+2.09). All category respondents of Ganpatipule i.e. 100% accepted that the tourism has made positive impacts on their economic activities. Respondents expressed that the tourism has responsible mainly for the growth of hotels & ancillary industries in Ganpatipule (+2.54). Local people felt that their land & properties turned as valuable assets due to tourism developments in the region (+2.34). According to their views Labours are more costly in Ganpatipule in comparison to other regions where tourism has not developed as Ganpatipule (+2.31). People of Ganpatipule expressed that agriculture has become their secondary activity; tourism has enforced such occupational change in the region (+2.17). People of Ganpatipule are getting all products & services at higher

rates (+2.3) but simultaneously they have enjoyed benefits of additional employments in the region (+2.02). Their economic class has been improved (+1.67) as well as they are enjoying better infrastructure (+1.88) in Ganpatipule due to tourism developments. Most of residents of Ganpatipule moderately agreed that the tourism has made positive impacts on their economic life.

**Table – 6.20**  
**Perceptions of Local People towards Economic Impact of Tourism in Ganpatipule**

Sr. No.	<b>Economic Indicators -Ganpatipule</b>	<b>Scale of Impact</b>							<b>Mean</b>	<b>S.D.</b>	
		<b>-3</b>	<b>-2</b>	<b>-1</b>	<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>	Total		
1	Improvement in Level of Economic Class of the Local people	0	0	0	0	37	19	14	70	<b>1.67</b>	0.79
2	Increase in Employment opportunities	0	0	0	0	19	30	21	70	<b>2.02</b>	0.76
3	Increase in General Prices & Value of Goods & Services	0	0	0	0	11	27	32	70	<b>2.3</b>	0.72
4	Increase in cost of Land & Properties	0	0	0	0	10	26	34	70	<b>2.34</b>	0.71
5	Increase in Revenue & Taxes of Local Authority	0	0	0	0	33	21	16	70	<b>1.75</b>	0.80
6	Improvement in Infrastructure Facilities	0	0	0	0	22	34	14	70	<b>1.88</b>	0.71
7	Increase in Hotel & Ancillary Industries	0	0	0	0	9	14	47	70	<b>2.54</b>	0.71
8	Increase in Labour Cost	0	0	0	0	13	22	35	70	<b>2.31</b>	0.77
9	Changes in Occupational Structure	0	0	4	0	13	16	37	70	<b>2.17</b>	1.10
10	Increase in Demand for Local Products	0	0	0	0	26	23	21	70	<b>1.92</b>	0.82
<b>Total -</b>		<b>0</b>	<b>0</b>	<b>4</b>	<b>0</b>	<b>193</b>	<b>232</b>	<b>271</b>	<b>700</b>	<b>2.09</b>	<b>0.84</b>

#### • Perceptions about Social Impact of Tourism in Ganpatipule

Table No. 6.21 represents the analysis of respondent's views about impact of tourism on their social life. People of people of Ganpatipule felt that the; population density of Ganpatipule has increased (+2.04) under tourism development in the region. They observed the improvement in their living standards (+2.1) and also observed certain changes in the values, customs & culture (+1.84). According to opinions of local people tourism has led developments in their communication skills (+1.47). They accepted that the local people are become more organised in social functioning (+1.28). People of the region experienced that the tourism has offered an opportunities to the women of the region.

Table No. – 6.21  
**Perceptions of Local People towards Social Impact of Tourism in Ganpatipule**

Sr. No	Social Indicators - Ganpatipule	Scale of Impact							Total	Mean	SD
		-3	-2	-1	0	1	2	3			
1	Equal opportunity to Female Population	0	0	13	9	17	22	9	70	<b>1.07</b>	1.30
2	Improvement in overall status in women	2	6	11	5	18	14	14	70	<b>0.84</b>	1.70
3	Improvement in Participation of Local People in Social Activities	0	0	9	0	34	16	11	70	<b>1.28</b>	1.14
4	Increased opportunity to Skilled Jobs & Labour	0	0	0	4	28	16	22	70	<b>1.8</b>	0.95
5	Improvement in Living Standard of Local People	0	0	0	0	21	21	28	70	<b>2.1</b>	0.83
6	Increase in Population Density	0	0	0	0	20	27	23	70	<b>2.04</b>	0.78
7	Increase in Literacy & Communication Skills	0	0	0	7	34	18	11	70	<b>1.47</b>	0.87
8	Growth in Sex Ratio	0	0	14	6	29	15	6	70	<b>0.9</b>	1.20
9	Increase in Social Issues & Conflicts	5	7	21	2	22	4	9	70	<b>0.1</b>	1.74
10	Impact on Culture, Values & Customs of Local People	0	0	0	0	28	25	17	70	<b>1.84</b>	0.79
	<b>Total -</b>	<b>7</b>	<b>13</b>	<b>68</b>	<b>33</b>	<b>251</b>	<b>178</b>	<b>150</b>	<b>700</b>	<b>1.35</b>	<b>1.32</b>

In aggregate it has observed that 91.07% opinions of residents were moderately favoured that the tourism has made its impact on their socio-economic life in Ganpatipule. Ganpatipule is leading destination in Konkan. Results of unstructured interviews also exhibits that Residents of Ganpatipule accepts that tourism industry is the major activity in their socio-economic life. Residents of Ganpatipule also expected that additional tourism projects like Marine Park and water sports should be developed as well as local people of Ganpatipule have aggressively expressed that the drinking water and transport issue should be resolved on priority basis.

Table No. 6.22  
**Aggregate Impression of Residents about Socio-Eco Impact of Tourism in Ganpatipule**

No. of Respondents	Types of Impact	Scale of Impact							No. of Opinions	Mean	S.D.
		-3	-2	-1	0	1	2	3			
Ganpatipule-70	Economic	0	0	4	0	193	232	271	700	<b>2.09</b>	<b>0.84</b>
	Social	7	13	68	33	251	178	150	700	1.35	1.32
Aggregate		<b>7</b>	<b>13</b>	<b>72</b>	<b>33</b>	<b>444</b>	<b>410</b>	<b>421</b>	<b>1400</b>	<b>1.72</b>	<b>1.08</b>

### **6.6.8 Perceptions Analysis about Impact of Tourism in- Ratnagiri**

Ratnagiri a headquarter city of Ratnagiri district is also known as historic, religious & natural tourist destination of Konkan. Residents' of Ratnagiri expects that the tourist resources of the city need to be market properly. At present they are moderately agreed that tourism contributes socio-economic development of the region. Table No. xx reveals perception of residents of Ratnagiri district towards impact of economic impacts of tourism. They strongly expressed labours are become more costly (+2.52) after tourism developments in the region.

**Table No. 6.23  
Perceptions of Local People towards Economic Impact of Tourism in Ratnagiri**

Sr. N.	<b>Economic Indicators - Ratnagiri</b>	<b>Scale of Impact</b>							Total	Mean	SD
		<b>-3</b>	<b>-2</b>	<b>-1</b>	<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>			
1	Improvement in Level of Economic Class of the Local people	1	3	5	3	16	14	8	50	<b>1.08</b>	1.49
2	Increase in Employment opportunities	0	0	4	2	14	19	11	50	<b>1.62</b>	1.11
3	Increase in General Prices & Value of Goods & Services	0	0	0	0	13	16	21	50	<b>2.16</b>	0.81
4	Increase in cost of Land & Properties	0	0	0	0	6	17	27	50	<b>2.42</b>	0.70
5	Increase in Revenue & Taxes of Local Authority	0	0	7	5	15	13	10	50	<b>1.28</b>	1.28
6	Improvement in Infrastructure Facilities	0	0	11	4	26	5	4	50	<b>0.74</b>	1.15
7	Increase in Hotel & Ancillary Industries	0	0	0	0	15	16	19	50	<b>2.08</b>	0.82
8	Increase in Labour Cost	0	0	0	0	5	14	31	50	<b>2.52</b>	0.67
9	Changes in Occupational Structure	2	2	7	2	19	11	7	50	<b>0.9</b>	1.54
10	Increase in Demand for Local Products	0	0	9	1	15	12	13	50	<b>1.38</b>	1.37
<b>Total -</b>		<b>3</b>	<b>5</b>	<b>43</b>	<b>17</b>	<b>144</b>	<b>137</b>	<b>151</b>	<b>500</b>	<b>1.62</b>	<b>1.29</b>

People of Ratnagiri felt that the values of land & properties (+2.42) are also increased. General prices of goods and services are also increased (+2.16). All respondents are accepted that tourism has boosted hotel & ancillary industries in the region (+2.08). They moderately expressed that the tourism has generated new employment in the region (+1.62). They also felt that the demand to local products has been increased (+1.38). They observed minor change in occupational structure of local

people (0.9). It has observed that the most of residents' of Ratnagiri district moderately agreed (+1.62) that tourism has made its impacts on their economic activities.

**Table No. 6.24**  
**Perceptions of Local People towards Social Impact of Tourism in Ratnagiri**

Sr. No	<b>Social Indicators - Ratnagiri</b>	<b>Scale of Impact</b>							<b>Total</b>	<b>Mean</b>	<b>SD</b>
		<b>-3</b>	<b>-2</b>	<b>-1</b>	<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>			
1	Equal opportunity to Female Population	0	3	5	2	14	17	9	50	<b>1.28</b>	1.40
2	Improvement in overall status in women	0	11	9	5	16	5	4	50	<b>0.14</b>	1.57
3	Improvement in Participation of Local People in Social Activities	0	2	2	3	21	13	9	50	<b>1.36</b>	1.20
4	Increased opportunity to Skilled Jobs & Labour	0	0	5	3	11	22	9	50	<b>1.54</b>	1.15
5	Improvement in Living Standard of Local People	0	0	5	2	19	13	11	50	<b>1.46</b>	1.17
6	Increase in Population Density	0	2	4	5	15	14	10	50	<b>1.3</b>	1.33
7	Increase in Literacy & Communication Skills	0	0	3	1	21	16	9	50	<b>1.54</b>	1.00
8	Growth in Sex Ratio	3	2	7	6	18	11	3	50	<b>0.58</b>	1.51
9	Increase in Social Issues & Conflicts	0	0	6	2	11	17	14	50	<b>1.62</b>	1.26
10	Impact on Culture, Values & Customs of Local People	0	0	9	0	15	10	16	50	<b>1.48</b>	1.40
<b>Total -</b>		<b>3</b>	<b>20</b>	<b>55</b>	<b>29</b>	<b>161</b>	<b>138</b>	<b>94</b>	<b>500</b>	<b>1.23</b>	<b>1.39</b>

- Perceptions about Social Impact of Tourism in Ratnagiri**

The data represented in Table No.6.24 revealed that the people of Ratnagiri moderately (+1.23) agreed that tourism has brought changes in their social life. Local people are observed social issues & conflicts are raised (+1.62) in their region. They also observed that tourism has brought remarkable developments in their communication skills (+1.54) & also offered several opportunities to skilled people (+1.54). As per their perceptions their cultural values and customs are also getting affected (+1.48). They expressed that the local people are become more active in social programming (+1.36) and female population of the region are also enjoying equal opportunities (+1.28).

Table No.6.25 exhibits that socio-economic environment of residents' of Ratnagiri have moderately affected (+1.42) by development of tourism. Results of unstructured and open interviews exhibits that the local people expects sustainable growth of tourism and most of them expressed that Ratnagiri city should be developed as

transport hub including Aviation transport, Marin transport and road as well as railway transport should be developed in Ratnagiri city.

Table No. – 6.25

#### **Aggregate Impression of Residents about Socio-Eco Impact of Tourism in Ratnagiri**

No. of Respondents	Types of Impact	Scale of Impact							No. of Opinions	Mean	S.D.
		-3	-2	-1	0	1	2	3			
Ratnagiri- 50	Economic	3	5	43	17	144	137	151	500	1.62	1.29
	Social	3	20	55	29	161	138	94	500	1.23	1.39
Aggregate		<b>6</b>	<b>25</b>	<b>98</b>	<b>46</b>	<b>305</b>	<b>275</b>	<b>245</b>	<b>1000</b>	<b>1.42</b>	<b>1.34</b>

#### **6.6.9 Perceptions Analysis about Impact of Tourism in - PAWAS (Economic Impact)**

Pawas is a Hindu religious place; tourists are giving visit this place on different occasions also preferred to halt. Their stay contributes to economic developments of the region. Total twenty respondents' under household survey have expressed their opinions by giving different ratings. Such data has demonstrated that the tourism has made its impact on economic developments of Pawas (+1.51). Residents' of Pawas strongly felts that the increased labour cost (+2.35) & increased values of land & properties are the outcome of tourism developments in their region. Out of ten indicators they strongly agreed with these indicators whereas they moderately agreed that the revenue of local authorities have been increased (+1.45) as well as sale of local products are also increased (+1.35). The residents' of Pawas are simply agreed that the tourism has generated new employments (+0.95) & have brought slight changes in occupational structure of local people. They agreed that tourism contributed for infrastructural development (+1.5) and tourism is also responsible for inflation (+1.7) in the region.

- Perceptions about Social Impact of Tourism in Pawas**

Table No.6.27 reveals the social contribution of Tourism in Pawas. Demography of Pawas exhibits that there are Hindu & Muslim people are in some equal proportion in total population of Pawas. Swami Swaroopanand Ashram of Pawas is the major tourist attraction in a Pawas where Hindu tourists are coming in a large scale. The tourism industry in Pawas has centralised in the hands of Hindu community of the region;

therefore social impacts of tourism in Pawas has restricted up to Hindu community only. The household survey in Pawas exhibits that the social issues and conflicts are raised in Pawas (+1.65). Increased population density (+1.7) & Improvement in Communication skills of local people (+1.6) are the other moderate impacts of tourism according to local people. According to residents' opinions other impacts of tourism were general by nature like opportunities to female population (+0.45), improvement in standard of living of local people (+0.35); whereas improvements in participation of people in social programming (+0.4) and opportunities to skilled labor (+0.1) was not much satisfactory.

- Combine Analysis of Tourism impacts on socio-economic developments of Pawas**

In general it has observed that tourism has made its impact in economy (+1.51) of Pawas where as its social impacts were comparatively less (+0.85). Open and unstructured interviews were also conducted in Pawas. According to these interviews accommodations and food industry has bright future in Pawas. Local people accept that the present intake capacity of Pawas do not fulfills existing flow of tourism in Pawas. Most of people have shown their interest in tourism industry but the lack of knowledge and due to limited finance most of them have not taken any imitative at present. Most of local people accept that religious factor is a backbone of tourism in Pawas.

**Table No. 6.26  
Perceptions of Local People towards Economic Impact of Tourism in Pawas**

Sr. No.	<b>Economic Indicators -Pawas</b>	<b>Scale of Impact</b>							<b>Mean</b>	<b>SD</b>
		<b>-3</b>	<b>-2</b>	<b>-1</b>	<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>		
1	Improvement in Level of Economic Class of the Local people	3	1	0	2	6	4	4	20	<b>0.75</b>
2	Increase in Employment opportunities	2	1	0	1	8	5	3	20	<b>0.95</b>
3	Increase in General Prices & Value of Goods & Services	0	0	0	2	7	6	5	20	<b>1.7</b>
4	Increase in cost of Land & Properties	0	0	0	0	6	7	7	20	<b>2.05</b>
5	Increase in Revenue & Taxes of Local Authority	0	0	2	1	7	6	4	20	<b>1.45</b>
6	Improvement in Infrastructure Facilities	0	0	1	2	7	6	4	20	<b>1.5</b>
7	Increase in Hotel & Ancillary Industries	0	0	0	0	7	6	7	20	<b>2</b>
8	Increase in Labour Cost	0	0	0	0	3	7	10	20	<b>2.35</b>
9	Changes in Occupational Structure	2	1	1	1	5	7	3	20	<b>0.95</b>
10	Increase in Demand for Local Products	0	0	3	2	4	7	4	20	<b>1.35</b>
	<b>Total -</b>	<b>7</b>	<b>3</b>	<b>7</b>	<b>11</b>	<b>60</b>	<b>61</b>	<b>51</b>	<b>200</b>	<b>1.51</b>
										<b>1.40</b>

Table No. 6.27  
Perceptions of Local People towards Social Impact of Tourism in Pawas

Sr. No	Social Indicators - Pawas	Scale of Impact								Mean	S.D.
		-3	-2	-1	0	1	2	3	Total		
1	Equal opportunity to Female Population	2	2	1	3	5	6	1	20	<b>0.45</b>	1.75
2	Improvement in overall status in women	2	2	1	3	7	4	1	20	<b>0.35</b>	1.68
3	Improvement in Participation of Local People in Social Activities	2	2	2	3	5	3	3	20	<b>0.4</b>	1.85
4	Increased opportunity to Skilled Jobs & Labour	2	2	1	3	11	1	0	20	<b>0.1</b>	1.45
5	Improvement in Living Standard of Local People	2	2	2	2	7	3	2	20	<b>0.35</b>	1.77
6	Increase in Population Density	0	0	0	3	6	5	6	20	<b>1.7</b>	1.05
7	Increase in Literacy & Communication Skills	0	0	0	2	7	8	3	20	<b>1.6</b>	0.86
8	Growth in Sex Ratio	0	2	2	3	8	5	0	20	<b>0.6</b>	1.24
9	Increase in Social Issues & Conflicts	0	0	2	2	3	7	6	20	<b>1.65</b>	1.28
10	Impact on Culture, Values & Customs of Local People	2	0	0	2	6	4	6	20	<b>1.3</b>	1.73
	<b>Total -</b>	<b>12</b>	<b>12</b>	<b>11</b>	<b>26</b>	<b>65</b>	<b>46</b>	<b>28</b>	<b>200</b>	<b>0.85</b>	<b>1.62</b>

Table No.-6.28  
Aggregate Impression of Residents about Socio-Eco Impact of Tourism in- Pawas

No. of Respondents	Types of Impact	Scale of Impact							No. of Opinions	Mean	S.D.
		-3	-2	-1	0	1	2	3			
Pawas- 20	Economic	7	3	7	11	60	61	51	200	1.51	1.40
	Social	12	12	11	26	65	46	28	200	0.85	1.62
	Aggregate	<b>19</b>	<b>15</b>	<b>18</b>	<b>37</b>	<b>125</b>	<b>107</b>	<b>79</b>	<b>400</b>	<b>1.18</b>	<b>1.51</b>

#### 6.6.10 Perceptions about Impact of Tourism in Gangateerth (Economic Impact)

Gangateerth of Rajapur is a seasonal tourist destination. Tourists' gives visit to this place in huge numbers on occurrence of natural stream of Ganga; that is underground water sources get appears after two-three years intervals. The Ganga festival is being organised on appearance of natural stream; more than lakhs of tourists visits the place; there arrivals has become a booster to local economy. Table No.6.29 represents residents' views about impact of tourism on economy of Gangateerth. According to their views; prices of land & properties (+1.93) as well as cost of labour factor (+1.86) has moderately affected. They also felt that the general prices of goods and services are becoming more

costly (+1.8) & they specially experienced it on occasion of Ganga festival. Tourism in Gangateerth is seasonal by nature. Local people felt that certain tourism developments in Gangateerth are also temporary by nature therefore they have rated them negatively like hotel & ancillary developments (-0.06) Infrastructure developments (-1.53) & change in occupational structure (-1.33). In overall residents' expect more development and therefore they are not much satisfied (+0.48) about tourism impacts on their economy.

Table- 6.29

#### **Perceptions of Local People towards Economic Impact of Tourism in Gangateerth**

Sr. No	<b>Economic Indicators –Gangateerth</b>	Scale of Impact							Total	<b>Mean</b>	<b>SD</b>
		<b>-3</b>	<b>-2</b>	<b>-1</b>	<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>			
1	Improvement in Level of Economic Class of the Local people	0	0	3	4	8	0	0	15	<b>0.33</b>	0.79
2	Increase in Employment opportunities	0	0	2	2	6	5	0	15	<b>0.93</b>	1.00
3	Increase in General Prices & Value of Goods & Services	0	0	0	2	4	4	5	15	<b>1.8</b>	1.05
4	Increase in cost of Land & Properties	0	0	0	0	6	4	5	15	<b>1.93</b>	0.85
5	Increase in Revenue & Taxes of Local Authority	0	3	1	3	4	2	2	15	<b>0.46</b>	1.63
6	Improvement in Infrastructure Facilities	6	2	4	0	3	0	0	15	<b>-1.53</b>	1.50
7	Increase in Hotel & Ancillary Industries	0	0	8	0	7	0	0	15	<b>-0.06</b>	1.00
8	Increase in Labour Cost	0	0	0	0	7	3	5	15	<b>1.86</b>	0.88
9	Changes in Occupational Structure	4	3	4	2	2	0	0	15	<b>-1.33</b>	1.35
10	Increase in Demand for Local Products	0	0	4	1	10	0	0	15	<b>0.4</b>	0.88
<b>Total -</b>		<b>10</b>	<b>8</b>	<b>26</b>	<b>14</b>	<b>57</b>	<b>18</b>	<b>17</b>	<b>150</b>	<b>0.48</b>	<b>1.62</b>

- Perceptions about Social Impact of Tourism in Gangateerth**

Social scenario of Gangateerth also has not shown tremendous changes under tourism developments. People felt that improvement in their communication skills have been observed in limited proportion (+1.26) and they also got encouraged to participate in social organising & programming (+1.6). But simultaneously they do not accept that tourism has contributed for uplift the overall status of female population (-0.13) & to maintain balance in sex ratio (-1). They are also not much happy about the progress of development in their region under tourism; like improvement of standard of living (0.6),

opportunities of development to female population (0.73) etc.. But they moderately agreed (+1.13) that their customs and regional values has got affected

**Table No. 6.30  
Perceptions of Local People towards Social Impact of Tourism in Gangateerth**

Sr. No	Social Indicators-Gangateerth	Scale of Impact								<b>Mean</b>	<b>SD</b>
		<b>-3</b>	<b>-2</b>	<b>-1</b>	<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>	Total		
1	Equal opportunity to Female Population	0	0	3	4	4	2	2	15	<b>0.73</b>	1.29
2	Improvement in overall status in women	3	1	2	2	4	2	1	15	<b>-0.13</b>	1.89
3	Improvement in Participation of Local People in Social Activities	0	0	1	1	4	6	3	15	<b>1.6</b>	1.08
4	Increased opportunity to Skilled Jobs & Labour	0	0	4	3	5	2	1	15	<b>0.53</b>	1.20
5	Improvement in Living Standard of Local People	1	2	1	2	4	2	3	15	<b>0.6</b>	1.85
6	Increase in Population Density	0	2	4	2	4	2	1	15	<b>0.2</b>	1.47
7	Increase in Literacy & Communication Skills	0	0	0	2	8	4	1	15	<b>1.26</b>	0.77
8	Growth in Sex Ratio	3	2	4	4	2	0	0	15	<b>-1</b>	1.32
9	Increase in Social Issues & Conflicts	0	0	5	4	5	1	0	15	<b>0.13</b>	0.96
10	Impact on Culture, Values & Customs of Local People	0	0	2	0	8	4	1	15	<b>1.13</b>	1.02
	<b>Total -</b>	<b>7</b>	<b>7</b>	<b>26</b>	<b>24</b>	<b>48</b>	<b>25</b>	<b>13</b>	<b>150</b>	<b>0.50</b>	<b>1.51</b>

In overall it has observed that residents' of Gangateerth expects more developments under tourism. According to their perception their socio-economic life simply affected (0.49).

**Table No. 6.31  
Aggregate Impression of Residents about Socio-Eco Impact of Tourism**

No. of Respondents	Types of Impact	Scale of Impact							No. of Opinions	Mean	S.D.
		-3	-2	-1	0	1	2	3			
Gangateerth- 15	Economic	10	8	26	14	57	18	17	150	0.48	1.62
	Social	7	7	26	24	48	25	13	150	0.50	1.51
<b>Aggregate</b>		<b>17</b>	<b>15</b>	<b>52</b>	<b>38</b>	<b>105</b>	<b>43</b>	<b>30</b>	<b>300</b>	<b>0.49</b>	<b>1.56</b>

#### **6.6.11 Perception Analysis about Impact of Tourism in Marleshwar- (Economic Impact)**

Marleshwar a religious tourist place situated in the valley at the foothill of Sahyadri. Tourists visit Marleshwar in all seasons. Their stay & spending contributes for

socio-economic developments of region. Table no.6.32 represents perception of residents' of Marleshwar about impact of tourists' on their socio-economic activities. They strongly expressed their agreements about tourism impacts on certain economic indicators like increase in general prices of goods & services (+2.26), cost of labours (+2.16), increased in nos. of hotels & ancillary industries (+2.13) & improvement in economic class of local people (+2). They are also moderately agreed that tourism has made impact on other economic indicators in the region like values of land & properties (+1.93) New employment opportunities (+1.66) etc. In overall it has observed that most of residents are strongly agreed (+1.87) that tourism has positively affected their economic activities.

**Table No. 6.32  
Perceptions of Local People towards Economic Impact of Tourism in Marleshwar**

Sr. No	<b>Economic Indicators - Marleshwar</b>	<b>Scale of Impact</b>							<b>Mean</b>	<b>SD</b>	
		<b>-3</b>	<b>-2</b>	<b>-1</b>	<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>	Total		
1	Improvement in Level of Economic Class of the Local people	0	0	0	0	9	12	9	30	<b>2</b>	0.77
2	Increase in Employment opportunities	0	0	0	3	11	9	7	30	<b>1.66</b>	0.94
3	Increase in General Prices & Value of Goods & Services	0	0	0	0	5	12	13	30	<b>2.26</b>	0.73
4	Increase in cost of Land & Properties	0	0	0	0	11	10	9	30	<b>1.93</b>	0.81
5	Increase in Revenue & Taxes of Local Authority	0	0	2	2	11	8	7	30	<b>1.53</b>	1.12
6	Improvement in Infrastructure Facilities	0	1	4	0	8	6	11	30	<b>1.56</b>	1.48
7	Increase in Hotel & Ancillary Industries	0	0	0	0	6	14	10	30	<b>2.13</b>	0.72
8	Increase in Labour Cost	0	0	0	0	8	9	13	30	<b>2.16</b>	0.82
9	Changes in Occupational Structure	0	0	0	0	13	7	10	30	<b>1.9</b>	0.87
10	Increase in Demand for Local Products	0	0	3	2	9	8	8	30	<b>1.53</b>	1.23
	<b>Total -</b>	<b>0</b>	<b>1</b>	<b>9</b>	<b>7</b>	<b>91</b>	<b>95</b>	<b>97</b>	<b>300</b>	<b>1.87</b>	<b>1.01</b>

#### • Perceptions about Social Impact of Tourism in Marleshwar

Table No.6.33 represents perception of residents' of Marleshwar about impact of tourism on their social life. According to their views tourism has strongly made its impact on different aspects of their social life excluding change in women's' social status (-0.23). They agreed that their communication skills & literacy rate have been improved (+1.83). According to their views; female population have got some equal

opportunities for their developments in such remote area (+1.36). They felt that male & female members of the region are become more active in social functioning (+1.23). They also agreed that tourism is responsible for to bring improvement in their livings (+1.63). Residents of village haves electricity connection in their houses & some of them have well furnished houses with sanitary facilities. Most of them have observed changes in culture & regional values (+1.43). According to their opinions tourism developments has also led certain social issues & conflicts (+1.33) in the region like increase in waste, parking issue as well as certain incidents of disputes in-between tourists and local people. According to local people these incidents have mainly increased due to cultural conflicts and arrogant approach of young visitors.

**Table No. 6.33**  
**Perceptions of Local People towards Social Impact of Tourism in Marleshwar**

Sr. No	Social Indicators –Marleshwar	Scale of Impact							<b>Mean</b>	<b>SD</b>
		<b>-3</b>	<b>-2</b>	<b>-1</b>	<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>		
1	Equal opportunity to Female Population	0	0	0	4	14	9	3	30	<b>1.36</b>
2	Improvement in overall status in women	4	6	2	5	9	2	2	30	<b>-0.23</b>
3	Improvement in Participation of Local People in Social Activities	0	0	2	4	14	5	5	30	<b>1.23</b>
4	Increased opportunity to Skilled Jobs & Labour	0	0	0	4	13	10	3	30	<b>1.4</b>
5	Improvement in Living Standard of Local People	0	0	2	2	9	9	8	30	<b>1.63</b>
6	Increase in Population Density	0	0	1	4	18	4	3	30	<b>1.13</b>
7	Increase in Literacy & Communication Skills	0	0	0	1	12	8	9	30	<b>1.83</b>
8	Growth in Sex Ratio	4	2	0	5	14	4	1	30	<b>0.3</b>
9	Increase in Social Issues & Conflicts	2	1	1	2	8	7	9	30	<b>1.33</b>
10	Impact on Culture, Values & Customs of Local People	0	0	3	3	9	8	7	30	<b>1.43</b>
	<b>Total -</b>	<b>10</b>	<b>9</b>	<b>11</b>	<b>34</b>	<b>120</b>	<b>66</b>	<b>50</b>	<b>300</b>	<b>1.14</b>
										<b>1.39</b>

In aggregate it has been observed that residents' of Marleshwar i.e. majority people of Maral village have accepted that the tourism has made moderate impact in their social-economic activities. Impressions of local people have revealed that tourism has contributed for socio-economic developments in Marleshwar (+1.50); there was minor different in scale of impact in respect to socio-economic development. Aggregate results

of the data analysis; exhibits that the tourism has moderately contributed for socio-economic development of local people. Unstructured interviews were also conducted in Marleshwar. According to these interviews people expected that the infrastructure need to be developed in Marleshwar. Marleshwar is situated in valley.

Table No. 6.34  
**Aggregate Impression of Residents about Socio-Eco Impact of Tourism in Marleshwar**

<b>No. of Respondents</b>	<b>Types of Impact</b>	<b>Scale of Impact</b>							<b>No. of Opinions</b>	<b>Mean</b>	<b>S.D.</b>
		-3	-2	-1	0	1	2	3			
Marleshwar-30	Economic	0	1	9	7	91	95	97	300	1.87	1.01
	Social	10	9	11	34	120	66	50	300	1.14	1.39
Aggregate		<b>10</b>	<b>10</b>	<b>20</b>	<b>41</b>	<b>211</b>	<b>161</b>	<b>147</b>	<b>600</b>	<b>1.50</b>	<b>1.20</b>

#### **6.4 Place wise Mean Value of Economic Indicators**

Table No.6.36 represents place wise mean value of residents' perception about impact of tourism on their economic activities. The data has represented collective scenario of the district. The data represented in said table demonstrates that cost of labour factor (**+2.16**) has most affected economic indicator in all over Ratnagiri district under tourism developments in the region. People of eight regions were strongly agreed; whereas people of three regions were moderately agreed that labour factor of their region was most affected. Value of land & properties is the second economic indicator that has been affected in all over due to developments of tourism in the district. The residents of distinct places of Ratnagiri district except three destinations have strongly accepted (**+2.14**) such impact of tourism; whereas residents of Marleshwar, Gangateerth & Velas are moderately agreed with the statement. Velas & Gangateerth are seasonal tourist places; therefore such impact was quite normal on cost of land & properties of the concern region.

The study reveals that the aggregate impact of tourism on change in occupational structure (**+0.84**) infrastructural development (**+0.79**) has normal where as cost of labour, cost of land &properties has strongly affected & remaining indicators have moderately affected under tourism developments in Ratnagiri district.

The aggregate mean value (**+1.52**) also demonstrated that the people of Ratnagiri district have moderately agreed that their economic activities have been influenced under tourism developments in the region. Residents' of seven destinations out of eleven moderately agreed; that the tourism has made impacts on the economy of their region. Two were strongly agreed & other two were simply agreed about such impacts of tourism. The impacts of tourism on various economic indicators are ranked as under. Such data represents each & every economic indicator has been affected by tourism only proportions of such impact are varied.

**Table No. 6.35**  
**Tourism Impact wise Ranking of Economic Indicators in Ratnagiri District**

<b>Rank</b>	<b>Title of the Economic Indicator</b>	<b>Nature of Impact</b>
<b>1<sup>st</sup></b>	Cost of Labour	<i>Strongly Affected</i>
<b>2<sup>nd</sup></b>	Cost of Land & Properties	<i>Strongly Affected</i>
<b>3<sup>rd</sup></b>	General Prices of Goods & Services	Moderately Affected
<b>4<sup>th</sup></b>	Hotel & Ancillary Industry	Moderately Affected
<b>5<sup>th</sup></b>	Sale of Local Products	Moderately Affected
<b>6<sup>th</sup></b>	New Employment Opportunities	Moderately Affected
<b>7<sup>th</sup></b>	Revenue & Taxes of Local Authorities	Moderately Affected
<b>8<sup>th</sup></b>	Economic Class of Local People	Moderately Affected
<b>9<sup>th</sup></b>	Occupational Structure	<i>Simply Affected</i>
<b>10<sup>th</sup></b>	Infrastructure Developments	<i>Simply Affected</i>

Table No.6.35/6.36 represents cost of labour has strongly affected in Ratnagiri district. It has been observed that Labour have increased five times more from Rs. 70/- to Rs. 350/- during the study period. Such growth was observed more than five times mainly in peak season especially at Murud, Guhagar & Ganpatipule. Cost of Land is a second indicator that has been strongly affected under tourism development in Ratnagiri district. Such impact was more intensive at tourist places like Dapoli, Guhagar & Ratnagiri. Other economic indicators like general prices of goods & services, hotelling, sale of local products, employment factor and income source to the local authorities in terms of taxes & fees have moderately affected. While, change in occupational structure and infrastructure development in the region was quite slow. According to perception analysis

and as per field observation these two factors were observed as simply affected in Ratnagiri district.

Table No. 6.36  
Place wise Mean Value of Economic Indicators

S. N.	Economic Indicators		Dapoli	Murud	Velas	Parshuram	Guhagar	Hedvi	Ganpatipule	Ratnagiri	Pawas	Gangateerth	Marleshwar	Aggregate Mean Value
1.	Improvement in Level of Economic Class of the Local people	Mean	<b>1.1</b>	<b>1.13</b>	<b>0</b>	<b>1.5</b>	<b>1.8</b>	<b>1.05</b>	<b>1.6</b>	<b>1.08</b>	<b>0.75</b>	<b>0.3</b>	<b>2</b>	<b>1.12</b>
		S.D.	<b>1.37</b>	<b>1.28</b>	<b>1.75</b>	<b>0.98</b>	<b>1.14</b>	<b>0.59</b>	<b>0.79</b>	<b>1.49</b>	<b>1.97</b>	<b>0.79</b>	<b>0.77</b>	<b>1.17</b>
2.	Increase in Employment opportunities	Mean	<b>1.76</b>	<b>1.73</b>	<b>0.5</b>	<b>1.3</b>	<b>1.9</b>	<b>1.45</b>	<b>2.0</b>	<b>1.62</b>	<b>0.95</b>	<b>0.9</b>	<b>1.6</b>	<b>1.43</b>
		S.D.	<b>1.12</b>	<b>1.00</b>	<b>1.42</b>	<b>1.37</b>	<b>0.84</b>	<b>1.07</b>	<b>0.76</b>	<b>1.11</b>	<b>1.72</b>	<b>1.00</b>	<b>0.94</b>	<b>1.12</b>
3.	Increase in General Prices & Value of Goods & Services	Mean	2.12	2.46	1.1	1.8	2.3	1.75	2.3	2.16	1.7	1.8	2.2	<b>1.97</b>
		S.D.	<b>0.77</b>	<b>0.62</b>	<b>1.69</b>	<b>1.13</b>	<b>0.72</b>	<b>0.89</b>	<b>0.72</b>	<b>0.81</b>	<b>0.95</b>	<b>1.05</b>	<b>0.73</b>	<b>0.92</b>
4.	Increase in cost of Land & Properties	Mean	<b>2.18</b>	<b>2.33</b>	<b>1.2</b>	<b>2.4</b>	<b>2.6</b>	<b>2.25</b>	<b>2.3</b>	<b>2.42</b>	<b>2.05</b>	<b>1.9</b>	<b>1.9</b>	<b>2.14</b>
		S.D.	<b>0.79</b>	<b>0.70</b>	<b>1.55</b>	<b>0.77</b>	<b>0.57</b>	<b>0.77</b>	<b>0.71</b>	<b>0.70</b>	<b>0.80</b>	<b>0.85</b>	<b>0.81</b>	<b>0.82</b>
5.	Increase in Revenue & Taxes of Local Authority	Mean	<b>1.08</b>	<b>1.7</b>	<b>0.3</b>	<b>1.1</b>	<b>1.5</b>	<b>1.35</b>	<b>1.7</b>	<b>1.28</b>	<b>1.45</b>	<b>0.4</b>	<b>1.5</b>	<b>1.21</b>
		S.D.	<b>1.43</b>	<b>1.00</b>	<b>1.78</b>	<b>1.38</b>	<b>1.16</b>	<b>1.19</b>	<b>0.80</b>	<b>1.28</b>	<b>1.16</b>	<b>1.63</b>	<b>1.12</b>	<b>1.27</b>
6.	Improvement in Infrastructure Facilities	Mean	<b>1.12</b>	<b>1.03</b>	<b>-0.7</b>	<b>0.7</b>	<b>1.5</b>	<b>0.95</b>	<b>1.8</b>	<b>0.74</b>	<b>1.5</b>	<b>-1.5</b>	<b>1.5</b>	<b>0.79</b>
		S.D.	<b>0.99</b>	<b>1.74</b>	<b>1.56</b>	<b>1.64</b>	<b>1.28</b>	<b>1.63</b>	<b>0.71</b>	<b>1.15</b>	<b>1.07</b>	<b>1.50</b>	<b>1.48</b>	<b>1.34</b>
7.	Increase in Hotel & Ancillary Industries	Mean	2	<b>2.03</b>	<b>1.5</b>	<b>2.0</b>	<b>2.3</b>	2	<b>2.5</b>	<b>2.08</b>	2	<b>-0.06</b>	<b>2.1</b>	<b>1.86</b>
		S.D.	<b>0.85</b>	<b>1.28</b>	<b>0.97</b>	<b>0.80</b>	<b>0.76</b>	<b>0.84</b>	<b>0.71</b>	<b>0.82</b>	<b>0.84</b>	<b>1.00</b>	<b>0.72</b>	<b>0.87</b>
8.	Increase in Labour Cost	Mean	<b>2.44</b>	<b>2.23</b>	<b>1.5</b>	<b>1.9</b>	<b>2.5</b>	<b>2.15</b>	<b>2.3</b>	<b>2.52</b>	<b>2.35</b>	<b>1.8</b>	<b>2.1</b>	<b>2.16</b>
		S.D.	<b>0.67</b>	<b>1.09</b>	<b>1.03</b>	<b>0.80</b>	<b>0.59</b>	<b>0.79</b>	<b>0.77</b>	<b>0.67</b>	<b>0.73</b>	<b>0.88</b>	<b>0.82</b>	<b>0.80</b>
9.	Changes in Occupational Structure	Mean	<b>0.54</b>	<b>0.53</b>	<b>-0.3</b>	<b>0.9</b>	<b>1.7</b>	<b>1.3</b>	<b>2.1</b>	<b>0.9</b>	<b>0.95</b>	<b>-1.3</b>	<b>1.9</b>	<b>0.84</b>
		S.D.	<b>1.69</b>	<b>1.75</b>	<b>1.41</b>	<b>1.11</b>	<b>0.84</b>	<b>1.19</b>	<b>1.10</b>	<b>1.54</b>	<b>1.80</b>	<b>1.35</b>	<b>0.87</b>	<b>1.33</b>
10	Increase in Demand for Local Products	Mean	<b>1.54</b>	<b>1.63</b>	<b>0.8</b>	<b>2.1</b>	<b>1.5</b>	<b>2.05</b>	<b>1.9</b>	<b>1.38</b>	<b>1.35</b>	<b>0.4</b>	<b>1.5</b>	<b>1.47</b>
		S.D.	<b>1.39</b>	<b>1.22</b>	<b>1.41</b>	<b>0.76</b>	<b>1.02</b>	<b>0.80</b>	<b>0.82</b>	<b>1.37</b>	<b>1.31</b>	<b>0.88</b>	<b>1.23</b>	<b>1.11</b>
	Aggregate Value -	Mean	<b>1.59</b>	<b>1.68</b>	<b>0.63</b>	<b>1.61</b>	<b>2.00</b>	<b>1.63</b>	<b>2.09</b>	<b>1.62</b>	<b>1.51</b>	<b>0.48</b>	<b>1.87</b>	<b>1.52</b>
		S.D.	<b>1.29</b>	<b>1.36</b>	<b>1.67</b>	<b>1.23</b>	<b>1.01</b>	<b>1.11</b>	<b>0.84</b>	<b>1.29</b>	<b>1.40</b>	<b>1.62</b>	<b>1.01</b>	<b>1.26</b>

Source: Researcher Complied Data

## **6.5 Place wise Mean Value of Social indicators**

Table No.6.37 represents place wise mean value of residents' perception about impact of tourism on their social life. The data represents collective scenario of the district. The data given in said table demonstrates that; literacy & communication skills factor (**+1.59**) has most affected social indicator in all over Ratnagiri district under tourism developments in the region. People of two regions have strongly agreed such; whereas people of nine regions have moderately agreed that the tourism has mainly influenced their communication skills. The culture, values & customs of local people is the second social indicator (**+1.36**) that has been affected in all over under tourism developments in the district. The residents of Murud strongly agreed that they have experienced such changes in culture, values and customs in their region; whereas residents of other eight destinations namely Dapoli, Parshuram, Guhagar, Hedvi, Ganpatipule, Ratnagiri, Pawas etc. have moderately agreed & people of one region simply agreed. But, people of other one destination i.e. people of Velas shown their disagreement toward impact of tourism on their culture, values & customs (**-0.1**). Tourism in Velas is seasonal by nature & at primary stage; therefore such impact was not observed at present. Data provided given in above table reveals that; the certain indicators have moderately affected in all over the district such as participation of local people in social activities (**+1.33**), equal opportunities to female population (**+1.24**), improvement in standard of living of local people (**+1.21**) & an opportunities to skilled people (**+1.19**) etc. Other social indicators in overall are normally affected by tourism like; Population density, increase in social issues, growth in sex ration & change in overall status of women etc.

The aggregate mean value (**+1.06**) demonstrated that the people of Ratnagiri district have moderately agreed that their social life have been influenced under tourism developments in the region. Residents' of six destinations out of eleven moderately agreed; that the tourism has made impacts on the economy of their region. Whereas residents of remaining four destinations simply agreed that tourism has brought changes in their social life. No any region has experienced strong changes in their social life. Comparatively the social life of people of Ratnagiri district have less affected than the

than the economic life. The impacts of tourism on various social indicators of the district are ranked as under. Such data represents each & every social indicator has been affected by tourism only proportions of such impact are varied.

Table No. 6.37  
Place wise Mean Value of Social indicators

Sr. N.	Social Indicators		Dapoli	Murud	Velas	Parshuram	Guhagar	Hedvi	Ganpatipule	Ratnagiri	Pawas	Gangateerth	Marleshwar	Aggregate Value
1.	Equal opportunity to Female Population	Mean	2.36	1.3	1.2	1.8	1.25	1.05	1.0	1.28	0.45	0.7	1.3	1.24
		S.D.	0.77	1.27	1.31	0.76	1.07	1.36	1.30	1.40	1.75	1.29	0.84	1.19
2.	Improvement in overall status in women	Mean	0.8	1.6	0	-0.3	-0.05	0.65	0.8	0.14	0.35	-0.1	-0.2	0.33
		S.D.	1.26	1.20	1.97	1.33	1.90	1.53	1.70	1.57	1.68	1.89	1.78	1.61
3.	Improvement in Participation of Local People in Social Activities	Mean	1.52	1.2	2.5	1.2	1.37	1.1	1.2	1.36	0.4	1.6	1.2	1.33
		S.D.	1.24	1.06	0.70	1.16	1.16	1.14	1.14	1.20	1.85	1.08	1.09	1.16
4.	Increased opportunity to Skilled Jobs & Labour	Mean	1.36	1.7	1.6	0.5	1.72	0.95	1.8	1.54	0.1	0.5	1.4	1.19
		S.D.	1.14	1.03	1.08	1.04	0.87	0.92	0.95	1.15	1.45	1.20	0.84	1.06
5.	Improvement in Living Standard of Local People	Mean	1.2	1.6	0.6	0.8	1.95	1.15	2.1	1.46	0.35	0.6	1.6	1.21
		S.D.	1.28	1.28	1.49	1.45	0.84	1.39	0.83	1.17	1.77	1.85	1.14	1.31
6.	Increase in Population Density	Mean	0.92	1.4	-0.7	0.2	1.42	1.25	2.0	1.3	1.7	0.2	1.1	0.98
		S.D.	1.15	0.88	1.00	1.63	0.95	1.18	0.78	1.33	1.05	1.47	0.88	1.11
7.	Increase in Literacy & Communication Skills	Mean	1.72	2.0	2.1	1.0	1.62	1.6	1.4	1.54	1.6	1.2	1.8	1.59
		S.D.	0.80	0.73	0.92	1.21	0.94	0.86	0.87	1.00	0.86	0.77	0.90	0.89
8.	Growth in Sex Ratio	Mean	0.64	1.1	-1.1	0.5	0.6	0.6	0.9	0.58	0.6	-1	0.3	0.33
		S.D.	1.47	1.29	1.42	1.14	1.71	1.24	1.20	1.51	1.24	1.32	1.64	1.38
9.	Increase in Social Issues & Conflicts	Mean	1.5	1.1	-1.2	1.3	1.7	1.05	0.1	1.62	1.65	0.1	1.3	0.92
		S.D.	1.36	1.86	1.45	1.28	1.47	1.36	1.74	1.26	1.28	0.96	1.70	1.42
10.	Impact on Culture, Values & Customs of Local People	Mean	1.42	2.2	-0.1	1.7	1.72	0.95	1.8	1.48	1.3	1.1	1.4	1.36
		S.D.	1.28	0.83	1.54	1.18	1.20	1.60	0.79	1.40	1.73	1.02	1.23	1.25
	Total	Mean	1.34	1.55	0.48	0.90	1.33	1.04	1.3	1.23	0.85	0.50	1.14	1.06
		S.D.	1.28	1.23	1.87	1.40	1.39	1.31	1.32	1.39	1.62	1.51	1.39	1.42

(Source: Researcher Compiled Data)

Table No.6.38

**Tourism Impacts wise Ranking of Social Indicators of Ratnagiri District**

<b>Rank</b>	<b>Title of the Social Indicator</b>	<b>Nature of Impact</b>
<b>1<sup>st</sup></b>	Literacy & Communication skills of local people	Moderately Affected
<b>2<sup>nd</sup></b>	Culture, values & customs of the region	Moderately Affected
<b>3<sup>rd</sup></b>	Involvement of local people in social activities.	Moderately Affected
<b>4<sup>th</sup></b>	Equal opportunities to female population	Moderately Affected
<b>5<sup>th</sup></b>	Living Standards of Local People.	Moderately Affected
<b>6<sup>th</sup></b>	Opportunities to skilled people.	Moderately Affected
<b>7<sup>th</sup></b>	Population Density	<i>Simply Affected</i>
<b>8<sup>th</sup></b>	Social Issues & Conflicts	<i>Simply Affected</i>
<b>9<sup>th</sup></b>	Sex Ratio	<i>Simply Affected</i>
<b>10<sup>th</sup></b>	Women Status	<i>Simply Affected</i>

**6.6 Mean Value of Residents' Collective Perception about Impact of Tourism on Socio-Economic Developments of Respective study area**

The present Table No.6.40 represents the collective scenario of impacts of tourism on socio-economy of Ratnagiri district. The residents' perceptions have demonstrated that the tourism has moderately affected (+1.43) on socio-economic environment of Ratnagiri district. The data demonstrates there is no any disagreement from the side of local people about the impact of tourism on their socio-economy. In aggregate people of every study region accepted that their socio-economy positively influenced by tourism developments in the region.

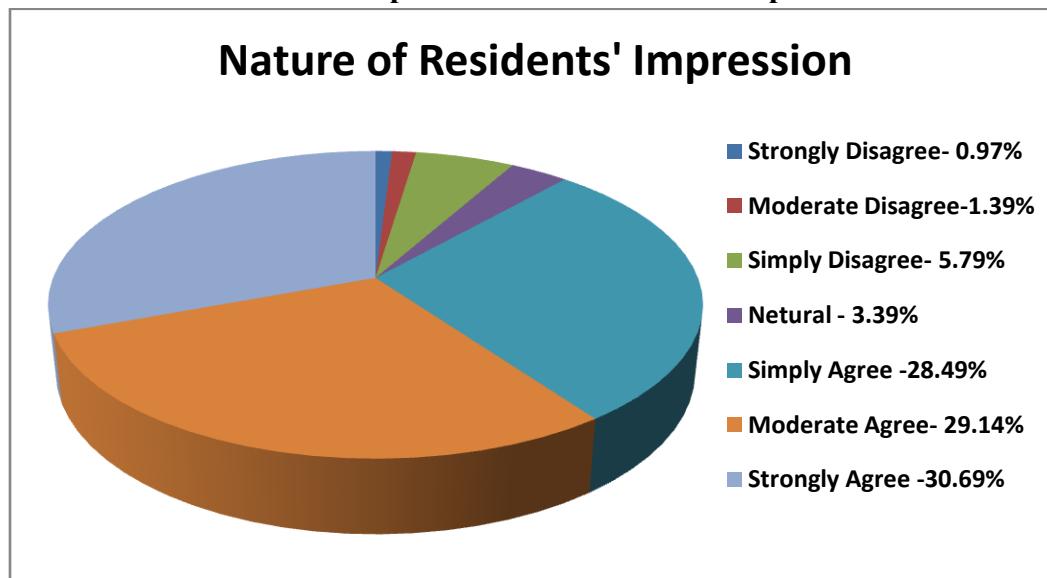
The data represented in above tables reveals that the residents of Ganpatipule & Guhagar strongly expressed that an economic developments of their region have strongly influenced by tourism. Whereas people of Marleshwar (+1.87), Murud (+1.68), Hedvi (+1.63), Ratnagiri (+1.62), Parshuram (+1.61), Dapoli (+1.59) & Pawas (+1.51) felt that the tourism have moderately influenced economic environment. Tourism developments in Velas & Gangateerth comparatively slow; but people of that region also accepted that tourism has normally influenced their economy. In aggregate **80.32%** perceptions

demonstrates that tourism has made its impact on economic developments of Ratnagiri District.

The study represents that social environment of Ratnagiri district has also affected; such impacts are comparatively less in respect to economic impact. Especially social developments of Velas (+0.48), Parshuram (+0.90), Pawas (+0.85) & Gangateerth (+0.50) have wide scope. According residents' opinions tourism impacts on social developments of these regions have normal whereas it has moderate at rest of the destinations. Aggregate mean value of residents' perception (**+1.19**) represents moderate impact of tourism on social developments of Ratnagiri district.

The combine mean of socio-economic impacts demonstrates that tourism developments in Ratnagiri district have made moderate impacts (**+1.29**) on socio-economic developments of the district. Table No. represents impact wise order of tourist regions of Ratnagiri district. It represents impacts of tourism on southern region of Ratnagiri district are comparatively high. The study revealed that the nine regions of the district have shown moderate socio-economic developments whereas remaining two have shown normal developments.

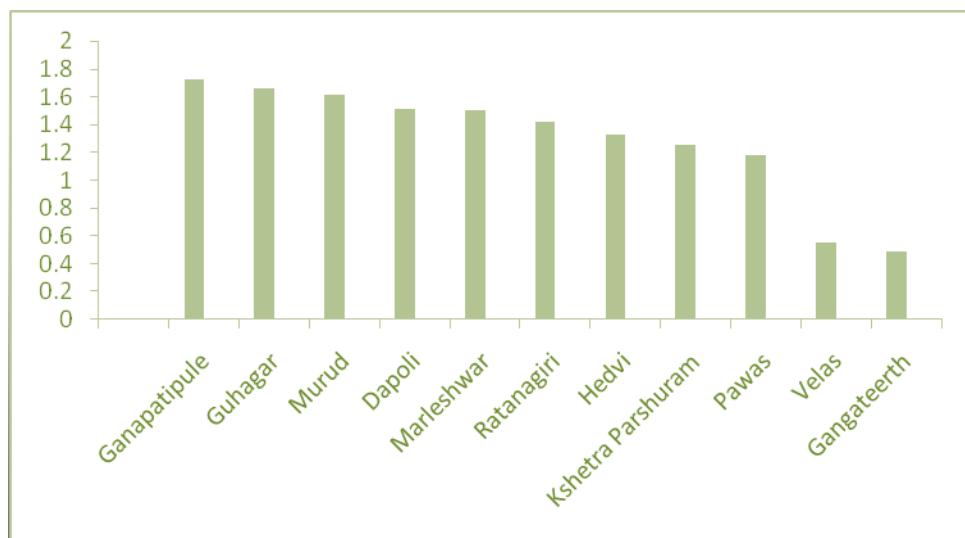
**Figure No. - 6.1**  
**Residents' Perception towards Economic Impact of Tourism**



## 6.7 Impact wise Order of Tourist Places in Ratnagiri District

As per data analysis place wise differences are observed in impact of tourism in Ratnagiri district. According perceptions of people; Ganpatipule stood at first position. Tourism in Ganpatipule is comparatively developed in respect to other places of Ratnagiri district. Aggregate mean of Socio-economic impact of tourism in Ganpatipule (+1.72) exhibits the moderate impact of tourism on socio-economic life of the local people. Data represented in Table No. 6.39 revels that the Guhagar stood at second position while Murud at third position. Certain things are common at these three places. Such as, these three places are known for religious tourism and beach tourism. Residents of these places have accepted that the tourism has moderately affected on socio-economic development of these region. According to Table No. 6.39 Dapoli, Marleshwar & Ratnagiri as well as Hedvi, Pedhe Parshuram & Pawas these places have stood at fourth, fifth to ninth positions respectively. Tourism development at these places have also affected moderately on the socio-economic activities of local people. According to above Table first nine places are moderately affected; while remaining two places namely as Velas & Gangateerth have simply affected. These two places have stood at tenth (+0.55) & eleventh (+0.49) position in respect to tourism impact.

**Figure No. 6.2  
Impact wise order of Tourist destinations in Ratnagiri District**



**Table No.6.39**  
**Order of Places according to Tourism Impacts on Socio-Economy of the Region**

<b>Order</b>	<b>Name of the Tourist Destination</b>	<b>Socio-Economic Impact Perception Aggregate Mean Value</b>	<b>Scale of Impact</b>
<b>1</b>	Ganpatipule	+1.72	Moderate
<b>2</b>	Guhagar	+1.66	Moderate
<b>3</b>	Murud	+1.61	Moderate
<b>4</b>	Dapoli	+1.51	Moderate
<b>5</b>	Marleshwar	+1.50	Moderate
<b>6</b>	Ratnagiri	+1.42	Moderate
<b>7</b>	Hedvi	+1.33	Moderate
<b>8</b>	Kshetra Parshuram	+1.25	Moderate
<b>9</b>	Pawas	+1.18	Moderate
<b>10</b>	Velas	+0.55	Simple
<b>11</b>	Gangateerth	+0.49	Simple
<b>Average Value</b>		<b>+1.29</b>	<b>Moderate</b>
+ indicates the positive impact - indicates the negative impacts Higher the values larger the effects			

Table No. 6.39 represents impact wise order of tourist places in Ratnagiri district. According to perceptions of local people and as per field observation; it has observed tourism in Gangateerth is less developed in comparison to other tourist places that have been studied. While, Ganpatipule has observed as well developed in respect to other tourist places in Ratnagiri district. People of Ganpatipule are enjoying socio-economic benefits of tourism in the region. Total numbers of hotels and numbers of visitors are comparatively more in Ganpatipule in respect to other tourist places in Ratnagiri district as well as in respect to Konkan also. First three places which are more benefited are beach places. Guhagar & Murud represents rural culture of Konkan in addition to beach resources. Agriculture was major activity at these places; but tourism is developing as prominent industry at these places. Tourism has offered economic benefits as well as equal opportunities to female population at these places. Ratnagiri city is a district head quarter and known for historical, religious and beach resources; but this place has stood

at sixth position in respect to socio-economic benefits of the tourism. It exhibits that tourist have preferred rural Konkan than urban.

Table No.6.40

**Mean Value of Residents' Collective Perception  
About Impact of Tourism on Socio-Economic Developments of Respective study region**

Sr. N.	Sample Tourist Places	No. of Respo ndent (House hold)	Type of Impact	Residents Opinions							Average Result of Socio- Economic Impact			
				Negative			Neutral	Positive						
				-3	-2	-1		0	+1	+2	+3			
1.	<b>Dapoli</b>	<b>50</b> <b>*1.51</b>	Economic	2	11	41	11	144	154	137	<b>1.59</b>	1.29		
			Social	3	6	52	37	156	149	97	<b>1.34</b>	1.29		
2.	<b>Murud</b>	<b>30</b> <b>1.61</b>	Economic	5	4	21	8	74	89	99	<b>1.68</b>	1.36		
			Social	2	5	13	20	108	70	82	<b>1.55</b>	1.23		
3.	<b>Velas</b>	<b>17</b> <b>0.55</b>	Economic	6	15	28	21	41	35	24	<b>0.63</b>	1.67		
			Social	13	19	20	28	33	25	32	<b>0.48</b>	1.87		
4.	<b>Parshuram</b>	<b>17</b> <b>1.25</b>	Economic	1	1	10	15	45	50	48	<b>1.61</b>	1.23		
			Social	4	6	14	35	52	37	22	<b>0.90</b>	1.40		
5.	<b>Guhagar</b>	<b>40</b> <b>1.66</b>	Economic	0	1	11	7	106	117	158	<b>2.00</b>	1.01		
			Social	10	13	16	29	144	103	85	<b>1.33</b>	1.39		
6.	<b>Hedvi</b>	<b>20</b> <b>1.33</b>	Economic	1	1	8	11	68	62	49	<b>1.63</b>	1.11		
			Social	2	7	16	31	71	47	26	<b>1.04</b>	1.31		
7.	<b>Ganpatipule</b>	<b>70</b> <b>1.72</b>	Economic	0	0	4	0	193	232	271	<b>2.09</b>	0.84		
			Social	7	13	68	33	251	178	150	<b>1.35</b>	1.32		
8.	<b>Ratnagiri</b>	<b>50</b> <b>1.42</b>	Economic	3	5	43	17	145	137	151	<b>1.62</b>	1.29		
			Social	3	20	55	29	161	138	94	<b>1.23</b>	1.38		
9.	<b>Pawas</b>	<b>20</b> <b>1.18</b>	Economic	7	3	7	11	60	61	51	<b>1.51</b>	1.40		
			Social	12	12	11	26	65	46	28	<b>0.85</b>	1.62		
10.	<b>Marleshwar</b>	<b>30</b> <b>1.50</b>	Economic	0	1	9	7	91	95	97	<b>1.87</b>	1.01		
			Social	10	9	11	34	120	66	50	<b>1.14</b>	1.39		
11.	<b>Gangateerth</b>	<b>15</b> <b>0.49</b>	Economic	10	8	26	14	57	18	17	<b>0.48</b>	1.62		
			Social	7	7	26	24	48	25	13	<b>0.50</b>	1.51		
		<b>359</b> <b>+1.29</b>	Economic	<b>35</b>	<b>50</b>	<b>208</b>	<b>122</b>	<b>102</b>	<b>1050</b>	<b>1102</b>	<b>1.68</b>	1.27		
			Social	<b>73</b>	<b>117</b>	<b>302</b>	<b>326</b>	<b>1209</b>	<b>884</b>	<b>679</b>	<b>1.19</b>	1.42		
			Socio-Economic	<b>108</b>	<b>167</b>	<b>510</b>	<b>448</b>	<b>2232</b>	<b>1934</b>	<b>1781</b>	<b>1.43</b>	1.37		

(Source: Researcher Compiled Data) \* Aggregate Mean of Impact

Tourism opportunities in Velas (0.55) and Gangateerth (0.49) are purely occasional and therefore tourist activities are quite limited at these places. Tourism has

made simple impact on socio-economic life on people of these places. In aggregate tourism has made moderate impact (+1.29) on socio-economic development in Ratnagiri district. Total nine places are moderately (Table No. 6.40) while two places have simply benefited under tourism development in the region.

## **6.8 Scale Wise Percentage of Residents' Perceptions about Economic Impact of Tourism**

Percentage wise analysis demonstrates that majority residents' have chosen +2 scale to while express their impressions towards Socio-economic impact of tourism. Table No. 6.41 reveals that the; proportions of moderately acceptors were at 50% or more than that at all places except Gangateerth. Aggregate 10% to 20 % perceptions were observed as negative perceptions and that were expressed by residents' of Velas and Gangateerth only. Negative impressions were not more than 10 % at other places excluding above two places. More than 90% residents' of Ganpatipule, Guhagar and Marleshwar have expressed their moderate and strong impressions about economic impact of tourism at these places.

**Table No. 6.41  
Scale Wise Percentage of Residents' Perceptions towards Economic Impact of Tourism**

Sr. N.	Average Score/Scale	Dapoli- %	Murud- %	Velas- %	Parshuram- %	Guhagar- %	Hedvi- %	Ganpatipule %	Ratnagiri- %	Pawas- %	Gangateerth- %	Marleshwar- %
1	+2.01 to +3	30%	40%	--	30%	40%	30%	60%	40%	20%	--	30%
2	+1.01 to +2	60%	50%	40%	50%	60%	60%	40%	40%	50%	30%	70%
3	+0.01 to +1	10%	10%	30%	20%	--	10%	--	20%	30%	40%	--
4	0.00	--	--	10%	--	--	--	--	--	--	--	--
5	-0.01 to -1	--	--	20%	--	--	--	--	--	--	10%	--
6	-1.01 to -2	--	--	--	--	--	--	--	--	--	20%	--
7	-2.01 to -3	--	--	--	--	--	--	--	--	--	--	--
	Total%	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

- 10 Economic Indicators

## 6.9 Scale Wise Percentage of Residents' Perceptions towards Social Impact of Tourism

Local people in Ratnagiri have experienced social benefits of tourism as similar economic benefits. 90% People of the six destinations have expressed their positive impressions about social impact of tourism at their region. As per Table No. 6.42 only 10% People or little more have expressed negative impressions about impact of tourism on their social developments in Marleshwar, Guhagar and Parshuram. While 50% residents of Velas experienced that the existing tourism developments does not contribute for their social developments; out of that 20% people have moderately denied the role of tourism in their social development. People of Gangateerth i.e. 20% residents have also expressed that the existing tourism developments are not much benefited for their social developments. Majority of people at all places excluding Velas and Gangateerth have accepted that tourism has moderately benefited for their social development. 20% residents of Murud, Velas & Ganpatipule as well as 10% of Dapoli have strongly agreed that tourism has contributed to uplift their social life. In aggregate tourism has contributed for the social development of people in Ratnagiri district.

Table No. 6.42  
Scale Wise Percentage of Residents' Perceptions about Social Impact of Tourism

Sr . N.	Average core/Scale	Dapoli -%	Murud-%	Velas-%	Parshuram-%	Guhagar-%	Hedvi-%	Ganpatipule %	Ratnagiri-%	Pawas-%	Gangateerth-%	Marleshwar-%
1	+2.01 to +3	10%	20%	20%	--	--	--	20%	--	--	--	--
2	+1.01 to +2	60%	80%	20%	50%	80%	60%	50%	80%	40%	30%	80%
3	+0.01 to +1	30%	--	10%	40%	10%	40%	30%	20%	60%	50%	10%
4	0(Zero)	--	--	10%	--	--	--	--	--	--	--	--
5	-0.01 to -1	--	--	20%	10%	10%	--	--	--	--	10%	10%
6	-1.01 to -2	--	--	20%	--	--	--	--	--	--	10%	--
7	-2.01 to -3	--	--	--	--	--	--	--	--	--	--	--
	<b>Total - %</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>						

- 10 Social Indicators

## **6.10 Hypothesis Testing**

The present research was carried out to study extend of socio-economic impact of tourism in Ratnagiri district. The study was conducted with an assumption that tourism has contributed in socio-economic development in Ratnagiri district. To examine the fact; perceptions of residents have been studied on sample basis. People of Ratnagiri district have expressed their positive impressions towards socio-economic impact of tourism. To validate the finding ‘z’-Test was used as statistical tool. Results of those tests have represented as under.

### **6.10.1 Validation of Findings i.e. Inferential Analysis**

#### **Hypothesis:**

‘Tourism has played significant role in making socio-economic development of Ratnagiri district.’

#### **To test above main hypothesis we tested following testable hypotheses**

- 1.** Tourism has played significant positive impact in making **social** development of Ratnagiri District.
- 2.** Tourism has played significant positive impact in making **economic** development of Ratnagiri District.
- 3.** There is significant difference between **social** and **economic** development in Ratnagiri district.
- 4.** Tourism has played positive impact in making **socio-economic** development of Ratnagiri district.

For testing above hypotheses we compare mean rating scores with score-**1** (which gives positive agreement opinion rating score).

#### **6.10.2. Hypothesis-1**

‘Tourism has played significant positive impact in making social development of Ratnagiri district’.

- **Null Hypothesis:** Mean rating scores for social development is less than or equal to 1.
- **Alternative hypothesis:** Mean rating scores for social development is greater than 1.

While testing above null hypothesis we used one sample ‘Z’ Test with hypothesized mean value 1.

The details of which are tabulated as follows.

Table No.-6.43

**One sample ‘z’ test of mean Vs hypothesized score 1 for social development**

	Mean score	Sample size	Population Sigma (taken as equal to Sample sigma)	Calculated ‘z’ value (one tailed, upper )	P value
Hypothesized scores for social development	$\mu_0 = 1$				
Observed Mean rating scores for social development.	$\mu_1 = 1.053$	n= 110	0.722	0.78	0.218
Critical z values:					
<b>1.</b> At 5% level of significance the corresponding z value is 1.645 <b>2.</b> At 1% level of significance the corresponding z value is 2.326					

- Observation -1:**

From the above table it is observed that -‘z’ value for null hypothesis is 0.78 which is less than 1.645 (also less than + 2.326). Also p value of the test is 0.218 which is greater than 0.05. Hence the null hypothesis cannot be rejected at 5% & 1% level of significance.

- Interpretation-1:**

On the basis of above data it can be inferred Mean rating scores for social development is less than or equal to 1

- Findings-1:**

Tourism has played positive impact in making social development in Ratnagiri district but not significant.

### 6.10.3 Hypothesis 2

'Tourism has played significant positive impact in making **economic** development of Konkan region'.

- **Null Hypothesis:** Mean rating scores for **economic** development is less than or equal to 1.
- **Alternative hypothesis:** Mean rating scores for **economic** development is greater than 1.

For testing above null hypothesis we use one sample 'z' test with hypothesized mean value 1.

The details of which are tabulated as follows.

**Table No.6.44  
One sample 'z' test of mean Vs hypothesized score 1 for Economic Development**

	Mean score	Sample size	Population Sigma (taken as equal to Sample sigma)	Calculated 'z' value (one tailed, upper )	Significant P value
Hypothesized scores for Economic development	$\mu_0 = 1$				
Observed Mean rating scores for Economic development.	$\mu_1 = 1.498$	n= 110	0.77	6.79	5.606E-12 (almost 0)
Critical z values:					
1. At 5% level of significance the corresponding z value is 1.645					
2. At 1% level of significance the corresponding z value is 2.326					

- **Observation-2 :**

From the above table it is observed that 'z' value for null hypothesis is 6.79 which is greater than 1.645 (also less than + 2.326). Also p value is 5.606E-12 (almost 0) which is less than 0.01. Hence the null hypothesis is rejected at 5% & 1% level of significance.

- **Interpretation-2 :**

On the basis of above data it can be inferred Mean rating scores for **economic** development is greater than 1.

- **Findings-2 :**

Tourism has played significant positive impact in making economic development of Ratnagiri district.

#### **6.10.4 Hypothesis 3**

Social and economic development mean scores in Ratnagiri district are significantly different.

- **Null Hypothesis:** There is no significant difference between mean social and economic development scores in Ratnagiri District.
- **Alternative hypothesis:** Mean economic development score of Ratnagiri district is greater than Mean social development score of Ratnagiri District.

For testing above null hypothesis we used ‘z’ test for equality of two sample means.

The details of which are tabulated as follows.

**Table No.6.45  
‘z’ test for mean scores of social and economic development of Ratnagiri district**

	Mean score	Sample size	Sigma for difference	Calculated ‘z’ value (one tailed, upper )	P value
Observed Mean rating For <b>economic</b> development	$\mu_0 = 1.49$				
Observed Mean rating scores for <b>social</b> development.	$\mu_1 = 1.053$	110	0.1005	4.43	4.71E-06 (almost 0)
Critical z values:					
1. At 5% level of significance the corresponding z value is 1.645					
2. At 1% level of significance the corresponding z value is 2.326					

### **Observation-3:**

From the above table it is observed that ‘z’ value for null hypothesis is 4.43 which is greater than 1.645 (also less than + 2.326). Also p value is 4.71E-06 (almost 0) which is less than 0.01. Hence the null hypothesis is rejected at 5% & 1% level of significance.

### **Interpretation-3:**

On the basis of above data it can be inferred that Mean economic development score of Ratnagiri district is greater than Mean social development score.

### **Findings-3:**

Social and economic development mean scores of Ratnagiri district are significantly different and economic impact of tourism is more than social impact.

#### **6.10.5 Hypothesis 4**

Tourism has played positive impact in making socio-economic development of Ratnagiri district.

- **Null Hypothesis:** Mean rating scores for socio-economic development is less than or equal to 1.
- **Alternative hypothesis:** Mean rating scores for socio-economic development is greater than 1.

For testing above null hypothesis we used one sample -‘z’ test with hypothesized mean value1.

The details of which are tabulated as follows (Table No. 6.46). Observation and findings of the one sample z-test represented the fallowing scenario.

- **Observation-4:**

According to Table No. 5.46 it is observed that ‘z’ value for null hypothesis is 5.36 which is greater than 1.645 (also less than + 2.326). Also p value is 4.16E-08 (almost 0) which is less than 0.01. Hence the null hypothesis is rejected at 5% & 1% level of significance.

Table No. 6.46  
**One sample -‘z’ test of mean Vs hypothesized score 1 for socio-economic development**

	Mean score	Sample size	Population Sigma (taken as equal to sample sigma)	Calculated ‘z’ value (one tailed, upper )	P value
Hypothesized scores for social development	$\mu_0 = 1$				
Observed Mean rating scores for social development.	$\mu_1 = 1.276$	110	0.54	5.36	4.16E-08 (almost 0)
Critical z values:					
1. At 5% level of significance the corresponding z value is 1.645 2. At 1% level of significance the corresponding z value is 2.326					

- **Interpretation-4:**

On the basis of above data it can be inferred Mean rating scores for socio-economic development is greater than 1

- **Findings-4:**

Tourism has played positive impact in making socio-economic development of Ratnagiri district.

### **6.11 Overall conclusion:**

From the above results we may conclude that Tourism has played an important role in making socio-economic development of Ratnagiri district. Both Economic and social impacts of tourism are positive but significantly different. Comparatively Tourism has more economic impact than social impact in the development of Ratnagiri district.

## **CHAPTER- VII**

### **BEHAVIOURAL CHARACTERISTICS & SATISFACTION ANALYSIS OF TOURISTS IN RATNAGIRI DISTRICT**

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- 7.12**     Final Ranking of Selected Tourism Factors in Ratnagiri District

## **Part A- Behavioural Characteristics of Tourists in Ratnagiri District**

### **7.1 Introduction**

A human being always tries to fulfill his requirements or desires with activities for specific purpose; which reflect in the behavioural characteristics. According to Eichenbaum J. & Gale S. (1971) the behavioural analysis represents, “The description of temporal cross sectional properties of phenomena”.

It has always difficult to judge behavioural approach of the people; functional properties are changing according to the varying attitude & changing context of the human being. Therefore to examine the behavioural aspects of tourists in the study region survey was conducted during the year 2009-10 & 2010-11 respectively. The Questionnaire & personal interview method was used as alternatives for the survey.

In this chapter an attempt has made to analyse the tourists according to their **attitude, visiting period, occupation, age structure, mode of transportation, purpose of the visit, economic status, marital status, literacy rate, halting period, lodging-boarding facilities, their spending at tourist places , frequency of their visits & from where they have come.**

The questionnaire was given to the tourists to know their responses & reactions in respect to above mentioned various issues as well as lodging-boarding facilities, behavior of the local people, problems which they have faced at tourist centers & also their suggestions about the tourists places. The major object of the interviews was to examine travelers' characteristics and to study their views about tourism products. The Random sampling method has been used while approaching the respondents at different locations.

In the first visit researcher have obtained general information about tourists i.e. respective numbers of visitors in one calendar year, their visiting period, major fairs & festivals of the tourist places, halting period, purpose of the visit, religion & male-female ratio etc. data generated by observation and open discussion method. In the second visits questionnaire were distributed personally to the tourists at hotels, Bhakta Niwas, private & Government rest houses as well as public places. Some places like Marleshwar,

Gangateerth of Rajapur do not have lodging facility; therefore researcher had given personal visits to public places to conduct interviews of the tourists. These interviews have been conducted on different occasions such as fairs, *Mahashivratri*, *Shravan Somwar*, *Angaraki & Sankashti Chaturthi*, *Ganesh* festival, birth and death anniversary of the concern saint rainy, summer and winter seasons including Diwali, Christmas and holidays.

## 7.2 Total No. of Tourists contacted at Tourist Places

Place wise distribution of tourists is given to know the numbers of tourists interviewed at distinct tourist places in Ratnagiri district. There are nine sub-districts i.e. tehsil places in Ratnagiri district. But, only seven tehsils have been selected for study purpose. Lanja and Khed these two tehsils have been excluded from survey due to lack of important places in the both tehsils. Distribution of tourists' interviewed is as under.

**Table No.7.1  
Distribution of Tourists Interviewed**

<b>Sr. No.</b>	<b>Name of the Tehsil</b>	<b>Name of the sampled Tourist Places</b>	<b>No. of Actual Contacted Tourists</b>	<b>No. of Actual Response</b>
1.	Dapoli	• Murud • Dapoli	85 105	60 92
2.	Mandangad	• Velas	65	50
3.	Chiplun	• Kshetra Parshuram	100	72
4.	Guhagar	• Guhagar • Hedvi	130 70	105 50
5.	Ratnagiri	• Ganpatipule • Ratnagiri • Pawas	250 150 200	215 130 187
6.	Sangameshwar	• Marleshwar	200	174
7.	Rajapur	• Gangateerth	115	90
<b>Total -</b>		<b>11</b>	<b>1470</b>	<b>1225</b>

Source- Researcher compiled Data

The above table represents the data about total numbers of tourists those were contacted on different tourist locations for interview purpose. While deciding population

size; totals numbers of visitors in one calendar year were considered. This survey has carried in between 2009-10 & 2010-11 at 11 distinct tourist destinations of Ratnagiri district. The secondary data has also used to decide numbers of visitors at specific tourist destination. The MTDC reports, reports of district information bureau, reports of Ratnagiri district Hoteliers Association, newspaper records and other surveys data were used as secondary data.

### **7.3 Behavioural Classification of the Tourists**

The tourists were interviewed on different occasions at selected tourist places to study their behavioural characteristics and to examine their opinions about tourist places and facilities that are available at tourist centers. The questionnaires were circulated at various occasions like Mahashivratri, Ganesh Chaturthies and regional festivals including peak & off-seasons. Total 1470 tourists were contacted. But, 245 tourists have not responded due to their busy schedule or they did not want to fill it or some of them had given incomplete response. Hence this analysis is based on the views of 1225 tourists. The data collected under survey has represented in tabular forms in following manner.

**Table No.7.2  
State wise classification of Tourists**

Sr. No.	Places	Maharashtra	Gujrath	Karnataka	Goa	Other	Total
1	Murud	34	14	05	00	07	60
2	Dapoli	58	14	11	00	09	92
3	Velas	27	07	03	02	11	50
4	Parshuram	54	00	07	05	06	72
5	Guhagar	68	07	09	02	19	105
6	Hedvi	50	00	00	00	00	50
7	Ganapatipule	125	24	21	11	34	215
8	Ratnagiri	101	04	09	05	11	130
9	Pawas	121	17	21	14	14	187
11	Gangateerth	51	03	19	14	03	90
12	Marleshwar	141	14	17	00	02	174
		830	104	122	53	116	1225

Source: Researcher Compiled Data

### **7.3.1 State wise classification of Tourists**

The data given in table No.7.2 represents that most of the tourists those were interviewed at different tourist places of Ratnagiri district were Maharashtrians in majority i.e. 67.75%. Tourists from the state of Gujrath, Karnataka & Goa are also observed at these places; but most of them were also Maharashtrians and are living in these states from past generations excluding Gujrathies. The present study has revealed that popularity of tourist places of Ratnagiri district is restricted. The state wise classification of tourists is given in above table; that demonstrates the out state tourists are preferably giving visit to Ganpatipule (42%), Murud (43%), Guhagar (35%), Dapoli (37%) & Pawas (36%). It has also observed that Hedvi is not yet popular in nearby states of Maharashtra as well as it has also observed that the tourism of Ratnagiri district is still depended upon tourists of Maharashtra , Karnataka, Gujrath & Goa only. The proportionate of visitors were comparatively less at Velas & Hedvi in respect to Ganpatipule, Marleshwar, Pawas and other tourist places of Ratnagiri district.

### **7.3.2 Classification of Tourists by Purpose of Visit**

The data given in Table No.7.3 represents that; Pilgrimage tourism is more popular in Ratnagiri district. It has observed that the out of total tourists i.e. 50.69 % tourist gave visit to Ratnagiri district for pilgrimage purpose; whereas 24% tourists have given visit for leisure purpose; while remaining were (25.31%) visitors for education, employment and other purpose. As per obtained data it has observed that Ganpatipule, Pawas, Marleshwar are most favoured by tourist as pilgrimage destinations. Whereas, it has also observed that the Leisure Tourism has wide scope in Ratnagiri district. Clam & clean beaches of Ratnagiri as well as other scenic and cultural elements of Ratnagiri district have attracted 24% tourists in Ratnagiri district.

The present study also revealed that the Konkan & specifically Ratnagiri district is also favoured for study tours; it has observed that various schools and & colleges are organising their study tours in Ratnagiri district (15%) to get acquainted to their student with religious, historic & natural tourist resources of the district. The proper marketing & infrastructure services at concessional rates may maximise these type of tourist in the

district. The survey revealed that the share of tourism for employment (02%) was very negligible in Ratnagiri district.

**Table No.7.3  
Classification of Tourists by Purpose of Visit**

Sr. No.	Places	Pilgrimage	Recreation/ Leisure	Educational	Employment	Other	Total
1.	Murud	08	39	13	00	00	60
2.	Dapoli	19	21	37	06	09	92
3.	Velas	00	00	00	00	50	50
4.	Parshuram	43	00	29	00	00	72
5.	Guhagar	18	68	14	00	05	105
6.	Hedvi	39	07	04	00	00	50
7.	Ganapatipule	121	56	31	00	07	215
8.	Ratnagiri	32	54	20	19	05	130
9.	Pawas	163	00	24	00	00	187
10.	Gangateerth	64	00	09	00	17	90
11.	Marleshwar	114	34	17	00	09	174
		<b>621</b>	<b>295</b>	<b>182</b>	<b>25</b>	<b>102</b>	<b>1225</b>

Source: Researcher Compiled Data

**Table No.7.4  
Occupation-wise Classification of the tourists**

Sr. No.	Places	Employees	Agriculture	Businessmen	Students	Other	%
1.	Murud	14	14	12	13	07	60
2.	Dapoli	27	21	19	14	11	92
3.	Velas	17	09	00	13	11	50
4.	Parshuram	15	09	09	34	05	72
5.	Guhagar	18	14	16	39	18	105
6.	Hedvi	14	11	07	13	05	50
7.	Ganapatipule	70	37	17	69	22	215
8.	Ratnagiri	41	22	06	47	14	130
9.	Pawas	69	39	22	40	17	187
10.	Gangateerth	15	17	15	22	21	90
11.	Marleshwar	55	38	21	41	19	174
		<b>355</b>	<b>231</b>	<b>144</b>	<b>345</b>	<b>150</b>	<b>1225</b>

### 7.3.3 Occupation-wise Classification of the tourists

Occupation of people influence their living standard and buying behaviour; therefore the study of occupational status of visitors of Ratnagiri was essential to fulfill study objectives. According to above data it has observed that all type of professionals

are giving visits to various destinations of Ratnagiri district. Occupation wise analysis revealed that the students (28%) and employees (29%) were observed in quite equaled proportion at all tourist places. Whereas proportionate of farmers, businessmen & other professionals were 43% in total. It has observed that the tourists who were businessmen by profession were found in less proportionate at Velas, Hedvi, and Ratnagiri & Parshuram. All type of tourists were observed everywhere except Velas.

**Table No. 7.5  
Literacy wise classification of Tourists**

Sr. N.	Places	Illiterate	Primary	Secondary	Up to Graduation / Professional Course	Total
1.	Murud	07	14	20	19	60
2.	Dapoli	12	27	22	31	92
3.	Velas	04	09	13	24	50
4.	Parshuram	04	18	17	33	72
5.	Guhagar	08	22	36	39	105
6.	Hedvi	05	07	22	16	50
7.	Ganapatipule	19	34	75	87	215
8.	Ratnagiri	11	24	46	49	130
9.	Pawas	17	27	78	65	187
10.	Gangateerth	21	30	17	22	90
11.	Marleshwar	14	38	69	53	174
		<b>122</b>	<b>250</b>	<b>415</b>	<b>438</b>	<b>1225</b>

Source: Researcher Compiled Data

#### **7.3.4 Literacy wise classification of Tourists**

According to Table No.7.5 & Fig No.7.1, total 90% tourists were educated. The proportionate of secondary school level (34%) & graduate level (36%) tourist was comparatively high in total tourists. Tourists those have completed their education up to primary were 20 % by proportionate and only 10% were illiterate in total tourists. Place wise analysis exhibits that there was not much marginal difference in various category of tourists at Gangateerth. But, at Velas primary level and illiterate tourists were comparatively less. The overall data exhibits that the proportion of literate tourists was more in total visitors of Ratnagiri district.

**Table No.7.6**  
**Classification of Tourists According to Frequency of Visits**

Sr. No.	Places	Ist First Time	IIInd Second Time	IIIInd Third Time or Frequently	Total %
1.	Murud	28	23	09	60
2.	Dapoli	54	24	14	92
3.	Velas	44	04	02	50
4.	Parshuram	21	28	23	72
5.	Guhagar	67	19	19	105
6.	Hedvi	37	09	04	50
7.	Ganapatipule	142	47	26	215
8.	Ratnagiri	39	61	30	130
9.	Pawas	114	51	22	187
10.	Gangateerth	37	34	19	90
11.	Marleshwar	81	23	70	174
		<b>664</b>	<b>323</b>	<b>238</b>	<b>1225</b>

### **7.3.5 Classification of Tourists According to Frequency of Visits**

The data regarding tourists' classification on the basis of their visiting frequency at various tourists place in Ratnagiri district has given in Table No.7.6. According to data it has revealed that the proportionate of first time visitors (54%) was high in total tourists. Second time visitors were 26.36% and Third or frequently visitors were 19.42 % in Ratnagiri district. Second time visitors and frequently visitors were 47% in total visitors at distinct places. Place wise analysis revealed that the tourists gave repeated visits to religious places in more proportionate. Proportionate of repeated visitors at Marleshwar, Gangateerth, Kshetra Parshuram & Ratnagiri was notable. Numbers of re-visitors at Velas was not satisfactory that was comparatively less in respect to other places of the district. Velas is known as eco-tourism destination it reveals that; there is scope to develop other tourist resources to attract re-visitors at Velas.

### **7.3.6 Classification of Tourists as per Marital Status**

The tourists were classified in to three groups such as married, unmarried & other i.e. Divorced, Widows or *Sanyasis* (Family Separated). According to survey data it was

observed that; people prefer tourism with their family. Total proportionate of married tourists were 53.55 % in total visitors and they were in more numbers at all places of Ratnagiri district except Ratnagiri head quarter. The proportionate of un- married tourists was 42.12% in total tourists where as remaining i.e. 4.33% were other category tourist; the proportionate of such tourists was negligible in total tourists. Other category tourists were mainly observed at religious tourists' places like Ganapatipule, Pawas, Gangateerth, and Marleshwar, Hedvi etc. Tourists' response to distinct places of Ratnagiri district demonstrates that tourism resources of Ratnagiri district satisfy to all type of tourists.

**Table No. - 7.7**  
**Classification of Tourists as per Marital Status**

Sr. No.	Places	Married	Un Married	Other	Total %
1.	Murud	31	27	02	60
2.	Dapoli	52	39	01	92
3.	Velas	31	17	02	50
4.	Parshuram	41	31	00	72
5.	Guhagar	64	41	00	105
6.	Hedvi	26	19	05	50
7.	Ganapatipule	106	98	11	215
8.	Ratnagiri	59	68	03	130
9.	Pawas	102	76	09	187
10.	Gangateerth	54	23	13	90
11.	Marleshwar	90	77	07	174
		<b>656</b>	<b>516</b>	<b>53</b>	<b>1225</b>

### 7.3.7 Sex-wise Distribution of Tourists

Sex wise distribution of tourists revealed that the male –female i.e. both type of tourists are observed at all tourist places of Ratnagiri district. A proportion of male tourist was. 55.51% in total it was little more; otherwise there was no comparatively difference in male female tourist population. It has revealed that tourist resources of Ratnagiri district have such capacity to satisfy male-female tourists.

**Table No.7.8**  
**Sex-wise Distribution of Tourists**

Sr. No.	Places	Male	Female	Total
1.	Murud	37	23	60
2.	Dapoli	53	39	92
3.	Velas	29	21	50
4.	Parshuram	41	31	72
5.	Guhagar	61	44	105
6.	Hedvi	17	33	50
7.	Ganapatipule	123	92	215
8.	Ratnagiri	78	52	130
9.	Pawas	85	102	187
10.	Gangateerth	54	36	90
11.	Marleshwar	102	72	174
		<b>680</b>	<b>545</b>	<b>1225</b>

**Table No.7.9**  
**Classification of Tourists as per Mode of Travel**

Sr. No.	Places	Railway	MSRTC	Hired Vehicle	Owned Vehicle	Other	Total
1.	Murud	0	9	29	22	0	60
2.	Dapoli	3	14	46	26	3	92
3.	Velas	9	2	20	19	0	50
4.	Parshuram	10	18	19	18	7	72
5.	Guhagar	5	5	57	33	5	105
6.	Hedvi	2	1	26	18	3	50
7.	Ganapatipule	13	39	114	41	8	215
8.	Ratnagiri	9	34	67	20	0	130
9.	Pawas	11	37	78	61	0	187
10.	Gangateerth	19	36	12	16	7	90
11.	Marleshwar	0	19	80	61	14	174
		<b>81</b>	<b>214</b>	<b>548</b>	<b>335</b>	<b>47</b>	<b>1225</b>

### 7.3.8 Classification of Tourists as per Mode of Travel

The data about mode of travel of tourist has represented in Table No. 7.9 ; while they visited distinct tourist destinations of the district. According to study it has observed that tourists have preferred various mode of travels while they visited distinct places in the district. Such as 44.73% tourist had preferred hired private vehicles; whereas 27.34%

tourist had preferred their own vehicles, 17.46% were came by MSRTC & 06.61 traveled by railway. Some nearby tourist i.e. 03.83% were pedestrians and some of them traveled by cycle or auto rickshaws during their visit to respective tourist place of the district. It was observed that a railway is not much popular and convenient mode of transport to travel in Ratnagiri district for tourism purpose. As well as it has also observed, that the MSRTC service is also not much preferred by tourists; while they travel in the Ratnagiri district for tourism purpose. The share of private hired vehicles and or owned vehicles were major i.e. 72% in total tourist transport. Place wise analysis indicates that public transport was preferred by very few tourists in Ratnagiri district except Gangateerth.

**Table No.7.10  
Classification of Tourists as per Period of Stay**

Sr. No.	Places	Day Tripper	One Day	Two Day	More Than Two Day	Total
1.	Murud	46	11	03	00	60
2.	Dapoli	28	34	11	19	92
3.	Velas	16	34	00	00	50
4.	Parshuram	58	14	00	00	72
5.	Guhagar	52	31	19	03	105
6.	Hedvi	41	09	00	00	50
7.	Ganapatipule	147	42	17	09	215
8.	Ratnagiri	101	22	07	00	130
9.	Pawas	117	54	12	04	187
10.	Gangateerth	79	11	00	00	90
11.	Marleshwar	151	23	00	00	174
		<b>836</b>	<b>285</b>	<b>69</b>	<b>35</b>	<b>1225</b>

### **7.3.9 Classification of Tourists as per Period of Stay**

A domestic tourism is widely developing in Ratnagiri district. The proportionate of local tourist were notable at distinct places; therefore numbers of day tripper (68.24%) was quite high in total visitors in Ratnagiri district. As per data 31.76 % tourist were halted at distinct tourist places of the district. The proportion of tourist halting for one day, two days & more than two days was such as 23.26 %, 05.63% & 02.85% respectively. The above data has represented that; there is scope to encourage tourist to

stay more days in Ratnagiri district. It has revealed that the stay period of tourist in Ratnagiri district is too short it needs to be extended for development of tourism. Place wise data has revealed that there is wide scope to develop additional tourist resources to encourage tourist to maximise their stay period especially at Velas, Parshuram, Murud, Hedvi, Gangateerth, Marleshwar & Ratnagiri head quarter. It has observed that certain tourist places like Dapoli, Guhagar, and Ganapatipule, Pawas are only such destinations places where tourists have preferred to extend their stay period. But, share of such tourist need to be increased; at present it was not much satisfactory.

**Table No.7.11  
Income-wise Classification of Tourists (Per-Month)**

Sr. No.	Places	Less Than Rs.25000/-	Rs.25,001/- To 50,000/-	Rs.50,001/- To 75,000/-	More Than Rs. 75,000/-	Total
1.	Murud	22	24	11	03	60
2.	Dapoli	31	38	16	07	92
3.	Velas	36	14	00	00	50
4.	Parshuram	23	26	18	05	72
5.	Guhagar	34	47	14	10	105
6.	Hedvi	32	16	02	00	50
7.	Ganapatipule	48	77	61	29	215
8.	Ratnagiri	44	47	24	15	130
9.	Pawas	46	83	36	22	187
10.	Gangateerth	38	30	19	03	90
11.	Marleshwar	79	52	37	06	174
		<b>433</b>	<b>454</b>	<b>238</b>	<b>100</b>	<b>1225</b>

### **7.3.10 Income-wise Classification of Tourists (Per-Month)**

Income wise classification of tourists has demonstrated that the people of all economic classes gave visit to Ratnagiri district for tourism purpose. The tourist whose monthly income was less than Rs. 25,000/-; were 35.34% in total tourist. Whereas, the tourists whose monthly income was in the range of Rs. 25,000/- to Rs. 50,001/- were also in same proportionate i.e. 37.06% in total tourist. The total proportion of these both category tourists were 72.40% in total tourist. The upper middle class tourist with income of Rs 50,001/- p.m. to Rs. 75,000/- p.m. were 19.42 % & rich class tourist were 08.16%

in total tourist. The proportion of this type of tourist was comparatively less in total tourists. It means tourism of Ratnagiri district has wide scope to develop luxurious sources of tourism in the district to attract highly rich class people in maximum proportionate. Place wise analysis indicated that upper middle class & rich class tourist have totally ignored to Velas, Hedvi & Gangateerth as tourist destinations. These types of tourists were present mainly at Ganapatipule, Pawas & Ratnagiri. The first two category tourists were present at all places of Ratnagiri district including Velas & Hedvi.

Table No.7.12

**Classification of Tourists According to per day spending at Tourists Places**

Sr. No.	Places	Up to Rs. 1000/-	Rs. 1001/- to Rs.3001/-	Rs. 3001/- to Rs. 5001/-	Rs. 5001/- & More	Total
1.	Murud	22	17	14	07	60
2.	Dapoli	12	25	34	21	92
3.	Velas	14	18	18	00	50
4.	Parshuram	26	19	20	07	72
5.	Guhagar	17	41	25	22	105
6.	Hedvi	34	11	03	02	50
7.	Ganapatipule	46	36	89	44	215
8.	Ratnagiri	36	23	47	24	130
9.	Pawas	67	81	15	24	187
10.	Gangateerth	72	14	04	00	90
11.	Marleshwar	123	24	16	11	174
		<b>469</b>	<b>309</b>	<b>285</b>	<b>162</b>	<b>1225</b>

**7.3.11 Classification of Tourists According to per day spending at Tourists Places**

The data collected about per day spending of tourists revealed that the percentage of tourist who had spent money up to Rs.1000/- at tourist place was 30.28% & they were mainly day trippers. Whereas proportion of tourist who had spent in between Rs. 1001/ to Rs.3001/- were 25.22%. The tourist who had spent Rs.5001/- or more were comparatively less i.e. & 13.22%. Spending of tourist 23.26% was in between Rs. 3001/- to Rs. 5001/-. It has observed that tourist have within the margin of their paying capacity. The main spending of day trippers was on food, devotional goods & other recreational sources. The tourist spent for lodging additionally who had preferred to halt. According

to Place wise analysis spending of tourist's more than Rs.5000/- were comparatively less especially at Murud, Hedvi & Parshuram. Whereas, no once spent this much amount at Velas & Gangateerth. It has observed that the tourist resources of Ganpatipule, Pawas, and Ratnagiri, Guhagar have motivated to tourist to spend more.

**Table No.7.13  
Classification of Tourists According to Accommodation Preferred**

Sr. No.	Places	<i>Day Tripper</i>	Lodges	<i>GOVT. Rest House/ MTDC/Hostels</i>	<i>Domestic Stay facility</i>	<i>Friends-Relatives</i>	<i>Bhakta-Niwas</i>	Total
1.	Murud	46	05	00	09	00	00	60
2.	Dapoli	28	22	16	17	09	00	92
3.	Velas	16	00	00	34	00	00	50
4.	Parshuram	58	03	00	06	00	05	72
5.	Guhagar	52	21	03	20	00	09	105
6.	Hedvi	41	00	00	03	00	06	50
7.	Ganapatipule	147	34	11	07	00	16	215
8.	Ratnagiri	101	16	05	04	04	00	130
9.	Pawas	117	14	00	07	00	49	187
10.	Gangateerth	79	05	00	03	01	02	90
11.	Marleshwar	151	04	00	01	07	11	174
		<b>836</b>	<b>124</b>	<b>35</b>	<b>111</b>	<b>21</b>	<b>98</b>	<b>1225</b>

### **7.3.12 Classification of Tourists According to Accommodation Preferred**

Lodging & boarding as an important element in tourism development of any region. According to Table No. 7.13 a proportion of day trippers (68.24%) were quite high in total respondents; but their opinion was also important about accommodation that they had preferred or will preferred for stay at specific destination of the district. According to tabular data total 389 respondents were halted during their visit to Ratnagiri district; out of that 31.87% tourist were halted whereas 28.53% were preferred domestic stay facilities at distinct tourist places. Lodges are operated by hoteliers on commercial basis. Whereas domestic stay i.e. *Niwas Vyavastha* is being provided by local residents on regular or seasonal basis within their home in the form of paying guest. Theses both sources have preferred by most of tourist. As per tourist's views domestic stay was preferred by them to feel an experience of Konkan village culture. It has observed that the

facility of Bhakta Niwas is available specifically at religious destinations like Pawas, Ganpatipule, Guhagar, Hedvi, Marleshwar (Devruk) & Parshuram; which was preferred by 08 % tourists. MTDC has its accommodation facility mainly at Ganapatipule, Hedvi; whereas Dapoli University also provides its Hostel facility to the visitors as well as Govt. guest houses at distinct places like Dapoli, Guhagar, Ratnagiri & Ganapatipule were preferred by few i.e. 02.85% tourists. Very less respondents stated that they had preferred their relatives or friends houses for stay as a tourist. Private lodging facility does not available at Marleshwar, Velas & Hedvi whereas such facility is available in good proportion at Ganapatipule, Murud & Ratnagiri. As per views of tourist lodging facilities are not sufficient at most of tourist destination; there is a scope to develop this business. According to tourists' views lodging problem has become more severe at all tourist destinations of Ratnagiri district.

**Table No.7.14**  
**Classification of Tourists According to Traveled Accompany**

Sr. No.	Places	Family	Friends	Tourists Group	School/College Trip	Other	Total
1.	Murud	27	17	00	13	03	60
2.	Dapoli	24	07	12	37	12	92
3.	Velas	15	22	00	00	13	50
4.	Parshuram	31	06	03	29	03	72
5.	Guhagar	47	31	00	14	13	105
6.	Hedvi	22	18	00	04	06	50
7.	Ganapatipule	81	68	16	31	19	215
8.	Ratnagiri	61	36	00	20	13	130
9.	Pawas	96	46	00	24	21	187
10.	Gangateerth	48	29	00	09	04	90
11.	Marleshwar	79	64	00	17	14	174
		<b>531</b>	<b>344</b>	<b>31</b>	<b>198</b>	<b>121</b>	<b>1225</b>

### **7.3.13 Classification of Tourists According to Traveled Accompany**

People travel for different purpose in groups or alone. According to present study an accompany wise proportion of tourist in Ratnagiri district was as; 43.34% traveled with family, 28.08% with friends, Tourist's group were 02.53%; whereas 16.16% were traveled with school / college study tour members and other were 09.87%. The study

represents that the most of tourists have traveled in groups; they preferred to travel mainly with their families & or friends. According to data there is scope to develop package tours in Ratnagiri district. The share of tourist traveled under package tour programme was only 02.53% in total. These tourists were observed at Ganpatipule, Dapoli and at Parshuram only.

**Table No.7.15**  
**Classification of Tourists According to Season Favoured for Tourism**

Sr. No.	Places	Summer	Monsoon	Winter	Regional Festivals	Special Holidays	Total
1.	Murud	21	03	17	11	08	60
2.	Dapoli	37	13	19	06	17	92
3.	Velas	21	00	19	00	10	50
4.	Parshuram	02	00	06	55	09	72
5.	Guhagar	47	16	13	18	11	105
6.	Hedvi	00	07	00	39	04	50
7.	Ganapatipule	67	21	26	85	16	215
8.	Ratnagiri	41	24	12	34	19	130
9.	Pawas	21	26	27	89	24	187
10.	Gangateerth	00	06	03	81	00	90
11.	Marleshwar	00	73	09	81	11	174
		<b>257</b>	<b>189</b>	<b>151</b>	<b>499</b>	<b>129</b>	<b>1225</b>

#### **7.3.14 Classification of Tourists According to Season Favoured for Tourism**

According to Table No.7.15 it has observed that tourists have preferred different seasons while they visited distinct places of Ratnagiri district. Regional festivals like Ganesh Festival, *Holi* i.e. *Shimga, Mahashivratri, Ganga Agaman, Swami Swaroopanand Janmashtami, Angarika Chaturthi* etc. as well as tourism festivals like beach festivals, Mango Festivals, Turtle festival & Konkan festivals etc. are preferred by tourists for tourism in Ratnagiri district. As per survey it has revealed that 40.73% tourists have given visit to distinct places during the festivals periods. Tourist response demonstrates that the tourist resources of Ratnagiri district attracting tourist in all seasons like summer 20.97%, monsoon 15.42% & 12.32% tourists expressed that they like to visit in winter. Place wise analysis revealed that the tourist does not favoured visit to marleshwar, Hedvi, Parshuram in summer season. Tourism at Gangateerth is seasonal by nature; tourists were

not interested to visit Gangateerth in other seasons except regional festivals i.e. during the occurrence of natural stream which is known as The Ganga of Rajapur. Most of tourists have shown their interest in Marleshwar during monsoon & on occasion of *Mahashivratri*. 10.53% tourists have preferred to give visits to distinct places of Ratnagiri district like Dapoli, Ratnagiri, Pawas, and Guhagar, Ganapatipule on weekends and or during the period of holidays.

## **CHAPTER- VII - Part-B**

### **Multi-Criteria Satisfaction Analysis of Tourist in Ratnagiri District**

#### **7.4 Introduction**

Tourism is a form of service industry. The Products & services that are being offered under tourism; determinates prospect of tourism industry in concern region. Therefore it is more essential to examine whether tourists are satisfied with services provided them? Whether those services are enough to meet tourists' requirement? What factors have impressed tourists? etc. need to be studied. Tourists' impressions towards certain service factors that are provided him at tourists' sites have studied here to determinate their level of satisfaction.

In the present study six factors were consider; such were as **Halt Factor, Travel Factor, Food Factor, Darshan i.e. worship Factor, Local People Factor** i.e. their behaviour towards tourists' & **Other Management Factors** i.e. waste management, parking facility, law & order situation, availability & quality of infrastructure including road, drinking water, electricity & communication facilities etc. To study tourists' satisfaction level in respect to these factors, tourists were requested to express their impressions about in terms of **Excellent, Good, Satisfactory & or Unsatisfactory** as well as they were also requested to give the score point to each impression in numeric value such as **8 to 10** for Excellent, **6 to 7** for Good, **4 to 5** for Satisfactory and **1 to 3** for Un-Satisfactory as per their experience about concern factors. These score points were considered while calculating factor wise satisfaction index under MUSA method; that are discussed as under.

The multicriteria method i.e. **MUSA** (**M**Ulticriteria **S**atisfaction **A**nalysis) for measuring and analysing customer's satisfaction is being used widely in various industries. It is most common & preferred techniques used by MNCs and professional research organisations in UK & USA. The MUSA method is a preference disaggregation model following the principles of ordinal regression analysis (inference procedure). The integrated methodology evaluates the satisfaction level of a set of individuals (customers, employees, benefitors etc.) based on their values and expressed preferences. Using satisfaction survey data, the MUSA method aggregates the different preferences in unique satisfaction functions. This aggregation disaggregation process is achieved with the minimum possible errors. The main advantage of the MUSA method is that it fully considers the qualitative form of customers' judgments and preferences. The development of a set of quantitative indices and perceptual maps makes possible the provision of an effective support for the satisfaction evaluation problem. The study also presents the reliability analysis of the provided results, along with a simple numerical example that demonstrates the implementation process of the MUSA method.

An assessment of tourists' level of satisfaction was necessary to know the views of tourists about the various facilities provided to them at the tourist destinations. Such assessment of tourist satisfaction is essential to make the changes in tourist programmes & facilities as they desire.

The tourists, who are coming from different parts of the country; have different approaches, ideas, views, expectations and behavioural categories; if required facilities are provided them at reasonable rates, they will be satisfied & it will be helpful to increase the reputation of tourist destination.

The Present study is based on sample survey. Total 1470 tourists were contacted at 11 tourist places of Ratnagiri district; out of that **1225** tourist had given response. The questionnaire was prepared to assess their level of satisfaction by analysing their views regarding various facilities i.e. Lodging, Boarding, Food, Transportation, Darshan, Traveling problems & the Behavior of local people.

The indicator wise level of satisfaction was calculated & tabulated as per represented formula. The indicator wise average values were calculated & these were

used to compute the satisfaction index. Then the ranks are given to these satisfaction indices. Satisfaction level of tourists is an important & universally accepted tool for measurement. Therefore an attempt has been made to assess the factor wise level of satisfaction of Tourists.

### **Multi-criteria Satisfaction Analysis Formula- (MUSA)**

$$Sli = \frac{Mi : Ni}{N}$$

**Sli** = Satisfaction index for  $i^{\text{th}}$  factor

**Mi** = Numerical values for the particular level of satisfaction for the  $i^{\text{th}}$  factor

**Ni** = Number of respondent deriving the particular level of Satisfaction for the ' $i$ '<sup>th</sup> factor

**N**= Total number of respondents for that factor for all Level of satisfaction, final Ranks are given to these-Satisfaction Indices.

Following tables represent **Place wise satisfaction index**, **Place wise collective Ranking of selected factors & Final Ranking of Selected Factors** as per tourists' impressions. Whereas; **Factor wise average Satisfaction (Ni) and Satisfaction Index with Rank (Sli)** of all that Factors have been represented in tabular forms and that are given in **Appendix-C**.

#### **7.5 Place wise Satisfaction Index of Halt Factor**

The Table No.7.16 demonstrated that aggregate result of tourists' impressions about halt factor in Ratnagiri district. Out of 1225 tourists' 18.28% have expressed their experience was an excellent about halt factor at tourist places in Ratnagiri district. Other tourists i.e. 30.44% expressed it as good, 31.83% were just satisfied about this service; whereas 19.42% were not satisfied about halt factor provided them at various tourist destinations in Ratnagiri district. Place wise scenario of tourists' impression; revealed

that most of tourist were not satisfied about halt facilities at Marleshwar (62.64%) & at Gangateerth (44.44). It has examined that according to tourists' views; halt facility available at Murud, Guhagar & Pawas is quite good in comparison to other places of Ratnagiri district. Most of tourist i.e. 63.63% tourist have expressed their impression as excellent about halt factor at Ganapatipule. The proportion of unsatisfied tourist about halt factor was almost less than 10% at six places; whereas more than 30% tourists have expressed their impression as good about halt factor provided them at distinct places excluding three only. In overall it has observed that the halt facilities at Marleshwar, Gangateerth, and Hedvi need to be improved.

**Table No. 7.16**  
**Place wise Tourists' Impression about – 'Halt Factor'**

Sr. No	Tourist Destinations	Excellent		Good		Satisfactory		Un Satisfactory		Total	
		No.	%	No.	%	No.	%	No.	%	No.	%
1	Murud	21	34.42%	26	43.33%	09	15%	04	6.66%	60	100%
2	Dapoli	19	20.65%	35	38.04%	30	32.60%	08	8.69%	92	100%
3	Velas	10	20%	20	40%	15	30%	05	10%	50	100%
4	Parshuram	19	26.38%	28	38.88%	18	25%	07	9.72%	72	100%
5	Guhagar	33	31.42%	46	43.81%	18	17.14%	08	07.61%	105	100%
6	Hedvi	07	14%	21	42%	14	28%	08	16%	50	100%
7	Ganapatipule	35	63.63%	55	25.58%	100	46.51%	25	11.62%	215	100%
8	Ratnagiri	35	26.92%	45	34.61%	38	29.23%	12	09.23%	130	100%
9	Pawas	40	21.39%	65	34.75%	70	37.43%	12	06.41%	187	100%
10	Gangateerth	05	05.55%	12	13.33%	33	36.66%	40	44.44%	90	100%
11	Marleshwar	00	--	20	11.49%	45	25.86%	109	62.64%	174	100%
<b>Total</b>		<b>224</b>	<b>18.28%</b>	<b>373</b>	<b>30.44%</b>	<b>390</b>	<b>31.83%</b>	<b>238</b>	<b>19.42%</b>	<b>1225</b>	<b>100%</b>

Source: Researcher Compile Data

## 7.6 Place wise Satisfaction Index of Travel Factor

Table No.7.17 exhibits collective opinions of tourist's about Travel Factor in Ratnagiri district. According to functional analysis it has observed that tourists from various districts of Maharashtra and nearby states giving visit to distinct places of Ratnagiri district. Local people were also observed as tourists; the collective response of all these respondents revealed that 42.36% tourist were mere satisfied about travel factor in Ratnagiri district, 25.46% expressed it as good while only 14.85% felt it as excellent;

whereas 17.30% of total respondents were not satisfied about travelling facilities in the Ratnagiri district.

**Table No. 7.17**  
**Place wise Satisfaction Index of - Travel Factor**

<b>Sr. No.</b>	<b>Tourist Destinations</b>	<b>Excellent</b>		<b>Good</b>		<b>Satisfactory</b>		<b>Un Satisfactory</b>		<b>Total</b>	
		No.	%	No.	%	No.	%	No.	%	No.	%
1	Murud	11	18.33%	13	21.66%	29	48.33%	07	11.66%	60	100%
2	Dapoli	11	11.95%	28	30.43%	45	48.92%	08	8.69%	92	100%
3	Velas	02	04%	08	16%	25	50%	15	30%	50	100%
4	Parshuram	21	29.16	29	40.27%	17	23.61%	05	6.94%	72	100%
5	Guhagar	19	18.09%	23	21.90%	55	52.38%	08	7.61%	105	100%
6	Hedvi	07	14%	21	42%	14	28%	08	16%	50	100%
7	Ganapatipule	24	11.16%	48	22.32%	122	56.74%	21	9.76%	215	100%
8	Ratnagiri	42	32.30%	38	29.23%	30	23.07%	20	15.38%	130	100%
9	Pawas	21	11.23%	52	27.80%	85	45.45%	29	15.67%	187	100%
10	Gangateerth	09	10%	17	18.88%	37	41.11%	27	30%	90	100%
11	Marleshwar	15	8.62%	35	20.11%	60	34.48%	64	36.78%	174	100%
	<b>Total</b>	<b>182</b>	<b>14.85%</b>	<b>312</b>	<b>25.46%</b>	<b>519</b>	<b>42.36%</b>	<b>212</b>	<b>17.30%</b>	<b>1225</b>	<b>100%</b>

Source: Researcher Compile Data

The study demonstrated that most of tourist were used private mode of transport; very few tourist had used public mode of transport while the visited to Ratnagiri district. The data represented in this table exhibits that there is scope to make transport facilities better than existing in Ratnagiri District. The study also demonstrates that proportion of unsatisfied tourist about travel factor at Marleshwar (36.78%), Gangateerth (30%) & Velas (30%) are also notable. The data reveals that tourist felts; travelling is more convenient to Ganapatipule, Guhagar & Parshuram. The proportion of unsatisfied tourist about travel factor was comparatively less. Most of tourist expressed parking issue, narrow roads, and problems of fuel stations & lack of interconnectivity roads as major problems at tourist destinations. As per data 32.30% tourist felt travel factor is excellent in Ratnagiri whereas only 4% tourist of Velas expressed it as excellent. In total it has observed an average tourist were satisfied about travel factor while they traveled in Ratnagiri district.

## 7.7 Place wise Satisfaction Index of Food Factor

Table No.7.18  
Place wise Satisfaction Index of - Food Factor

Sr. No	Tourist Destinations	Excellent		Good		Satisfactory		Un Satisfactory		Total	
		No.	%	No.	%	No.	%	No.	%	No.	%
1	Murud	16	26.66%	29	48.33%	12	20%	03	05%	60	100%
2	Dapoli	23	25%	40	43.47%	19	20.65%	10	10.87%	92	100%
3	Velas	05	10%	15	30%	20	40%	10	10%	50	100%
4	Parshuram	28	38.88%	31	43.05%	09	12.50%	04	5.55%	72	100%
5	Guhagar	27	25.71%	51	48.57%	16	15.23%	11	10.47%	105	100%
6	Hedvi	07	14%	21	42%	14	28%	08	16%	50	100%
7	Ganapatipule	35	16.27%	60	27.90%	110	51.16%	10	4.65%	215	100%
8	Ratnagiri	20	15.38%	52	40%	40	30.76%	18	13.84%	130	100%
9	Pawas	62	33.15%	45	24.0%6	58	31%	22	11.76%	187	100%
10	Gangateerth	07	7.77%	15	16.66%	42	46.66%	26	28.88%	90	100%
11	Marleshwar	09	5.17%	21	12.6%	49	28.16%	95	54.59%	174	100%
<b>Total</b>		<b>239</b>	<b>19.51%</b>	<b>380</b>	<b>31.02%</b>	<b>389</b>	<b>31.75%</b>	<b>217</b>	<b>17.71%</b>	<b>1225</b>	100%

Source: Researcher Compile Data

Tourist expects quality and easy availability of food is at any destinations. The table No.7.18 reveals that tourist were quite satisfied about food factor while they gave visit to tourist places of Ratnagiri district. According to data only 17.71% tourist expressed that they were not satisfied about food factor in Ratnagiri district; while 19.51% expressed it was excellent, 31.02% mentioned it as good & 31.75% as satisfactory. Ratnagiri as costal district is known for sea food as well as konkani vegetarian food. At various destinations local food & recipes are available & most of tourist experienced it was satisfactory. Some tourist felt the food facility at Marleshwar (54.59%), Gangateerth (28.88%) & Hedvi (16%) was unsatisfied. While, 38.88% tourist at Parshuram & 33.15% at Pawas expressed food factor as excellent. Tourists have expressed that domestic hotels & lodges operators need to be more efficient and professional in cooking & serving the food as per tourist expectations. Especially at Velas & Murud most of hotels & boarding are domestic by nature. The percentage of unsatisfied tourist was comparatively less at Murud, Parshuram & Ganapatipule.

## 7.8 Place wise Satisfaction Index of Darshan/Worship Factor

Table No. 7.19 exhibits tourists' impressions about *Darshan* i.e. Worship facilities available at various religious places of Ratnagiri district. Total eight tourist destinations out of eleven are known as religious places. Total 953 tourists were interviewed at religious sites to know their impressions about status of Darshan facilities at concern destinations. According to their opinions it has demonstrated that there was an average satisfaction among the tourist about Darshan facilities at tourist destinations.

Table No.7.19  
Place wise Satisfaction Index of *Darshan/Worship Factor*

<b>Sr. No</b>	<b>Tourist Destinations</b>	<b>Excellent</b>		<b>Good</b>		<b>Satisfactory</b>		<b>Un Satisfactory</b>		<b>Total</b>	
		No.	%	No.	%	No.	%	No.	%	No.	%
1	Murud	21	35%	23	38.33%	14	23.33%	02	03.33%	60	100%
2	Dapoli	--	--	--	--	--	--	--	--	--	--
3	Velas	--	--	--	--	--	--	--	--	--	--
4	Parshuram	17	23.61%	26	36.11%	24	33.33%	05	06.94%	72	100%
5	Guhagar	29	27.61%	55	52.38%	15	14.28%	06	5.71%	105	100%
6	Hedvi	21	42%	14	28%	09	18%	06	12%	50	100%
7	Ganapatipule	40	18.60%	65	30.23%	80	37.20%	30	13.95%	215	100%
8	Ratnagiri	--	--	--	--	--	--	--	--	--	--
9	Pawas	52	27.80%	59	31.55%	50	26.73%	26	13.90%	187	100%
10	Gangateerth	10	11.11%	25	27.77%	30	33.33%	25	27.77%	90	100%
11	Marleshwar	13	7.47%	28	16.09%	55	31.60%	78	44.82%	174	100%
	<b>Total</b>	<b>203</b>	<b>21.30%</b>	<b>295</b>	<b>30.95%</b>	<b>277</b>	<b>29.06%</b>	<b>178</b>	<b>18.67%</b>	<b>953</b>	<b>100%</b>

Source: Researcher Compile Data

Total 21.30% tourist were expressed their opinions as excellent about Darshan facility where as 30.95% expressed as good, 29.06% as satisfactory & 18.67% expressed that they were not satisfied about Darshan & related facilities in the concern temples. Tourist those were not satisfied expressed that they could not did their religious activities neatly, there was no queue and discipline in the temple. No enough light & space inside the temples as well as some of them expressed that there should be special arrangement of CCTV to see the inside images. Most of tourists expressed it as major issue at Marleshwar; they experienced that there is neither enough space for religious activities nor provision of *Brahmins* i.e. *Pandit* to guide. Therefore 44.82% tourists have expressed

their dissatisfaction about available Darshan facilities at Marleshwar. CCTV facility may be effective at this site; so tourist can see inside scenario i.e. the Idol & cave of Lord Shiva from different locations very easily.

Marleshwar temple i.e. cave of Lord Shiva has situated in Marleshwar valley. There is very narrow space to enter the cave as well as due to one sided to & fro of traffic consumes two to three hours in a queue for *Darshanam*. Place wise data demonstrates that 42% tourist expressed that Darshan facilities were excellent at Hedvi. The place is known for the temple of Shree Ganeshji. Tourists' those visited Murud also expressed that they were quite satisfied while they visited temple of Shree Durgadevi of Murud. Only 02 i.e. 03.33% have expressed their dissatisfaction at this place. Out of eight destinations four destinations felt as an excellent to more than 25% tourist for Darshan factor ; these destinations were namely as Murud, Guhagar, Hedvi & Pawas. The temple of Shree Devi Durga was appreciated by tourists for its cleanliness, scenic view & mainly for Darshan facilities.

### **7.9 Place wise Satisfaction Index of Local People Factor**

**Table No.7.20**  
**Place wise Satisfaction Index of - Local People Factor**

<b>Sr. No</b>	<b>Tourist Destinations</b>	<b>Excellent</b>		<b>Good</b>		<b>Satisfactory</b>		<b>Un Satisfactory</b>		<b>Total</b>	
		No.	%	No.	%	No.	%	No.	%	No.	%
1	Murud	10	16.66%	25	41.66%	20	33.33%	05	8.33%	60	100%
2	Dapoli	13	14.13%	28	30.43%	33	35.87%	18	19.56%	92	100%
3	Velas	07	14%	12	24%	20	10%	11	22%	50	100%
4	Parshuram	17	23.61%	23	31.94%	27	37.50	05	6.90%	72	100%
5	Guhagar	09	8.57%	23	21.90%	55	52.38%	18	17.14%	105	100%
6	Hedvi	05	10%	14	28%	21	42%	10	20%	50	100%
7	Ganapatipule	65	30.23%	42	19.53%	68	31.62%	40	18.60%	215	100%
8	Ratnagiri	18	13.84%	60	46.15%	45	34.61%	07	5.38%	130	100%
9	Pawas	19	10.16%	25	13.36%	65	34.75%	78	47.71%	187	100%
10	Gangateerth	13	14.44%	12	13.33%	45	50%	20	22.22%	90	100%
11	Marleshwar	30	17.24%	60	34.48%	40	22.98%	44	25.28%	174	100%
	<b>Total</b>	<b>206</b>	<b>16.81%</b>	<b>324</b>	<b>26.44%</b>	<b>439</b>	<b>35.83%</b>	<b>256</b>	<b>20.89%</b>	<b>1225</b>	<b>100%</b>

Source: Researcher Compile Data

Table No.7.20 has revealed the tourist impressions about behaviour of local people towards tourists. According to tourist overall behaviour of local people i.e. people of Ratnagiri district is good. Total 16.81% tourists' expressed that their experience about local people was excellent; whereas 26.44% felt it was good & 35.83% accepted it was satisfactory. But 20.89% tourists have shown their dissatisfaction towards behaviour of local people. They felt that local people were quite neutral about tourism developments in their region. Some of tourists' experienced non-cooperation from local hoteliers when they reached the concern destinations at late night. Tourists those had visited Pawas were not much happy about behaviour of local people nearly 47.71% tourists have expressed their negative opinions due to non availability of additional accommodations & limited food facilities. According to them local people serving tourists with limited resources and they do not bothers even tourists becomes helpless. But, simultaneously tourists appreciate the efforts of local charitable institution for further tourism developments at Pawas. The proportion of satisfactory tourists was quite close at distinct tourist places of Ratnagiri district. Most of them i.e. more than 30% to 50% have expressed that they were satisfied about behaviour of local people towards them.

#### **7.10 Place wise Satisfaction Index of - Other Management Factor**

Table No.7.21 exhibits tourists' impressions about other management factor i.e. waste management, parking facility, situation of law & order, availability & quality of infrastructure including road, water, electricity & communication facilities etc. at distinct tourist places of Ratnagiri district. Tourists' impressions collectively exhibits that there is enough scope bring overall improvement in other management factor at various places of Ratnagiri district. Only **10.12%** Tourists expressed other management factor of Ratnagiri district as excellent, **27.26%** tourists had shown their dissatisfaction towards other management as what they have experienced. Out of total respondent **38.77%** expressed it as satisfactory whereas **23.83%** felt it as good. Most of tourist expressed that they are expecting waste management should be more effective especially at costal sites. They expressed cleanliness should be first priority at Ganapatipule beach, Murud beach & at Gangateerth. Hawkers & retailers at beach sites and near temples should be get involved in waste management programmes.

Table No. - 7.21  
Place wise Satisfaction Index of - Other Management Factor

Sr. No	Tourist Destinations	Excellent		Good		Satisfactory		Un Satisfactory		Total	
		No.	%	No.	%	No.	%	No.	%	No.	%
1	Murud	09	15%	15	25%	21	35%	15	25%	60	100%
2	Dapoli	09	9.78%	23	25%	44	47.82%	16	17.39%	92	100%
3	Velas	10	20%	20	40%	12	24%	08	16%	50	100%
4	Parshuram	15	20.83%	36	50%	12	16.66%	09	12.50%	72	100%
5	Guhagar	07	6.66%	21	20%	51	48.57%	26	24.76%	105	100%
6	Hedvi	03	06%	07	14%	32	64%	08	16%	50	100%
7	Ganapatipule	25	11.62%	60	27.90%	70	32.55%	60	27.90%	215	100%
8	Ratnagiri	09	6.92%	33	25.38%	50	34.46%	38	29.23%	130	100%
9	Pawas	25	13.36%	37	19.78%	75	40.10%	50	26.73%	187	100%
10	Gangateerth	03	3.33%	15	16.66%	42	46.66%	30	33.33%	90	100%
11	Marleshwar	09	5.17%	25	14.36%	66	37.93%	74	42.52%	174	100%
	<b>Total</b>	<b>124</b>	<b>10.12%</b>	<b>292</b>	<b>23.83%</b>	<b>475</b>	<b>38.77%</b>	<b>334</b>	<b>27.26%</b>	<b>1225</b>	<b>100%</b>

Source: Researcher Compile Data

According to most of tourists parking is a serious issue at Ganapatipule, Murud, Guhagar, Pawas, Marleshwar &, Parshuram. According to tourists survey infrastructure is very poor at Gangateerth therefore only **3.33%** tourist expressed it as excellent while **33.33%** expressed it as dissatisfaction. Similarly infrastructure at Marleshwar is also insufficient; therefore **42.52%** expressed it as unsatisfactory. Disaster management resources and programme are the priority at Marleshwar & Ganapatipule. **50%** tourists were happy with other management factor at Parshuram.

### 7.11 Place wise Collective Ranking of Selected Factors

Table No.7.22 represents factor wise collective ranking of a factor at distinct tourist places of Ratnagiri district according to tourist views. The data demonstrates that Halt Factor received 1<sup>st</sup> ranking at three destinations such as Velas, Guhagar & Ratnagiri while 2<sup>nd</sup> ranking at two destinations namely as Murud, & Hedvi. Parshuram Ranked 3<sup>rd</sup> position, Pawas ranked at 5<sup>th</sup>. Other two destinations such as Dapoli & Guhagar ranked at 4<sup>th</sup> stage; while Gangateerth & Marleshwar these two destinations received last i.e.6<sup>th</sup> ranking for Halt Factor.

Table No. - 7.22  
**Satisfaction Index**  
**Place wise collective Ranking of Selected Factors of Ratnagiri District**

Sr. No.	Tourist Destinations	Halt	Travel	Food	Darshan	Local People	Other Management
1	Murud	2	1	4	3	5	6
2	Dapoli	4	5	3	--	1	6
3	Velas	1	5	4	--	3	2
4	Parshuram	3	2	1	2	5	4
5	Guhagar	1	4	3	2	5	6
6	Hedvi	2	4	6	1	3	5
7.	Ganapatipule	4	5	3	2	1	6
8.	Ratnagiri	1	2	4	--	3	5
9.	Pawas	5	3	2	1	6	4
10.	Gangateerth	6	3	4	1	2	5
11.	Marleshwar	6	2	5	4	1	3

Source: Researcher Compile Data

Travel Factor received 1<sup>st</sup> ranking at only one destination namely as Murud; whereas other three destinations such as Parshuram, Ratnagiri & Marleshwar travel factor ranked at 2<sup>nd</sup> position as well at Dapoli, Velas, Ganapatipule it has ranked at 5<sup>th</sup> position by tourist. Two more destinations namely Pawas & Gangateerth received 3<sup>rd</sup> rank for travel; while other two destinations namely Guhagar & Hedvi travel received 4<sup>th</sup> ranking. Travel Factors does not placed at 6<sup>th</sup> rank anywhere in the district.

Food Factor ranked 1<sup>st</sup> at Parshuram, 2<sup>nd</sup> at Pawas, 5<sup>th</sup> at Marleshwar & 6th at Hedvi. Food factor ranked 3<sup>rd</sup> position at other three destinations namely as Dapoli, Guhagar & Ganapatipule. It has ranked at 4th position in four destinations such as Murud, Velas, Ratnagiri & Gangateerth.

*Darshan* Factor ranked by tourist at religious tourist destinations only. According to tourist opinions Darshan Factor ranked at 1<sup>st</sup> position at three places namely as Hedvi, Pawas & Gangateerth. This factor has ranked in 2<sup>nd</sup> position at Parshuram, Guhagar & Ganpatipule. It has ranked at 3 rd position at Murud & 4<sup>th</sup> position at Marleshwar. No any religious destination has received 5<sup>th</sup> or 6<sup>th</sup> rank for *Darshan* factor.

Local People Factor i.e. behaviour of local people also judged by tourist and ranked it as under. Tourist appreciated total behaviour of local people of Dapoli, Ganapatipule & Marleshwar by giving them 1<sup>st</sup> ranking. Ganapatipule & Marleshwar are

religious destinations and most of people economically depended upon tourism therefore they appreciate tourists and tries to satisfying them by providing better hospitality services. Dapoli is tehsil place tourism awareness has widely developed among the local people of Dapoli. Certain NGOs of Dapoli including MTDC & other authorities had organised numerous training campions & tourism workshops in Dapoli to develop tourism awareness & professional approach among local service providers. Behaviour of local people of Gangateerth has also impressed to tourist therefore they ranked it at 2<sup>nd</sup> position. Local people of Velas, Hedvi & Ratnagiri received 3<sup>rd</sup> rank for their behaviour with tourist. According to tourist's views people of Ratnagiri were quite neutral towards tourism & tourists; whereas people of Velas & Hedvi were quite co-operative but their hospitality was quite poor according to tourists' perception. Tourist expected improvement in behaviour of local people of Murud, Parshuram, Hedvi & Pawas. Therefore they ranked to local People factor of these places at 5<sup>th</sup> & 6<sup>th</sup> position respectively. They expressed that the services offered by local people were more costly in this region in comparison to other tourist places of Ratnagiri district. They also observed the rude behaviour in certain cases especially at Murud & Hedvi.

Other Management factors consist of supporting services including traffic management, cleanliness of surroundings, safety measures at tourist destination, situation of law & order, infrastructure development & including water, electricity & telephone services etc. Most of tourist expected certain improvements in this factor therefore this factor has not ranked at 1<sup>st</sup> position at any tourist place by tourist. Tourist has ranked other management factor at 2<sup>nd</sup> position in Velas only. Tourism in Velas seasonable by nature; but collective participation of local people & their awareness about environment & tourism has impressed tourist. Marleshwar ranked at 3<sup>rd</sup> position by tourist for other management factor. Tourists were satisfied about facilities & services provided them especially at the time of festivals. But, they have expected safety measures should be made available near water fall during the rainy season. There is no halting facility in Marleshwar; tourist have expressed that they feels unsecure to stay up to late evening in the Marleshwar Valley. Hedvi, Ratnagiri & Gangateerth have received 5<sup>th</sup> ranking by tourist for other management factor. Hedvi & Gangateerth are religious tourist

destinations. Tourists are giving visit on occasions of various festivals for various religious activities. But most of tourists have experienced inconvenience of lodging & boardings at Gangateerth & Hedvi. According to tourists other facilities at these destinations are not satisfactory. Public transport at Hedvi is very poor as well as environment at MTDC accommodations need to be hygienic. Tourism at Gangateerth is seasonal by nature, tourists have experienced lack of services at this destination while they visited temple & premises in off seasons, other entertainment sources are also not available at Gangateerth. Tourists expected separate facility should be made available for religious activity at Gangateerth.

Murud, Dapoli, Guhagar & Ganapatipule ranked at 6<sup>th</sup> position for Other Management Factor by tourist due to the overcrowded scenario at these destinations. Most of tourists have observed non availability of parking place, overcrowded lodges & hotels & mainly higher cost of services. Murud has become most preferred sea beach. But, limited hotels & commercial approach of local people discourage the tourist. Poor infrastructure at Murud & Guhagar also discourages the tourists. Most of tourists give visit to Dapoli & Ganapatipule while they visit various tourist places of Ratnagiri district. But water shortage, load shading & higher prices of lodging & boarding discourage them. Ganapatipule beach is unsafe to swim; poor safety measures, ineffective waste management and an issue of law & order are other hurdles tourists satisfaction at Ganapatipule therefore this destination ranked at 6<sup>th</sup> position for other management by tourists.

In overall it has observed that out of 63 votes, 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>, 4<sup>th</sup> & 5<sup>th</sup> ranks received 11 votes respectively; for distinct factors at distinct places. It also reveals that neither any factor is very good at every where nor much worst at all these places.

## **7.12 Final Ranking of Selected Tourism Factors in Ratnagiri District**

On the basis of survey of 125 tourists it has concluded that the tourist satisfaction level was quite different in respect to various factors. According to their level of satisfaction Halt, Food, Travel, Darshan, Local people and other management factor has received distinct ranks; that are represented in following table.

**Table No.7.23**  
**Final Ranking of Selected Tourism Factor in Ratnagiri district**

Selected Tourism Factor	Average Score	Final Ranking
Darshan/Worship	<b>5.94</b>	<b>1<sup>st</sup></b>
Local People Behaviour	<b>5.70</b>	<b>2<sup>nd</sup></b>
Halt Factor	<b>5.52</b>	<b>3<sup>rd</sup></b>
Travel Factor	<b>5.51</b>	<b>4<sup>th</sup></b>
Food Factor	<b>5.48</b>	<b>5<sup>th</sup></b>
Other Management	<b>5.03</b>	<b>6<sup>th</sup></b>

Source: Researcher Compile Data

With reference to appendix- C the Multicriteria Satisfaction Analysis (MUSA) of tourists of Ratnagiri district demonstrated; that the Darshan Factor is the most satisfactory factor according to tourists' impressions. It has stood at **1<sup>st</sup>** position in all over tourist factors in Ratnagiri District. Religious tourism is the strength of Ratnagiri district. Ganapatipule, Marleshwar, Pawas, Kshetra Parshuram, Hedvi, Gangateerth etc. places are popular tourist destinations of the district; most of tourist visits these places to worship. The average score of tourist response i. e score point 5.94 revealed that tourists are happy about the Darshan facilities available at religious destination of Ratnagiri district. Their suggestions should be considered to make this factor more effective in promotion of tourism in the district.

The study has revealed that the tourists are also impressed by behaviour of local people; therefore they ranked this factor at **2<sup>nd</sup>** position. The result demonstrates that local people are becoming more aware about tourism developments in their region. Their involvement and positive approach will boost tourism industry as main industry of the district.

The study interprets that the more attention need to be given towards other management, food factor, travel factor & halt factor to improve the satisfaction level of tourists in connection to these factors. Infrastructure development should be the priority work in all over district. Tar roads, electricity and water supply, waste management, banking and network facilities should be spread over up to the remote areas of the district.

Public transport are not yet to the mark, railways should be more frequent, where as marine transport need to be reinstate as cheapest and entertaining source of travel in promotion of tourism in the district. Hoteliers as well as local people need to be more professional towards food and halt factor. There is scope to make it more satisfactory.

### **7.13 Conclusion**

Tourists are backbone of tourism industry; their need & expectations need to be fulfilled in desired manners. Behavioral analysis of tourists has indicated that domestic tourist is main element of tourism in Ratnagiri district. Proportion of host state tourists is comparatively high as well as tourist from Karnataka & Gujrat are observed as visitors to Ratnagiri district. Tourists from Mumbai, Pune, Sangli & Kolhapur districts are major visitors to Ratnagiri district. Religious & entertainment sources are observed as preferential tourist attractions; while most of the tourists were married and have preferred to visit places with their families. Most of tourists were from middle class backgrounds & private vehicles are observed as main source of transport. Makeover of tourists destinations of Ratnagiri district is essential to extend tourist stay period; most of tourist are observed as day tripper.

According to tourists experiences towards various tourism factors including food, stay, darshan, travel, other management & behavior of local people; it has observed most of tourists are satisfied with darshan factors. While, there is scope to improve other management, food & travel factors.

## **CHAPTER- VIII**

### **PROBLEMS AND PROSPECTS OF TOURISM IN RATNAGIRI DISTRICT**

- 8.1 Problems of Tourism in Ratnagiri District
- 8.2 Prospects of Tourism in Ratnagiri District
- 8.3 Determinants of Prosperity of Tourist Places
- 8.4 Classification of Tourism Potential of Ratnagiri District
- 8.5 Conclusion

## CHAPTER- VIII

### PROBLEMS AND PROSPECTS OF TOURISM IN RATNAGIRI DISTRICT

#### **8.1 Problems of Tourism in Ratnagiri district.**

Ratnagiri district has all tourist features as similar as Goa. Beaches, temples and natural beauty of Konkan including local culture are the major resources of tourism in Ratnagiri district. But, this district is quite behind in tourism development as compare to its capability. During the course of study certain problems were observed as major hurdles in development of tourism in Ratnagiri district. The tourism developments in Ratnagiri district have not crossed the state boundaries. Tourists from nearby states are giving visit to Ratnagiri district in limited proportion. Tourism of district should be developed according to national – international tourists' requirement. Tourists those are giving visit to Goa may visit to Konkan and especially Ratnagiri district if the problems that are discussed under are focused neatly and resolved efficiently. Such problems i.e. hurdles in tourism of Ratnagiri district were as under.

##### **1. Lack of Marketing-**

Marketing is collective and integrated process that ensures fulfillment of customers needs and wants more satisfactorily. Such efforts including marketing mix strategy are required to attract national and international tourists in Ratnagiri district. But, such efforts are absent at local and government level in Ratnagiri district. Most of people of the country are unknown about interior beauty of Ratnagiri district; due to lack of promotional efforts. Tourist those are giving visit such unknown places may get impressed but simultaneously may feel frustration due to poor services and lack of tourism awareness in concern region. Such problem mainly observed at potential tourist places. Food, shelter and other services are not available at some places like Unhale, Vetye, Ambolgad, and Rohile. Velas and Murud is existing tourist place but food and shelter is not easily available at this places. Tourism is vastly growing at these places but regional hoteliers and or local domestic lodge operators have not improved their capabilities and resources; they providing services with resources what they had earlier. Some places, local businessmen are providing such services on their terms and

conditions; for example at Kelshi, Anjarle, Ladghar and Asud shelter is available without food services; tourists are required to search other options for food and there is no surety that it will be available in nearby domestic hotels. Some residents are providing shelter and breakfast as per their own schedule only. Local people have converted their existing houses as domestic lodges without making required modifications; carpets are provided instead of beds, common toilets, common food recipe rather than variety etc. adversely affects on tourist satisfaction especially on national and international arrivals. This scenario is mainly observed at tourist villages of Dapoli and Guhagar tehsils.

Beach tourism can become specialty identity in Ratnagiri district. Some interior places i.e. Kolthare, Tavsal, Madban, Malgund, Kasheli etc. beaches are observed very clean and attractive but there are no any place wise differences in terms of product mix. Certain new tourist destinations in Ratnagiri are marketed by MTDC through its literature and web sites but in reality there is no co-ordination between local people and MTDC. In the age of internet and electronic media local service providers are quite behind from this media. On line search we will get information and photographs about tourist attractions in Ratnagiri district but most of these data have are uploaded by tourists themselves local service providers are far away from such type of activities.

## **2. Lack of Tourist Circuits-**

Mountains, creeks, rivers and valleys are valuable tourist resources of Ratnagiri district; but such geographical setup has adversely affected on transport development in the district. There is no proper network of rail and road transport in the district. Rail passes through eastern part of the district in a straight direction; whereas road transport does not have short inter connections to link various tourist places within a limited schedule. Tourist generally plans to visit several places within limited time and travel. Such plan works if tourist places falls within specific tourist circuits. In Ratnagiri district such shortest routes or tourist circuits need to be developed. Velas to Dapoli is just 26 km. by aerial distance but by road it is 72km. There are nine tourist places falls within this journey like Asud temple and Asud-eco village, Murud beach, Karde beach, Harnei Fort & port, Anjarle beach & temple, Ade beach, Kelshi temple & beach and Velas beach. But these places are not properly connected to each other by road transport. Tourist may not give visit to Karde beach, Harnei fort, Anjarle beach and Kelshi village

under one trip; while they visit to Dapoli and Murud. Tourist may save time and money and can visit other places also if these places are connected by shortest route under one tourist circuit. According to historic references; water transport was the main mode of transport in this region. Such mode of transport need to reinstate once again at commercial level to provide shortest and thrilling routs as well as it can offer employment also.

### **3. Poor Transport**

Tourism in Ratnagiri becomes possible only if tourist have their own vehicles. Public transport services do not have tourism intention. Their travel routes and schedules have designed according to local need and day today passengers. Rail transport available only in eastern part of the district and that mainly connects Chiplun and Ratnagiri stations. Most of trains do not halts at other local station except two passenger trains. The present study has revealed that the rail transport has preferred as least mode of transport by tourist in Ratnagiri district. Trains that are available are also not connected with other rail routes of the region and country. Nearest cities of the state like Pune, Kolhapur, Aurangabad, Ahmednagar, Solapur, Belgaum are also not connected with Ratnagiri district by rail. Marin transport has already stopped. State Transport Corporation does not have special tour package i.e. site seeing service in Ratnagiri district. Private tour operators works from Pune and Mumbai they do not have regional offices. Petrol pumps are available only on main roads. Gas pumps are also available at only tehsil head quarters excluding Devrukh, Guhagar and Mandangad tehsils. Road maps, tourist sites maps are not available as public amenity on any routes in all over district. It is quite challenging and risky to travel in late night especially trough Sagari Maha Marg from western costal line in Ratnagiri district. This rout is suitable in day travel along with local guide only. Traffic check posts, road maps or guiding signs, hotels, motor workshops and fuel pumps etc. are not available on this rout. Villages and settlements are quite inside by Sagari Maha-Marg; this road passes through jungles and hills that one is major risk in late night journey. Domestic air port is situated at district head quarter. But there is no any any commercial flight service on day to day or weekly basis for public purpose. This terminal is an occasionally used by government authorities only.

#### **4. Lack of Safety Measures –**

Beaches, waterfalls, mountains, valleys and forest etc are the major tourist attraction in the district. Tourist gives visit to all these places in huge numbers. Ganapatipule, Guhagar and Murud beaches are seen overcrowded at most of the time. But there is no any safety measure at all these places. Ganapatipule and Guhagar beaches are not safe for swimming due to the internal land forms. Tourists' accidents i.e. sinking incidents are recorded regularly at Ganapatipule and Guhagar beaches in an every tourist season. Such incidents were not much common at Murud and Ratnagiri beaches, but from previous two three years these incidents are also recorded due to lack of safety measures. In these entire accidents tourist were main victims. At all these beaches there is no any provision of safety measures except public notice. Tourist wants to swim or they wish to enter in water while they visit any beach or water source, their safety should be given priority at these places. Beach, waterfalls, rivers are the major attraction for tourist while they visit Konkan. These resources need to be made more secure by providing necessary safety measures. Tourists entry have restricted i.e. banned at *Marleshwar* water fall, *Nivali* water fall for safety purpose. This policy has adversely affected in tourism development at this region. Tourists should not be prohibited to visit waterfalls; it is major attraction for any tourist to visit that region especially in monsoon. There entry can be made secure with necessary care like hanging bridge, guarding wall and by providing supporting ropes and nets.

Road accidents are become very common due to heavy transport and bending curves on N.H.17. According to district high way authority, total 239 people have died while 734 vehicle accidents have been reported in the year 2009-10 under road accidents. Road becomes slippery in rainy season and visibility becomes very poor in winter season especially at night due to the heavy fog and smoke. Therefore highway police need to be more alert while regulating the traffic on N.H.17. Water tourist resources like boating including dolphin view Safaris have developed as tourist attraction at Murud, Guhagar, Ganapatipule and Ratnagiri beaches. Most of these boats are operating illegally with unskilled and untrained man power. Outdated fishing boats are being used for tourist ride without any safety measures. It has resulted in increasing boat accidents at Murud and Guhagar. In the year 2009-10 total 09 tourist boats accidents have observed that

victimised 04 tourists; while only 03 accidents were registered in customs office. This office has sealed 14 boats on various beaches due to lack of safety measures and without license.

### **5. Lack of Professional and Visionary Approach**

Hoteliers, tour operators, hawkers, auto drivers and local people those are directly involved in tourism activities are need to be service oriented. Hospitality management is the key word in growth and development of tourism. Such hospitality awareness is still not developed among all these middlemen in Ratnagiri district. Very few hotels of the district are star category hotels; all other hoteliers have owned local staff on need basis. These hotels do not have trained and skilled manpower, lack of hygiene environment, lack of service approach etc. are common problems at most of these places; foreign tourist and rich class tourists do not prefers accommodation at these places. Tourist have registered their complaints for non cooperation at many places if they reaches late night; lodge operators as well as local people; those who are providing domestic stay service do not entertain tourist beyond to their regular schedule. It is common scenario in Murud, Guhagar, Kelshi, and Pawas. It has observed that many tourists' have spent their nights in their won vehicles lack of accommodations. Local restaurants, hotels do not have food variety according to tourist's food culture.

### **6. Limited Lodging and Boarding Facilities.**

Present intake capacity of Ratnagiri district in respect to current growth of tourism is not in required proportion. Tourism has comparatively growing up in Ratnagiri district. But lodging, boarding and other local accommodation facilities have not increased accordingly. A "House Full" banner is a common scenario in all over Ratnagiri district. This scenario is very common mainly in peak season. Lodging and boarding facilities have increased in Ratnagiri but such growth is comparatively low in proportion of growth of tourism. Seasonable tourism, lack of tourist circuits and maximum proportion of day trippers' etc. factors does not encourage hoteliers and lodge owners to extend their capacities. MTDC have its- accommodations only at Ganpatipule and Hedvi-Velneshwar. Velas, Rohile, Bhudal etc. potential tourist places do not have any commercial lodging facility at present.

## **7. Parking Problem**

Public transport is least preferred by tourist as mode of transport in Ratnagiri district. Majority tourists are prefers their own or hired vehicles, while they visit different places of Ratnagiri district. Therefore parking problem has become sensitive issue in tourism development of Ratnagiri district. It is severe problem at all over places of Ratnagiri district. This problem is more severe at Ganpatipule, Murud, Guhagar, Pawas, Marleshwar, Anjarle, Velas and Kshetra Parshuram also. Tourists are parking their vehicles on beach and mud flats. Road side parking on N.H.17 is common problem especially at Parshuram, Sawatsada water fall and Arawali hot water spring in peak seasons. Vehicles parking have become cause of conflict between tourists' and local people at Murud, Guhagar and Ganpatipule. Local governing authorities are themselves not aware about beach environment and therefore they are allowing tourist to park their vehicle on mud flats, beaches and mangrove fields.

## **8. Poor Development Plans –**

Poor infrastructure or lack of primary facilities is the major hurdle in growth and development of tourism in study area. Poor network of roads forcing tourists to waste lot of tourist time in traveling only. Water shortage is another problem that mainly occurs in summer. Ratnagiri district is known for heavy rain fall but due poor water storage; water shortage becomes sever problem at Dapoli, Ganapatipule, Ratnagiri, Pawas and many other tourist places of Ratnagiri district. Electricity shortage is another example of poor infrastructure in study area. Load shading is adversely affecting on lodging and hotels services. Development activities are taking place in Ratnagiri district at private level as per own interest of investors. It may cause regional imbalance if such developments are not regulated by Government and social level. Banking, communication facilities are yet not available in remote areas like Velas, Kolisare, Ambolgad, Tavsal etc.

## **9. Lack of Travel Agencies and package tours/Tour operators**

These factors plays important role in tourism development and promotion. But, these factors are inactive in Ratnagiri district at present. According to M.T.D.C. survey there are 15 travel agents and several traveling vehicles but during the course of study it has observed that most of agents are not active and it is secondary activity for some of

them. Packaged tour programmes are not much popular in study area at present. Local people and mainly local youngsters have not seen interested in making their career as travel Agent, tour operators and or travel guide. Lack of motivation and training might be reason behind this problem.

## **10. Lack of Tourist Information Centers**

Collectorate of Ratnagiri district has recently i.e.in the year Aug. 2013 published a hand book on tourism in Ratnagiri district. Such authorised document was not available prior to this. Some general books are available at certain tourist places. But these books are not providing detail information about places and available services in the region. Tourist expects various type of information like approach roads, shortest routes, specialty of the places, available facilities, various contact numbers including hotels, lodging , banks, hospitals, petrol pumps, local tour operators etc. such information is not available in collective form at any tourist places. Tourist information booths need to be established on main highway at certain entry points. M.T.D.C. regional office need to launch tourists help lines i.e. call centers in Marathi, Hindi and English. Local unemployed youth need to be trained so they can work as guide cum driver.N.H.17 passes from the eastern part the district in a straight direction; while all beaches and most of the tourist places are lies to the western part. Tourist information centers, tourist purpose road maps in hoardings form need to be guard highway side and visible locations.

## **11. Lack of Environmental Awareness and Problem of Liberal Licensing**

Natural beauty and healthy environment are the major tourist resources of tourism in Ratnagiri district. Uncontrolled tourism activities and other industrial activities that are developing in the region have raised certain environmental issues. Several chemicals, nuclear power and mining industries have established in Ratnagiri district. Their industries are directly releasing their waste and outlets with several Pollutants Rivers, creeks and costal lines. It has resulted loss of aqua culture including marine biodiversity at certain cases. Jagbudi River, Vashithi River and Dabhol creek are major examples of such environmental loss. Lote Parshuram, Gahne khadpoli, Ratnagiri are known for chemical industrial belts; whereas Kelshi, Dapoli, Jaitapur , Rajapur are known for mining activities. Ratnagiri power project i.e. Dabhol, Jaygad power project and Jaitapur

power project, Finolex industry are mainly located on costal line of Ratnagiri district. The Ministry of Environment had specially appointed a fact finding committee under the chairmen ship of Dr. Madhav Gadgil an environment activist; to study status of environment in western Ghat. According to report of this committee report industrial developments in Konkan including Ratnagiri district are destructing the environment and biodiversity of the region and that may create serious issue in the future. Development of Farm houses, hotels on hill tops and river sides have caused to deforestation and jungle fires. CRZ Act, Forest Regulation Act are being violated for industrialisation in terms of economic benefits. According to Gadgil committee report 11 bird species 9 wild plant species as well as 4 species of algae and several fish species are reported as endanger species due to the water pollution in Ratnagiri district. Several reptile species are also losing their life and habitat under deforestation and road construction. Tourist places of Ratnagiri district are surrounded by natural greenery and water bodies; such biodiversity loss may adversely affect on tourist arrivals.

## **12. Lack of Training Institutions and Programmes**

State Government has encouraged tourism in Ratnagiri district and made special budgetary provision in its annual budgets. M.T.D.C. has also given special weightage for Konkan including Ratnagiri district under its 10 year tourism development plan. But all these budgetary provision are mainly concern with physical infrastructure development. There is no any provision and efforts from government and M.T.D.C. level for tourism education and training for local people as they are main stake holders of all these developments. M.T.D.C. has conducted certain workshops in Mumbai with collaboration of star class hoteliers; but local businessmen, villagers were far away from such workshops. M.T.D.C. under Ministry of Tourism needs to prepare place wise action plan for sustainable tourism development in Ratnagiri district.

## **13. Undisciplined Tourists**

Problem of waste, road accidents, casualties, noise pollution, cultural pollution, illegal hunting these issues are becoming common at tourist places. Local people those are very loyal with their custom and environments are opposing tourism activities in their region due to such anti social issues. Murud, Guhagar, Tavsal beaches were very well

known for peaceful, cleanliness and hygienic environment. Unwanted gathering of undisciplined outsiders at the end of year for late night parties, week end celebrations, Kojagiri Pornima celebrations etc. events become troublesome for local people. Therefore local governing authorities have banned tourism at Marleshwar waterfall, Nivali water fall due to the undisciplined behaviour of tourists. Responsible tourism may solve these issues. But, such tourism approach yet to be developed among tourists and local people also.

#### **14. Other issues**

Lack of Co-ordination in various Govt. authorities, Political Interference, waste management issue, over exploitation of resources etc. are other issues that are observed during the study course. State government insisting various tourism development programmes in Ratnagiri district but during the period Indian railway a central Government undertaking has discontinued its Deccan odyssey Tourism Rail project without any consultation with State Government. Konkan tourism package was specially designed by focusing of foreign arrivals under Deccan odyssey project.

Natural resources including marine biodiversity are important tourism resources in the district; but the State and Central Ministry of Power and Energy has approved several power projects including nuclear energy projects in Ratnagiri district. All these projects are located at Arabian cost in Ratnagiri district. All these projects are known as highly sensitive in terms of pollution; these projects are carrying their operations at the cost of Marin biodiversity loss in the district.

The State Ministry of tourism categorised tourist places under B and C categories and made certain budgetary provision for infrastructure development. But some places in C category are not popular in local level also that places have been selected under political pressure and provided fund also. Minerals, water, forest, wild life are being exploited at large by industrial sector and private level also; but Government level do not have any regulation programme due to revenue factor and political pressure.

The study concludes that responsible tourism approach with mutual co-ordination of all stake holders may resolve the major issues that are discussed here. In addition new places need to be marketed to attract more tourists' and to maximise tourism intake

capacity of the district; with this reference tourism prosperity of Ratnagiri district has discussed as under.

## **8.2 Prospects of Tourism in Ratnagiri District.**

Ratnagiri district is emerging as Tourism District of State of Maharashtra. Most of tourist places of Ratnagiri district have become popular at national and international level also. But, even tourism potentiality of district have not explored in total. The district is rich by culture, history, geography and mainly with natural resources. People of Ratnagiri district, their customs, festivals as well as their living style are the part and parcel of Konkan culture. History of Ratnagiri district is much valuable as Geography. Lokmanya Tilak, Veer Sawarkar, Dr. Babasaheb Ambedkar, Maharshi Dhondo Kesav Karve , Hutatama Anant Kanhere, Sane Guraji, P.V. Kane and many more are the son of this land. The multiple tourist resources in across the district are capable to satisfy different type of tourists in various seasons. Tourist may enjoy rain fall, waterfalls, flooded rivers, streams and the sweet sceneries of flowing clouds from the hills and even from the roofs of hilly settlements in Monsoon. Winter is the peak season for various tourist activities in district. State tourism department and local NGOs' organises numerous tourist festivals during this period. Summer season attracts tourist to taste world famous alphanso and other brands of Mangos, jackfruit, cashews and various syrups of indigenous fruits.

**Such tourism potential of Ratnagiri district has examined in the present chapter.**

The Term potential broadly means; something existing but not yet fully exploited. Thus it symbolizes the sum total of qualitative & quantitative values on which the degree & event of exploitability of the region for the purpose of tourism depends. It is difficult to explain the potential in numerical terms as it involves many factors in the content of tourism. Tourist resource is a complex & comprehensive term. Any natural, cultural thing with an appeal to attract people constitutes a tourist resource. The people have different perceptions, likes, interest that they show accordingly in different aspects of nature & culture. The tourists are required various types of services & the development of tourism in any area generally depends on the basic facilities & services provided in the tourist places to the tourists.

Similarly, the potential for tourism development is also depended on the way, how the resource is developed and how it is sold. It also depends on the variety & richness of tourists attractions. Tourism deals with the physical, psychological & sometimes even spiritual demands of the people from diverse geographical, socio-cultural & economic background. They travel under different motives, interests, preferences & immediate needs. It means tourism development in any area depends on availability of recreation resources in addition to factors like climate, seasons, accessibility, attitude of the local people & planning. All these things create base for tourism.

The potential tourist places in Ratnagiri district are summarized with the view of development of tourism industry in near future. The study has tried to highlight the significant potential attractions. The attractions & resources, which are available at these places, have studied with the view of future development and for identifying basic infrastructure facilities to be required by the tourists.

### **8.3. Determinant of Prosperity of tourist places.**

Ratnagiri district has lot of tourism prosperity. But all the places of Ratnagiri district cannot be developed as tourist places. Development of any place as tourist destination; several factors should be available according to the requirements of tourists. In the present study various places of the district are examined as potential tourist places; out of that researcher has found 55 places as potential tourist places on the given criteria as under.

1. Accessibility of the place.
2. Availability of basic amenities.
3. Historical Importance/value of the place.
4. Richness of the natural resources of the place.
5. Religious importance of the place.
6. Tourists favoured places.
7. Availability of various tourist resources.

Accessibility of the place means the suitability of the location to visit. Tourists always prefer such places where they can reach easily with their families; such places

develop as tourist destinations. According to this criterion most of the selected places of Ratnagiri districts are easily accessible by road transport.

Tourism develops at that place where food, drinking water, shelter and hygienic environment is available or can be available. Some places become popular even though above factors are not available in those places; especially the place has historical value. For example, most of the forts in Maharashtra are situated in remote areas, accessibility of the forts is not easy and no basic amenities are available in majority places; still the trekkers, researchers and followers of the royal family visit such places. Richness of the natural resources also encourages development of tourism. Water fall, scenery, lakes, beaches, wild animals or even desert etc. are the places where tourists want to spend their spare time or wish to visit such places for mental refreshes.

Ratnagiri district is rich in natural resources but the richness of these places is yet not properly explored. Such places need basic infrastructure with proper marketing and planning.

The religious tourist centers have more importance in the life of Indians. Each and every temple or other religious places of India have tourism prosperity. Some places remain overcrowded throughout the year; where as some places become popular after their renovation or due to some incidents. According to this criterion some places of Ratnagiri district have tourism prosperity; such places have discussed under the religious category.

Sometimes tourists visit places, which are on the way of their journey. People also give the frequent visit to specific places of the nearby areas; that places are called as tourists favored places. For example, sun set point, street bazaars, lake point or like as ‘Gate Way of India’, bangles or *Chudi bazaar* of Hyderabad; these places became tourist destinations because tourists like to give visit such places. Therefore this criterion is also considered while classifying potential tourist places of Ratnagiri district.

#### **8.4 Classification of Potential Tourist Places in Ratnagiri District.**

Potential tourist places of Ratnagiri districts have classified in to three categories namely as **Religious, Historical and Natural** tourist places.

Natural tourist places have sub classified in to four categories as **Waterfalls, Beaches, and Hot springs** and **Hill stations**. Some potential tourist places of the district

have multi potentiality. These places have classified under one category according to preferential potentiality of those places.

The brief information of the potential tourist places of Ratnagiri district as well as facilities available at those places have discussed as under.

### **8.3.1 Potential Religious places**

Ratnagiri district has great tourism potential in respect to Sindhudurga district. But strong political support and wisdom of local people have made Sindhudurga district as first tourist district of the country. But in comparison to Sindhudurga present tourist flow in Ratnagiri district is quiet high. Various research survey exhibits that visitors are interested to spend more days in Ratnagiri district as well as they are interested to visit remote destinations of Ratnagiri district. But lack of professional approach & wisdom of local people have failed to glorify hidden beauty of Ratnagiri district.

History of the district as well as natural resources, culture and religious festivals, food and life style etc. factors are important tourism motives. Foreign visitors are the backbone of tourism in Goa. Tourism resources including geographical area of Ratnagiri district is comparatively attract more foreign tourist in Ratnagiri district if hidden beauty and tourism resources of the district marketed properly. Such various type of tourism potential (Table No. 8.1) of Ratnagiri district has discussed on sample basis as under.

#### **1. Anjarle**

Anjarle is located 18 Km away from Dapoli. A beautiful temple of Lord Ganapati is located on the top of hill that is the major tourist attraction of Anjarle village. The Temple is famous as 'Kadyavarcha Ganpati'. The temple is built in the period of Madhavrao Peshave a great Maratha king. There is a lake in front of temple. There are two ways to reach the temple. One passes through the village by walking and climbing 250 hill steps & other by vehicles from the outside of the village that reaches directly near the temple. Anjarle village has also a calm & beautiful beach, (Plate No.8.1) which extends 3 Km in length. It can be attract thousands of tourists. The coconut, bettlenut plantation that can encourage the tourists for agro tourism, surrounds the village.

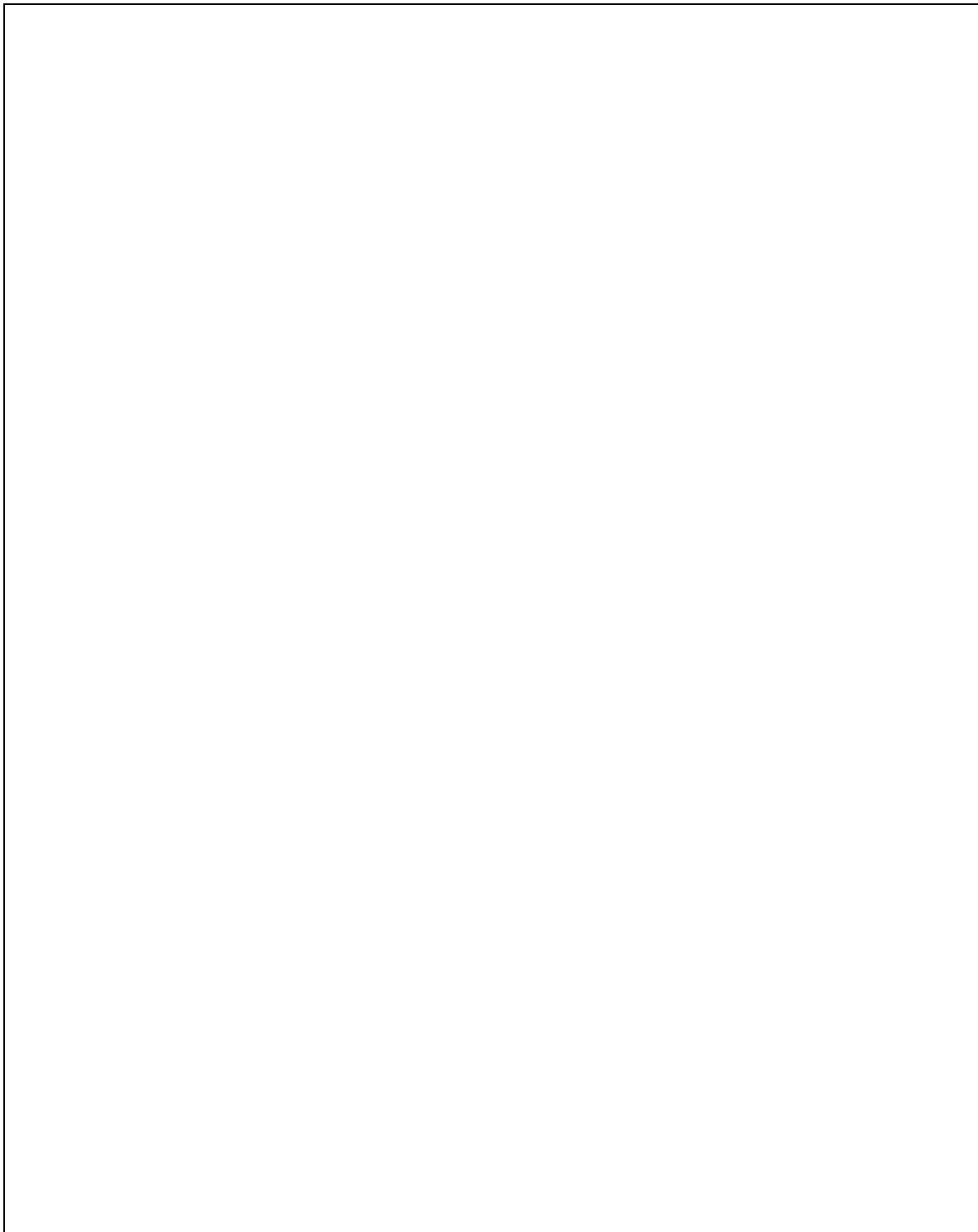
Anjarle a small village but has the facility of Bhakt Niwas in the premises of the temple. Paying guest facilities can be provided by most of the local people. There are 03

hotels cum restaurants, one scheduled bank, primary health center, medical shop etc.in Anjarle. Earlier ferryboat was the only one option to reach Anjarle by crossing Anjarle creek i.e. Jog River; now a bridge has been constructed to enter the village. One can enjoy the ferryboat facility, which is still in practice to cross the Jog River from Harnai to Anjarle. Frequency of buses is quiet good & private vehicles are also easily available. There is no petrol pump; police station & Mobile service. Only BSNL landline service is available.

**Table No. 8.1  
Classification of Potential Tourist Places of Ratnagiri District**

<b>Sr. No.</b>	<b>Type of Tourism Potential</b>	<b>Name of the Potential Tourist Places</b>
1	<b>Religious</b>	Anjarle, Dabhol, Ladghar/Tamas-Teerth, Asud, Adivare, Velneshwar, Kasheli, Hatis, Chinchkhari, Tikleshwar, Kasba, Ambav, Burband, Gondhale, Dadar, Turambav, Bharane
2	<b>Historical</b>	Harnei, Dabhol, Panhalekazi, Gopalgad, Palshet, Jaigad, Ambolgad, Purnagad, Malgund, Kasba, Mahipatgad, Govalkot-Govindgad, Rasalgad, Sumargad, Mahipatgad, Ambdav, Bankot
3	<u><b>Natural</b></u> <b>A] Beaches</b> <b>B] Waterfalls</b> <b>C] Hot springs</b> <b>D]Hill stations</b>	Ade, Ladghar, Kolthare, Karde, Rohile , Tawsal, Madban, Ambolgad, Ganeshgule, Ambolgad, Bhandarpule, Ambet, Warwade, Undi, Malgund, Karambavane (Diva Island) <hr/> Chuna-kolvan, Nivali, Adare, Tivare, SawatSada Unhavare, Aravali, Rajewadi, Machal, Ambet

**Location Map of Potential Tourist Places in Ratnagiri District. (Fig No. 8.1)**



## **2. Asud**

Asud village is located on Dapoli – Harnai – Anjarle road, at the distance of 7km from Dapoli. The novel named as 'Garambicha Bapu'; written by Shri. S.N. Pendse, movie and the T.V. Serial based on this novel have made this village more popular. Coconut & bettlenut plantations, Mango & other trees, road between the trees river , wooden bridge (Plate 8.2), Keshavraj temple of Lord Vishnu and Vyagreshwar temple of Lord Shiva; these are the attractions at Asud and will certainly attract the tourists on large number.

The *Devsthan* committee has built a Bhaktniwas at Vyagreshwar temple; which can accommodate 50 to 60 devotees at a time. Local people provide food on request with reasonable charges. Hotel cum restaurants and 2 lodges are also available at Asud & they provide vegetarian food. There is also facility of Primary health center, medical shop. Asud is on the way, therefore frequent buses; private vehicles from Dapoli are regularly available. There is no any other facility like bank, petrol pump, police station or mobile service.

## **3. Ladghar/Tamasteerth**

Ladghar is also known as Tamas Teerth; which is located on the coast & is 12 km. from Dapoli. Ladghar has marvelous beach of 2 Km by length. Shri. Datta temple and Ancient Veleshwar temple are the tourist important attraction at Ladghar. The calm, clean beach (Plate 8.3) & temples can be the major tourist attraction. Infrastructure facilities are developed here i.e. good condition of road, 10 hotels & 7 lodges having the accommodation capacity of 500 tourists, guest room facility in the houses of local people etc. One scheduled bank, frequent public and Private buses, BSNL mobile service are also available. The facilities like primary health center, police station, petrol pump are not yet developed here.

## **4. Velneshwar**

Velneshwar is another marvelous & beautiful village located on the seacoast. Velneshwar is quiet, clean village which will attract the tourists who are interested in agro tourism. Coconut fringed beach will offer the visitors ideal situation for swimming or relaxing for a while. It has a long isolated unspoiled beach which extends up to 4 Kms.(Plate 8.4). The velneshwar is also famous for the Shiva temple (Plate No. 8.5),

which has been established before 1200 years. Initially it was a small temple but before 400 years ago, in the period of Peshwas, Mr. Gadgil, local resident has renovated it. Mahashivratri is the major festival.

The temple has the facility of Bhakt niwas for the halting of having 60 to 70 tourists. There are 2 hotels and lodges that provide food and halting services. The local people are also providing home hospitality according to requirement of tourists. Good condition of road, post-office, BSNL mobile service, 01 private hospital, 02 dispensaries are developed in Velneshwar, but Police station, Petrol pump facilities, are not developed. However, the place has tremendous potential to develop as a tourist place.

## **5. Gondhale**

Gondhale village is 45Km away from Chiplun and located on the bank of Tambi(Tamrapani) river. The village is surrounded by hills. This place is famous for the Harihareshwar temple and it was built in the period of Peshwas. One big well, having 40 staircases is available near the temple. Small garden & fountain are other attractions. Dharamshala is also built by the trust. The main festival of temple is Mahashivaratri. It has few direct buses from Chiplun and well connected by other private vehicles. Hence it can become potential tourist place if the proper planning & management is done.

## **6. Dadar**

Dadar is a village, which has historical background from the 12<sup>th</sup> century. The Maratha community of the village has contributed lot in the establishment of the kingdom ship of the Mughal king. The king has given 80 villages as a gift to the people for their livelihood. Out of these 80 villages, 13 villages form the foothills of Sahyadri are famous as soldiers villages from hundreds of years. Still today these people are servicing in Indian Army.

The people from 13 villages have constructed a Marvelous temple of Shri. Ramvardayani. The temple has 13 pillars, 13 small entrances and 13 small domes. The main authorities are also from 13 villages. This temple is an attraction due to the carving on marble. It has the potential to develop as religious tourist place in nearby years. This temple is 20km away from Chiplun. No halting, lodging facilities but the local people can provide food & do arrangement of halting on request.

## **7. Turambav**

Turambav is a village famous for the goddess Shardadevi & located 32km away from Chiplun. The temple is surrounded by Hills from three sides and the plantation from one side. The temple is also known for its carving on Marble. Navratri is the main festival and is celebrated for 9 days.

There is no halting & food facility at Turmbav but at Chiplun or Savarde, 15Km from Turmbav tourist can do the halt & the sightseeing.

## **8. Kolisare**

Kolisare is a small, beautiful Kokani village having a marvelous temple of Laxmikeshav. Annual festival of the temple is from Kartik Shuddha Dashmi to Pournima. It is 46Km form Ratnagiri. This destination is also prefe

There is no halting or hotel facility; hence this place has its own limitation to develop as a tourist place, but tourists can halt at Ganpati Pule.

## **9. Kasaba**

Kasaba Village is just 4 Kms. away from Sangmeshwar & only 1 Km from the Bombay Goa National highway No. 17. This village has a Karneshwar temple that is known for its wonderful carving & sculpture. The king of Chalukya, Karna has built this temple in the 6<sup>th</sup> century. The total area of the temple is 400sq. mts. It was carved in a single black stone with the Hemadpanthi style (Plate No.7.6). It has also famous for the Pandavas. According to myth, Pandav wanted to construct more than 150 temples within a day. It couldn't happen & they returned back before the morning. The Shastri River is flowing from the temple side. There is one more temple of Lord Ganpati. Mahashivatri is the main festival. It is celebrated from Magh Vadya Dashami to Mahashivratri, nearly one week.

Maratha king Shri. Sambaji Maharaj was arrested by Mughals at Kasaba. Therefor Kasaba is also known for memorial of Sambaji Maharaj. The village is easily accessible by road. There are 09 hotels & Petrol pump just 3Kms away from temple.

The temple of Sapteshwar is located in the hilly area of Sahyadri Mountain is close to Kasba. The king of Suryawanshi has constructed it in 8<sup>th</sup> Century with Hemadpanthi

style. There is also source of Alaknanda River. The king has built seven temples. A place is known to be *Prati Kashi*.

## **10. Ambav**

Ambav is a village surrounded by hills & 4 Km. away from Makhajan. This village has the temple named as Suryanarayan temple. It is one of the 5 famous temples in India, receives the early morning sunrays directly on the idol of Suryanarayan. It can be a major attraction for the devotees. Famous Marathi writer Late Shri. Bal Kolhatkar has written his famous drama ‘Denaryache Hat Hajar’ in 3 days only & presented its first show. Rathasaptami is the main festival & the Brahamins named as Ponkshe are the main host of this festival .If the people can get the proper information about Ambav they can visit the place and it will become a tourist place.

## **11. Adivare**

Adivare is a village that has the potential to become the tourist place. Mahakali temple is the main attraction for the tourists; it is the family God of most of southern kokani Hindu people. They worship the Mahakali as like the Mahalaxmi of Kolhapur.

According to the reference of Purana, the temple was constructed before the 1200 years ago. This temple has the record of visits by Shri.Chhatrapati Shivaji Maharaj, Sirkhol Kanhoji Angare, and Samarth Ramdas Swami. There are two temples of two sisters of Mahakali i.e. Shri. Maha Saraswati to north & Shri Mahalaxmi to right. Navratra is the main festival.

The temple is 30 kms from Rajapur and 34 kms from Ratnagiri. It has Bhakt Niwas facility for 100 tourists. Local people provide food & also 3-4 small hotels & restaurants are providing Konkani food. There is no facility of police station, petrol pump. The temple is well carved with pictures related to hindu mythological stories. (Plate No. 8.7. & 8.8)

## **12. Kasheli**

Kesheli is a famous village for the ancient Sun temple. The temple is one of the few temples in India. The idol of Sun has brought up from the place *Prabhaspattanam* close to *Sommnath* before 800 years ago. The king of Panhalgad had visited this place in *Ashadh shuddh.4 shake 1113*. He had gifted the village to the *poojari* for providing food

to 12 Brahmins each day at Kasheli. The written evidence in the form of *Tamrapat* is available in temple. Chatrapati Shivaji Maharaj had also visited this place. *Rathsaptmi* is the main festival, which is celebrated for 5 days in the month of January.

A *Devsthan* committee has constructed a *Bhaktniwas* that has the capacity of 40 to 50 tourists. The village is well connected with Rajapur which is 35km, as well as Ratnagiri 32kms. by road. One bank is established here. But petrol pumps, police station are not established here. There is no any hotel or restaurant to serve the food facility then also this place has the potential according to the development of tourist center.

### **13. Tikaleshwar**

The place is known for a temple that is situated on the hill of Sahyadri range. It is located at a distance of 07Km from Talvade village. On the way to the temple, there are some caves & lakes. From the top of hill one can get the view of Sahyadri ranges. The road towards the temple is very difficult, hence it is attracting place for mountaineers & trekkers. From Sangameshwar it is 15Km & it requires 6 to 7 hours to climb up from Talvade .There are no any facilities of halting or food. Therefore everybody has to carry eatables with them.

### **14. Burband**

Amaneshwar a temple of Lord Shiva is worshiped as *Swayambhu* temple of Burband. The temple is located on the bank of Gad River. A lake besided temple is also scenic place. Devotees are worshiping four corners of lake as Teertha places. Babasaheb Purandare, a well-known historian mentioned that the roads near the temple might have been constructed in the period of Devi Ahilyabai Holkar. The second Bajirao Peshava also visited the temple. The idol of Amaneshwar is made by gold. While entering the main temple; devotees are fallowing certain customs. *Mahashivratri* & *Tripuri Pournima* are the main festivals of the temple.

This place is 35Km. from Chiplun, 24 Km. away from Sangmeshwar & 8 Km. from Aravali railway station. Cleaned and spacious Dharmashala with minimum charges; is available at this place for halting. This place can become as a tourist place due to accessibility by road & railway, halting facility, scenic view, religious value & ancient temple of Hindu civilization.

## **15. Hatis**

Hatis is located in Ratnagiri tehsil and just 12 k.ms. away from Ratnagiri city. It is an ideal place of Hindu – Muslim integration, surrounded by scenic view. The temple of Peer Baber Shaikh is the main attraction for both religions and in the month of *Magh shudh Poornima* annual fair or oorus is celebrated every year and thousands of his followers are coming to worship the Peer baba from all over Maharashtra. This place can become an important tourist place for its unique feature.

## **16. Chinchkhari**

Shri. Datta temple of Chinchkhari is important attraction and this temple has been constructed by Shri. Gajanan Maharaj in the year 1931. The temple is just 10km. from Ratnagiri city and is located on the bank of the Rajiwada creek. For crossing the creek small boats are available. Regular bus service and auto rickshaws are available throughout the day. The tourists can enjoy half day tour and have a fun of boating.

## **17. Bharane**

It is a small village located on Mumbai –Goa National Highway No.66 and is famous for temple of Shri. Kalika temple. Structural design of temple itself attracts ongoing tourists. The temple is famous in local region and Khed tehsil. People visit this temple frequently to worship the goddess. Navratra is the main festival. Temple is situated on highway as a result it is accessible by road transport and by train also. Lodging facilities are available at Bharne and Khed which is tehsil head quarter. Temple management has planned to construct Bhakta-Niwas and said project will began very shortly.

### **8.3.2 Potential Historical Places**

#### **1 Harnei**

Harnai is an ancient port famous for trade & traveling. Just now it is not used as a port but famous for fishing activity. Daily auction of fresh fishes at seashore is an extraordinary experience to watch. The Suvarndurga fort in the sea (Plate No. 5.14) and Kanakdurga on the seashore are the signs of its history. It was one of the important naval base centers of the Maratha army. The Suwarnadurga fort is constructed on the rock in

the Arabian Sea. Sweet water well in the fort is the wonder of nature. The Sun set and beautiful scenery can be observed from the top of the fort.

## **2. Kanakdurg**

Fort is located on the seashore of Harnei. It was an important Military base camp since ancient time. Here one can watch landforms on the rocks of the fort due to the erosion work of the sea waves.

A ferryboat journey is also available on demand. Post office, Banks, S.T. Bus Stand, 05 Hotels & restaurants, 2 Lodges, BSNL mobile service, 03 dispensaries, medical shops are the other available facilities at Harnei. Police station, Primary health center, petrol pump, ATM facilities are not existed in Harnai but tourists can visit this place on the way of Anjarle.

## **3. Panhale Kaji Caves**

Panhale Kaji caves are located at 35 kms away from Dapoli. The ancient caves of Panhalekaji are also known as Pranaldurg. From the name of the King Pranal, they are named as Pranaldurg. There are 29 caves and these caves are situated at the place where Kotjai & Dhakti Rivers meet. The caves are the best samples of ancient sculptures. Artists like, Bodhivihar, Vajrayal Linal & Nag-Panthiya have carved them in big stones in various periods. The disciples of Buddha started making them in the third century. Many centuries these disciples meditated here. The working of Shiva & Ganapatya caves was started later in 11<sup>th</sup> century by their followers.

In 14<sup>th</sup> century, the Nagpanthiyas started making 84 sculptures of Gorakhanath & Machindranath. The biggest cave is 8 mts. by length & the smallest cave is one & half mt. in length. There are idols of Ganapati, Saraswati and there is a Shivpindi, Budhavihar, and incomplete ‘Stupa’, which are its main attractions. There are pictures of horse riders, soldiers, Shri Krishna, Shankar, Natraj, Durgadevi ,Shravan & Hanuman, epic of Ramayana, Buddha.

At Panhale Kazi there are no any facilities of food & halting. Frequency of transportation is also not satisfactory. There is no any petrol pump, police station, Bank & medical facility. It has great potential to develop the site with the help of modern

means and amenities .This place is suitable to organize half-day tour before or after lunch. It is Also suitable to schools & colleges for their study tour.

#### **4. Mahipatgad**

Mahipatgad is an important fort in Sahyadri belt & is 30 km. away from Khed. This fort was built in 15<sup>th</sup> Century in the period of Vijapurkar & in 1661, Chatrapati Shivaji has concord it. He also built temples. The fort is located on the flat top of the hill and spread up in 120 acres land. Steep slope from all the sides was the main reason why the Shivaji had selected this location of fort. There is sweet water well in fort.

The direct bus is not available, but the S.T. Bus service is available upto Dahivali, Jaitapur & Wadgaon. One can reach the fort after walking 7 to 8 kms. The temple is used for halt & there are few pots kept in the temple that are used to prepare food for all persons & after lunch or dinner clean pots are kept there only. The trekking is generally good in the months of November to February due to good climate, clean & sufficient drinking water.

#### **5. Sumargad**

It is situated to southern side of Mahipatgad. The fort is 25Km away from Khed. The fort is constructed on the top of mountain hence it is very difficult to climb. The steep cliffs are used as a natural safety of the fort. There are two temples in fort named as Shri. Bhairi & Shri. Shiva. From the top of the fort you can see the natural beauty of surrounding region. This fort is not suitable for halt , one-day trek is possible only.

#### **6. Rasalgad**

Rasalgad is 20 Km away from Khed. The bus service is available up to the place Nimanichi wadi & there after within 2 hours we can reach on the top of fort. This fort is easy to climb. The temple of Shri. Zolai-Waghjai & a lake for drinking water are situated in the fort. In the southern side of fort, there is one ancient cave, which has four pillars, & Ganesh statue is carved on the pillars. There is also a water tank in this cave. The motorable road surrounded by Forest (Plate No.5.17) to reach top of the hill and an opportunity to observe wild life and birds are the major features of Fort Rasalgad. Wild life tourism can be an additional potential of tourism at Rasalgad.

## **7. Paldurg**

Paldurg is 28Km from Khed & 10 Km from Shirgaon village. This fort is also not easy to climb. There are few lakes but the fort is not in good condition. After rainy season trekking is possible. It is an ideal place for trekkers only in the sub ranges of Sahyadri hill.

## **8. Govalkot**

Govalkot is just 3km from Chiplun & is famous for two temples & the remains of the fort Govindgad. The temple of Shridev Someshwar & Shreedevi Karanjeshwari are constructed at the foot of Govalkot fort on the bank of Vashisthi River. The temple of Goddess Shridevi Karanjeshwari is famous since the 8<sup>th</sup> Century.

This place can become famous for backwater tourism due to its ideal location. The place is close to Chiplun & hence the halting & food facilities are available at Chiplun. The place is accessible by road & railway station, auto rickshaws are easily available. Peaceful nature & beautiful surroundings are the major reasons of this place, which can be helpful for the development of tourist place.

## **9. Diva Island/ Karambvane**

This place is ideal for the nature lovers & trekkers. This island is situated in Dabhol creek. This island has historical remains of fort and there are 6 water tanks, caves, carved stones and tunnels.

Backwater tourism may be an important activity at this place & This place is on the way of Govalkot Dabhol ferryboat route. There are 4 islands, out of these 3 are covered by forest. People do agricultural activity in some part of island. There are general shop stores but lack of hotels & halting facility. It is well connected by bus service & also has the ferry boat facility.

The place is historic as well as picnic point for the people & it can attract the tourists who want to enjoy the scenery & ferry boat experience after rainy reason. Scooter boating and cycle boating may be additional feature at this places if provided in safe manner. Tourist may carry fishing activities also. Marin biodiversity is an additional opportunity at Diva.

## **10. Purnagad**

Purnagad is a famous historic place due to the Purnagad fort, which is situated at the mouth of Muchkundi River. The fort is spread over 22 acres of land. From the top of fort one can enjoy the beautiful scenery of Arabian Sea.

Like other places, Purnagad has also not having halting & food facilities. But it is well connected by road and is 22 kms. from Ratnagiri, 4 kms from Pawas. Hence it will be an enjoyable one-day trip of Pawas- Purnagad & Ganeshgule.

Undi & Warvade are the other two places, which are located on the seacoast & have beautiful beaches. These two villages are very calm & quite & they have the potential of developing tourist place for whole year.

## **11. Jaigad**

Jaigad is a village near the fort of the same name, at the entrance to Shastri or Sangmeshwar River. Jaigad was also famous port from the ancient period. Jaigad or Fort victory, with an area of four acres, stands close to the sea and gently rising ground not more than 200 feet above the sea. This fort is built in the sixteenth century by the Bijapur kings. It had 20 bastions. A fort is ruined now, but perfect place to have a picnic (Plate No.5.18). Jaigad beach is fairly safe for swimming. The temple of Karhateshwar is constructed to the west side of fort in the village, Nandivade & is an ancient temple. There is also a reservoir of very pure water. Jaigad is an ideal place for the boating & other water games i.e. speed boating, scuba diving, scuba diving etc. The local authorities are waiting for all these water games and this will be helpful to an excellent water sport center in Ratnagiri district. It is located 40km.away from Ratnagiri. But at Jaigad there is no facility of halting. The hotels cum restaurants are there to provide breakfast items only. BSNL, Airtel service is available.

## **12. Gopalgad**

Anjanvel or the Gopalgad fort is located on the bank of Dabhol creek where Vashisthi River meets the Arabian Sea. This region was under the power of Muslim rulers from the year 1312 to 1650 years. The king of Vijapur built this strong fort & after 1660 Chatrapati Shivaji Maharaj won it. The Angare soldiers developed Ajanvel or Gopalgad as an important port. It was the tehsil place from 16<sup>th</sup> Century up to the 1898

years. But again at the end of 19<sup>th</sup> century it was concord by British Carnal Kenedi & Anjanvel had lost its importance.

Gopalgad is 15 kms. from Guhagar and is situated on the hill of Anjanvel village. The fort is established in an area of 8 acres. The fort is in good condition. The safety walls are protecting the fort from the sea waves. There is fresh water well inside the fort, just away 10 to 15 feet from the sea. There is one lighthouse to watch but prior permission is required. From the tower of lighthouse one can watch the beautiful, scenic view of surroundings. Talkeshwar temple of Shiva is also an ancient temple, which will be a main attraction for tourists. This temple has constructed in the period of Peshwas. There is a deep valley that is situated in two hills of fort and the sea waves are continuously attacking in this valley. It is the most thrilling & exciting experience according to the tourists.

The fort is accessible by road. There is S. T. bus service from early morning to evening 5 PM only. Private vehicles are also available. But no facilities of halting & other required things. Gopalgad will be the main attraction of trekkers & researchers if it is properly developed.

### **13. Palshet**

Palshet a village, surrounded by coconut, bettlenut & Mango plantation, is situated on the coast. This village became well known due to the archeological evidence, which was found before few years. According to that research survey Palshet was the ancient port, located on the sea route & the main thing, which will attract the number of tourists, is that the ancient cave of human being. The cave is located 2km away from sea at the height of 85 mts. from the sea level & in the area of Susrondi near the Sundar river's source. After crossing the plateau of Jambha(Laterite) rock one can reach there and a natural flow of water which falls in the form of waterfall from the height of 4.5 mts approximately. The cave is just close to this waterfall. The survey of Archeologist Dr. Ashok Marathe, Pune, indicates that the human being who was living in this cave was from Homo-erectus category & he was living before 90,000 years ago. Near about 54 different types of tools have been discovered in this cave.

The cave is in rectangular shape & having length of 1.5 mts & height 2.5mts.This cave will be great attraction not only for researchers, geographers but also for all the tourists.

Palshet had been important port from the second century up to the 16<sup>th</sup> Century. One Greek sailor has written the book named as ‘Periplus Moris Eriegrayer’ depending upon his travel experience, given the reference of Palshet port. After the 16<sup>th</sup> century this port has lost its importance due to the sand deposition. There are also some evidences of ancient sea route (named as Sagari Mahamarg) parallel to coast for the travelers with having the facility of drinking water. There are also temples of Shri. Datta, Shri Kashi Vishweshwar, Shri Laxminarayan.

In Palshet quality hotels & lodging facilities are not available, but it is well connected with Guhagar by road. Frequent bus service & private vehicles are also available.Tourists can visit this place during the daytime & go back to Guhagar for halt. All existing natural & historical evidences will make Palshet an important tourist place if it is properly explored.

#### **14. Mahipatgad/Mahimangad**

Mahipatgad & Tikaleshwar can become favourable places of trekkers Mahipatgad is 22kms away from Devrukh via Hativ-Kundi and via Harpude –Nigudwadi it is 18 Km away. Shri Shivaji Maharaj built the fort for halting & resting purpose to his soldiers. There is a big cave where 500 soldiers can rest, but now it is not in good condition. There are 4 lakes, 3 temples located on the fort. It is easy to climb after the rainy season & during the daytime only.

#### **15. Dabhol**

Dabhol is an important port from the ancient time. Large size boats can come & dock here. After the confluence of the rivers Vashisthi & Jagbudi, Dabhol creek is flowing towards the Arabian Sea. Boat riding facility in the backwater of Dabhol creek can be developed to promote the tourism activity. Ancient Shrine, Seashore is the additional features of Dabhol. The facility of ferryboat for the transportation of heavy vehicles including buses and motorcars & passengers from Dhopave to Dabhol is

encouraging factor to the promotion of tourism. The availability of ferryboat has reduced 90 km. road distance from Dapoli to Guhagar

Dabhol has also one famous temple of Chandikadevi; which is located in the deep black stoned cave. The devotees have to get down few staircases in the dark. There is no permission to use any kind of artificial light to go down. Only one can see the goddess in lighted oil lamps. This thrilling experience & other things can make this place as a tourist destination. Navratra is the main festival of Devi Chandika temple. An ancient *anda masjid* is sign of Mughal Empire at Dabhol (Plate No.5.19). It is an important historical monument to the researchers.

Dabhol is located 27 Kms. away from Dapoli. Frequent bus service & private vehicles are available. Two schedule banks, BSNL network availability, medical shops, and dispensaries are existed at Dabhol. But narrow roads with ghat section as well as non availability of Petrol pump, Police station, Primary health center are the major hurdles in the development of Dabhol as tourist destination. Two lodges &. Hotel/ restaurants are established here & also one Agro tourism Sankul is developed at Vanoshi on the way of Dapoli –Dabhol road.

Enron project is one more tourist point near Dabhol, which is located at Ranvi-Veldur village. The project site & its location is an important tourist place for the students & researchers from various fields.

### **8.3.3 Potential Natural Places**

#### **A] Beaches**

Beaches are famous tourist places at worldwide. Ratnagiri is a coastal district. Certain beaches of district are already known as popular destinations. There are some incredible coastal lines that are undeveloped and can be a significant sources of beach tourism if they are enriched by infrastructure and marketed properly. Such potential beaches of district are as under.

#### **1. Karde**

Karde is closely located to Murud in Dapoli tehsil. A beach at Karde is 2 km. by length. A Karde village has other features that can attract the tourists. Local houses are available at Karde for halting. Three hotels with lodging facilities are already at Karde

beach. These hotels are deluxe category and providing continental food with quality accommodations.

The e is only one Road and that is too narrow. Other recreational facilities are to be developed at Karde beach. BSNL service, Post office and Primary school etc. facilities are available. Shortage of drinking water is the main problem in summer season.

## **2. Kolthare**

Kolthare a small village has its identity as a potential tourist center. There is a safe, virgin beach of 3 Km, a heritage home, agro tourism including organic farming, medicinal plants, Agom Medicine factory, canning factory which will give full satisfaction to the tourists. The tourists can enjoy homely hospitality while living in farmer's house. Surrounded with coconut & bettlenut plantation, vegetarian Kokani food served on banana leaves, bullock cart safari & all other development will helpful to develop Kolthare as a tourist place. It is 17Km. away from Dapoli.

Condition of road should be improved, private & Govt. bus transportation is yet limited 02 Lodges, family hospitality, and medical shop, 2 dispensaries are established here. But there are no facilities of petrol pump, police station and mobile network and banking etc.

## **3. Ade**

Ade is beautiful village located on the seacoast & closer to newly constructed *Maha Sagari Marg*. It is 21 kms away from Dapoli. The village has heritage home, having coconut & bettlenut plantation, safe & straight beach of 3 km by length are the major factors, which can be helpful to develop this place as tourist destination

Some private companies including tourist agencies have purchased 100 acres and more land in Ade for tourist related activities. Amusement park proposed in Ade under FDI. This destination needs to establish hotels, lodges & amusement parks as a part of basic amenities to bring tourists from urban centers. Ade will be important tourist destination under tourist circuit in between Velas and Dapoli. Infrastructural facilities are absent at present in Ade. Fishing & agriculture are the major economic but seasonal activities in Ade at present. Tourism can develop as permanent & sustainable source of income in Ade.

#### **4. Tavsal**

Tavsal is another beautiful village, which is located on the seacoast. It is the last village of Guhagar tehsil and the Shastri River meets the Arabian Sea & this river is known as Jaigad creek. Here Backwater tourism will be the main attraction for tourists. Fishing with small boat can be enjoyed here.

An ancient fort Vijaygad is located on the border of Tavsal village, which has the history from 14<sup>th</sup> century. But now there are only the remains of this fort. The two temples i.e. Ganapati & Hanuman are built one side of village and surrounded by coconut & mango plantation. Also there is the plantation of Palm trees on the coast which extends up to 1.5 Km in length. This beach is very calm, strait, unspoiled & isolated; hence it has the capacity to attract the tourists.

But this place has no facility of halting. The local people can provide food according to the demand. This village has a great potential of water sports i.e. pedal boat scooter boat due to its ideal location. The Government authorities or local authorities should consider all these things & take initiative for the minimum required infrastructure. Tavsal is ideal for ferryboats & local people already started daily routine trips from Tavsal to Jaigad. This ferryboat service reduces the distance (more than 100 kms) by road from Guhagar to Ratnagiri for two wheelers. It will also helpful for the tourists who want to go Ganpatipule & Ratnagiri.

#### **5. Rohile**

Rohile is the smallest village of Guhagar tehsil having only 16 acres area. It has also a small but spectacular beach of only 0.5 kms and covered by forest from three sides. A small river meets to sea here hence the boating, fishing are the main attractions to the tourists. Tourists can maintain their privacy and can enjoy swimming at clean & beautiful beach. This place is also suitable to enjoy peaceful holiday.

Rohile is easily accessible by road but does not have other facilities. But scenic view of coast & privacy are the strong points for the development of tourist place

#### **6. Ganeshgule**

Ganeshgule is a village famous for beautiful beach and Ganesh temple. The village is situated on beautiful strip of green hills. The beach is 1.5Km in length &

famous for the white sand. The coconut plantation is also an important feature of the village. Hence it is also known as Madbangule. This place is located away from the main road and quite unknown for the most of tourists. A village is close to Pawas. It is just 3 kms away from Pawas. Hence it can become popular among the tourists who visit Pawas.

There is one myth about the Ganesh temple of Madbangule. The God Ganesh has leaved the village and went to Ganpatipule in the ancient period, but the people of Madbangule are still worshiping the stone as a Ganesh; that is 12 feet in height,. This temple is known as Swayambhu Ganesh Temple. Halting & food facilities are absent in Madbangule. Local villagers may provide this facility if communicated in advance only. This place has tourism potential but basic amenities need to be developed on priority basis

## **7. Bhandarpule**

Bhandarpule a marvelous village is just 2kms away from Ganpatipule. . The beautiful beach is the major attraction here for the tourists but maximum tourists are visiting to Ganpatipule and this place is not getting proper importance. It comes under the grampanchayat of Nevare village. The village is established in the period of Shri Shivaji Maharaj & developed in the Peshava period. The coconut plantations, hilly surroundings, sandy beach, the sunset from the top of hill are major tourist attractions. Here one hotel having 3 stars and other small hotels & restaurants are already existed. Good connectivity by road, easy accessibility, and mobile service of BSNL & Reliance, frequency of buses is well developed here. Hence it will helpful to give Bhandarpule as a separate identity.

## **8. Malgund**

Malgund is also just 2kms away from Ganpatipule & have a beautiful beach with 3km. length. This beach has palm, coconut plantation & silver colour sand which will attract the tourists more. But due the impact of Ganpatipule the tourists are not turning towards Malgund on a large scale. Like Bhandarpule, Malgund has also its own identity. It is famous for Omkareshwar temple of the Peshave Period. Shree Chandikadevi and Shree Mahalakshmi temples are also important. Malgund is also known all over in

Maharashtra for the great Marathi poet, Keshavsut. It is the birthplace of Keshavsut. The old house of Keshavsut is developed as a Museum of poet.

All infrastructural facilities are developed here. But this place demands responsible tourism and such attitude need to be developed among tourist also. Marketing, Advertising & effective communication with tourists are essential for the betterment of the place

## **9. Ambolgad**

Ambolgad, a name of fort & village is also famous for spectacular beach. There are only remains of fort. The village has tremendous potential to attract the tourists due to its coastal location. A calm & quiet scenic beach of Ambolgad is very beautiful with clean & golden sand. This place is suitable to relax, to swim & to enjoy holidays with family members with any rush and traffic. The monastery of Gagangiri Maharaj is also located here. But lack of various facilities, this place is not developed till today. Natural scenic beauty and peaceful environment are the main reasons to become this place as a tourist destination. Halting & food facilities these minimum facilities can change the present economic scenario of this place. Ambolgad beach is very safe to swim as a result; water sports like boating, speed boating, parachuting can be developed here through proper planning & management. Some private parties are coming forward to take initiatives & purchasing lands for various purposes. It will change the scenario of the village within few years. Ambolgad is 40 Km from Rajapur and 42km from Ratnagiri.

## **10. Madban**

Madban is a village, having scenic view of palm plantations & beach. The clean & unspoiled beach which extends, 2km will be the major attraction to the tourists. It is located 36kms away from Rajapur. The beach is known for white sand & has the potential to develop as a tourist place. Infrastructure facilities are not developed but the local authority or NGO's have to take initiative for the basic requirements of the tourists.

## **11. Vetye**

A temple of Goddess Mahakali is religious tourist attraction in Vetye. It is coastal village and that has tourism prosperity. Palm plantation besides the beach and surrounded to village may encourage nature lovers to stay stress free. Tourist may guard tends; that

can be provided local level. Separate tourist huts can be made available especially in summer. Some tourists are visiting this place occasionally. Creek at Vetye is also safe for boating, backwater tourism as well as for swimming & fishing. This place is easily accessible by road from Ratnagiri. Villagers may entertain tourist by folk dance and folk-art; which they represents on occasion of religious festivals at local level.

### **B] Waterfalls**

Mountains and hills are important land forms of Ratnagiri district. Heavy rain fall i.e. an average 3700 mm. per year is also important feature of the district. In the monsoon, numbers of waterfalls are observed in valleys and mountain strip in all over district. Some of them are already known as important tourist destinations like Marleshwar waterfall, Tiware water fall, Nivali waterfall etc. Other waterfalls are quite in remote areas and are not explored even they have large tourism potential. According to study researchers has observed following places as potential tourism places.

#### **1 Chuna-kolvan**

Chuna Kolvan is located near the Oni village of Rajapur tehsil. Its distance from Rajapur is 25 km by road. This village has great potential to attract the tourists due to the waterfall named as Sawatkada. It is marvelous and beautiful to see the wonder of nature in Rainy season. This has the capacity to attract the tourists at least 4 to 5 months from June to October – November. It has to develop by the local authority & other NGO'S. This place is easily accessible by road, but do not have other infrastructure facilities.

#### **2 Sawatsada**

Sawatsada is a place located on Mumbai-Goa highway No. 17/66 near Chiplun it is marvelous and scenic place surrounded by forest and Sahyadri ranges. This place can become tourist place due to its natural scenery & the hotels, which have established now in nearby areas. Birds and wild life are also observed nearby waterfall. This waterfall can be developed as seasonal tourism place especially as monsoon tourism. Tourists are visiting this place; but lack of safety measures is the major issue at this place. Parking issue may be serious at this location in future; visitors are parking their vehicles on the both side of national highway No.66. Pay parking facility in a private land can develop as a source of income for local people.

### **3 Tiware**

A big waterfall originating from Sahyadri hills are the major attraction in Tiware village. This water fall is falling down from the height of 200 feets. This destination is also famous for its cool & pleasant climate. This waterfall is the origin of Shastri River. Even in summer there is plenty of water supply to this waterfall & as a result it can become next important tourist destination for the nature lovers. This waterfall is 15Kms from Sangameshwar. Prachitgad, a trekker's paradise is also closer to Tiware waterfall.

### **C] Hot springs-**

Konkan and especially Ratnagiri district is the land of natural wonders. Hot springs are observed at distinct places in Ratnagiri district. Two hot springs out of seven may develop as tourist destinations. Basic infrastructure are available at these places therefore tourist are visiting these sites. But, at present these locations are not much popular. Other hot springs are ignored at local level also. Locations of these two hot springs are the major factor in their popularity. These places are discussed as under.

#### **1. Unhavare**

Unhavare is a village having the natural gift of hot springs. The village is 35 Kms. away from Dapoli. There are two separate Kundas or tanks for the bathing of male & female separately. The temperature of water is 70 0C to 80oC. This hot water is having sulpher contents; therefore people come here to bath or to remove their skin disease. Only landline phone service is available at Unhavare. No any other facilities are yet developed properly here. Water tanks i.e. Kundas and Bathrooms are needed to be clean and reconstruct. Other recreational facilities should be developed.

#### **2. Aravali-**

Aravali is another village having the natural gift of hot springs. This place is located just a few meters away from the Bombay Goa National highway No. 17. The River Shastri is very close to the Hot spring Kunds; it has religious value. The hot water of the Kunds is available throughout the year. Separately constructed rooms for males & females are available here therefore it is important to have a bath. Generally Rainy &

winter season can attract tourists more in numbers due to its access from highway. It is only 2km away from Aravali station of Konkan railway.

## **D] Hill station**

### **1. Machal**

Machal, a hill station is located on the height of 4000 feet above the sea level and 25km. away from Lanja. Nearest railway station is Adavli, which is 9km away. In the morning there are few buses up to Salpe road, from there by rickshaw up to Salpe and by walking to Machal. This place is also known for trekking. The cave of Muchikundi sage can be observed here. No hotels at Machal, but the local people can do arrangement of halting & food after request. This place can be developed for the trekkers & for nature lovers after rainy season.

### **2. Ambet**

Ambet is a small village located on a top of hill. The climate is very pleasant & the hill is surrounded by forest. The temple of Durgadevi & a stream, which flows throughout the year, are the attractions at Ambet.

This place can become important for the school trips & trekkers. There is no motorable road hence people have to go either by walking from Tural village or from Makhjan. It is 3km from Makhjan bus stand. Tourists can visit Ambet & nearby places by halting at Makhjan .There is scope to develop accommodation facilities i.e. domestic lodging and boarding in Makhjan.

Mavalange is another potential place which is 5 Kms away from Makhajan .It is located on a hill and known as a native place of Late Shri. Dadasaheb Mavalkar, the first speaker of the Parliament of India. The place has also historical background. The Maratha king Chatrapati Shivaji Maharaj has visited this place and started an observatory center here to keep control on surrounding region. There is a temple of Narsihma and the artificial lake constructed by Makhajan Grampanchayat, it will be great attraction to the tourists if the boating facility will be made available.

Remains of Chalukya's period are 01 km. away from Mavlange .Bamankada waterfall of Dhamapur is 5kms away from this place. All these factors have created tourism opportunities in this place.

## **8.5 Conclusion**

Tourism in Ratnagiri district is multidimensional; regional culture, natural beauty, religious and historical resources as well as emerging trends of health, weekend tourism & eco-tourism has offered new employment sources to local people vice-versa an entertainment sources to visitors. Each and every village of south Konkan has tourism potential that need to be explored and preference should be given to conserve the available resources in the age of modernisation; otherwise these places may loss their tourism prospects if tourist dose not experienced place wise differences. New destinations need to be marketed properly as well as professional & technical assistance need to provide local tourism operators for development their entrepreneurship development.

**Photo Plates of Potential Tourist Places in Ratnagiri District**

(Plate-8.1)



A Calm & Clean view of Anjarle beach, Anjarle, Tehsil Dapoli

(Plate-8.2)



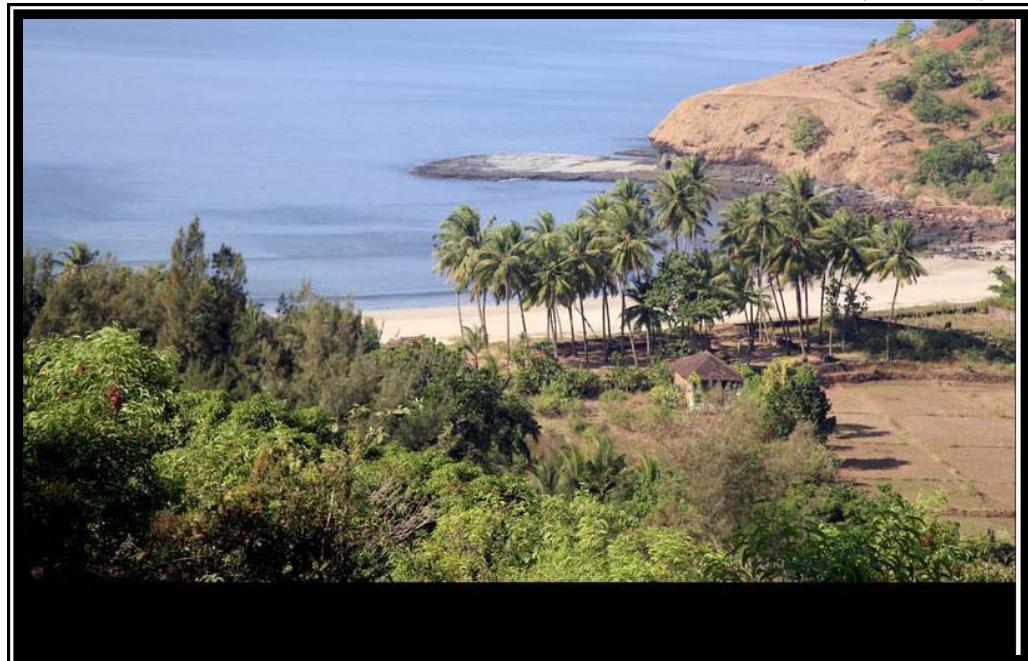
A Traditional Wooden Bridge on the way of Shri. Keshavraj Temple - Asud, Dapoli

(Plate-8.3)



A long view of Ladghar beach, Ladghar, Tehsil Dapoli

(Plate-8.4)



A view of sandy & rocky beach of Velneshwar, Tehsil Guhagar

(Plate-8.5)



A Temple of Lord Shiva, Velneshwar, Tehsil Guhagar

Plate-8.6)



Hemadpanthi Temple of Karneshwar, Kasba, Tehsil Sangameshwar

(Plate-8.7)



A spiritual image of Devi Kalika Mata, Adivare, Tehsil Rajapur

(Plate-8.8)



Wooden Carving in Mahakali Temple. Adivare

(Plate-8.9)



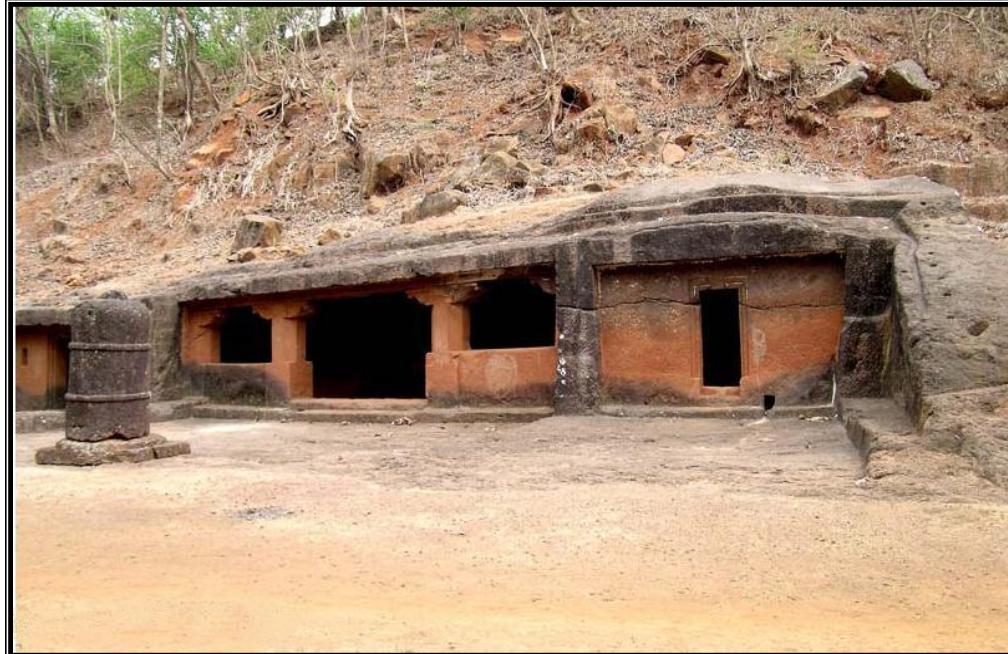
Sea Fort, *Suwarnadurg*, Harnei, Tehsil Dapoli

(Plate-8.10)



A view of Harnei Port & Light House, Harnei, Tehsil Dapoli

(Plate-8.11)



A view of ancient cave, Panhale Kazi, Tehsil Dapoli

(Plate-8.12 )



A way to jungle trail, Fort Rasalgad, Tehsil Khed

(Plate No.87.13)



A Sea view from Jaigad Fort, Jaigad, Tehsil Ratnagiri

(Plate-8.14)



Anda Masjid, An Ancient Monument at Dabhol Port, Tehsil Dabhol

(Plate-8.15)



Tourist Riding Boat at Dabhol Backwater, Tehsil Dapoli

(Plate-8.16)



A traditional Temple of Lord Vishnu, Ade-Utamber village, Tehsil Dapoli

(Plate-8.17)



A high tide view of Rohile beach, Rohile, Tehsil Guhagar

(Plate-8.18)



An evening at Malgund beach, Malgund, Tehsil Ratnagiri

(Plate No. 8.19)



An untamed beach of Ambolgad, Tehsil Rajapur

(Plate No.8.20)



Hedvi Beach Rocky & Natural Fountain

## **CHAPTER- IX**

### **CONCLUSION AND SUGGESTIONS**

#### **9.1 Conclusion**

#### **9.2 Suggestions**

## Chapter-IX Conclusion and Suggestions

### **9.1 Conclusion**

Tourism has emerged as an important industry in Ratnagiri district. Analytical study of further growth and development of tourism in study region has facilitated to frame the conclusions. Perception analysis has mainly contributed to fulfill the study objectives. Major conclusion of the study is as under.

#### **1. Domestic tourists are playing important role in growth of tourism in Ratnagiri district.**

Tourism business in Ratnagiri district is mainly depended on domestic tourists at present (Table No.). Temples, beaches and village culture has observed as main source of tourism for country tourists in Ratnagiri district. Tourism for religious purpose is common trend in Indians. Such trend has also observed in Ratnagiri district. Ganpatipule, Pawas, Marleshwar, Shri Parshuram temple & Ganesh temple of Anjarle & Hedvi are observed as favourable religious tourist destinations (Table No.) among domestic tourists. These religious places are attracting Hindu religious tourist at large. Therefore domestic tourists are backbone of tourism industry in Ratnagiri district.

#### **2. Tourism industry is at initial stage in Ratnagiri district.**

Numbers of tourist arrivals, types of tourist resources, infrastructure development, growth of service sector and share of tourism industry in total revenue etc. are important indicators of growth & development of tourism. With reference to this tourism development in Ratnagiri district are at initial stage. Numbers of visitors to Ratnagiri district have increased but proportion of FTA is negligible. While, total numbers of hotels & lodges as well as other supporting services including transport and road network is not much developed. Domestic hotels & home stay facilities are sub-standards and temporary by nature. Lack of professionalism and poor infrastructure are major hurdles in growth of tourism in the region. Tourists have expected more recreational facilities especially at Velas, Gangateerth, and Hedvi as well as at Murud.

#### **3. Total numbers of tourists have increased in Ratnagiri district.**

Ganpatipule, Marleshwar & Pawas were important tourist destinations in Ratnagiri district. Onward 2000 MTDC & other private organization have taken initiative

to glorify the beauty of Konkan including remote tourist destination of Ratnagiri district. It has resulted in growth of tourist arrivals. In between 2007 to 2013 total numbers of tourist have increased by \_\_%. Guhagar, Dapoli and other remote places have emerged as new tourist destinations for the visitors in Ratnagiri district.

**4. Share of Foreign tourists' arrival is negligible in Ratnagiri district at Present.**

Natural, cultural & historical resources of Ratnagiri district may induce foreign tourist arrivals; but lack of service network, poor infrastructure and lack of special market consideration are the major reasons for poor response of such tourist. Share of FTA has always remained less than 01% in total numbers of visitors to Ratnagiri district.

**5. Share of revenue from service sector including hotels & transport industries have increased in Ratnagiri district.**

Tourism is contributing as a source of revenue to boost the district economy. Growth of tourism industry is quite slow but this source has mainly emerged during the setback of chemical, fishing & agriculture industry. Today, 30% chemical units in district are defunct and remaining are underutilized, fishing output has also declined; while agricultural yield like mango & cashew is suffering due to climate and market viability. Share of service sector has remained maximum in district revenue; growth of tourism i.e. hotels & transport industry has also proved the importance of service sector in district economy. (Table No.)

**6. Tourism in Ratnagiri is yet to be seasonal by nature.**

. Religious fairs and festivals are popular seasons in Ratnagiri district. Monsoon tourism has not much developed in this region. Beach activities are observed totally closed in four months of rainy seasons. Ganesh festival, Diwali Christmas vacation and summer seasons are observed as peak period for tourism in Ratnagiri. In off seasons most of local businessmen are getting engaged in agriculture and other allied activities. Tourism is not full time income source at most of places in Ratnagiri district.

**7. Agricultural is major activity of most of people in Ratnagiri district.**

97.88% Farmers of Ratnagiri district are marginal holder and agriculture is major activities most of these peoples. Total % of working force of Ratnagiri district is engaged in agricultural activities. Only 02% agriculture land is irrigated land while other farmers are depended on rain water. Agriculture output is very less even it could not meet food

need of most of these farmers. Migration of Male population for employment purpose is still continued in Ratnagiri district.

**8. Religious and Natural resources are most preferred tourist resources in Ratnagiri district.**

Medical tourism, Eco-Tourism, Adventurous Tourism, & Agro Tourism etc. is not much developed in Ratnagiri district. Temples and beaches have remained as major attraction for tourists. Natural, geographical and historical resources of Ratnagiri district have huge potential to develop such other types of tourism in the district. MTDC has recognized 65 destinations as an important tourist places in Ratnagiri district. Out of these total 35 sites are known for religious purpose while 14 sites are known for natural resources.

According to tourist's views & their behavioral analysis it has observed that the tourists have visited the various tourist places of the Ratnagiri district either in their vacation period or at the time of festivals. On the basis of study it is being concluded that the around 50 % of tourists have visited Ratnagiri district for religious purpose; while 40 % tourists have visited for entertainment purpose; especially places in Dapoli & Guhagar tehsils including beaches are mainly favoured for scenic natural resources. It has observed that most of tourists were from service sector; while 36 % visitors at Dapoli were farmers and they have visited the place in vacation periods.

**9. Western region has gained more benefits of tourism development in comparison to eastern part of Ratnagiri district.**

Most of important tourist places in Ratnagiri district has situated to the western part of the districts. Western part of the district has covered by coastal line as a results beaches as well as religious places those are situated close to coastal line are become most favoured places in the district. The length of costal line is 167kms, therefore this region has gaining more economic benefits of tourist traffic than eastern part of the district.

**10. Tourism has developed as secondary income source at most of tourist places in Ratnagiri district.**

The survey and further analysis has revealed that tourism industry is growing in Ratnagiri district and it has become a first income source for the local people in Murud,

Marleshwar and somehow in Guhagar rather than agriculture which was first income source prior to tourism development in the concern region. In a Marleshwar around 70% of households are observed economically connected with tourism industry. The tourism industry has been developed as source of revenue in terms of taxes and fees to the local government; which was not earlier source of earning in Murud & Marleshwar. It is also observed that the tourism has developed as secondary income source of the local people in Kshetra Parshuram, Hedvi and some of the villages of Dapoli. The study demonstrates that the economy of Ganpatipule has mainly depended upon tourism industry.

## **11. Tourism has made moderate impact on Socio-economic development of people in Ratnagiri district**

This study concludes that tourism has moderately contributed on socio-economic development of local people in Ratnagiri district (Table No.). Tourism has offered additional employment opportunities and also influenced living standards of local people. It has resulted in growth of hotels & allied industries as well as mainly contributed for an investment flow in rural areas.

The social impacts of tourism were especially observed in Velas and Dapoli. It has observed that local people are becoming socially aware and coming in organised form to make tourism more responsible & sustainable in this region. Tourists' care & information centers have established in Dapoli on voluntary basis; whereas hoteliers and other service providers including local urban bank took initiative as an organiser for hospitality training campaigns in Dapoli. These programmes are being organised for local people and intermediaries in Dapoli.

## **12. Economic impact of tourism is greater than social impact in Ratnagiri district.**

Tourism has provided various economic benefits in Ratnagiri district including revenue generation, increase in demand for local products as well as new employment opportunities. Social contribution of tourism is also considerable in respect to women empowerment through equal employment opportunities. In addition to this there is huge scope to improve people's participation in public administration & right for equal distribution of resources as well as there is also scope for sustainable tourism development; in the present tourism development this approach is absent.

**13. Tourism has offered employment opportunities to female population in Ratnagiri district.**

Tourism has observed more beneficial to female entrepreneurs & workers in Ratnagiri district. Most of domestic hotels & accommodations facilities are owned & operated by female members only. As well as various tourism festivals have stood as an important opportunity to women's' SHG to sale their home made products. The proportion of women employers & employees has considerably increased in most of tourist villages onward 2000.

**14. Tourism has brought boom in real estate pricing in Ratnagiri district.**

Investment in land & properties has become new trend in Ratnagiri district. More than hundred websites and numbers of agents and agencies have become more active as intermediaries in real estate dealing. This trend has mainly developed due to the increasing tourism in region. Farm house, holiday home, bungalow with scenic view & or beach view has stood as important attraction behind such investments. It has resulted for growth of land mafias & regional unrest.

**15. Increasing participation of Local people in tourism planning & programming in Ratnagiri district.**

This study concludes that local people are become more aware of their role in tourism programming and planning in Ratnagiri district. Local people have become active and well organised at most of places to gain the benefits of tourism. Before 2000 there was only three community based organisations (CBO) directly concern to tourism; today their 42 CBOs those are directly associated with tourism and allied activities (Table No.). Local organisations like Konkas Vikas Pratishthan, Konkan Mitra Sanghatan have shown active involvement in destinations marketing and entrepreneurship development to grab tourism opportunities in the region. Tourism co-operatives and Womens' SHGs are actively involved in regional policy making, tourism promotion & programming.

**16. Lack of professional approach, poor infrastructure & ineffective marketing has affected on growth of tourism in Ratnagiri district.**

Tourism is service oriented business. Its sustainability is depended upon healthy practices and quality services. The study has revealed that there is enough scope to train the local people and service providers in respect to tourism hospitality. Especially in

Murud, Guhagar, Lote-Parshuram & Dapoli tourists have expressed their negative impression towards services of local operators. Limited resources, conservative approach, unskilled staff & purely commercial approach are observed as major hurdles in their services.

Infrastructure & strategic marketing are basic requirement for the growth & development of tourism. Ratnagiri district has huge tourism potential but lack of road & transport network, shortage of accommodations; poor services are major drawbacks in growth & development of tourism. Trains do not have state & national connectivity. Airport & marine transport facilities are not available. Public road transport is very poor & less frequent. Accommodation shortage is major issue in Ganpatipule, Murud, Dapoli, Guhagar & in Ratnagiri city.

#### **17. Week end tourism has developed as new trend of tourism in Ratnagiri district.**

Most of tourism activities in Ratnagiri district are seasonal. But it has observed that the young generation those who are mainly engaged in IT Industries as well as other private industries in Pune, Mumbai and nearby districts are giving visits to celebrate their weekends in Konkan. Beaches are observed as their favorite destinations for such celebrations. Most of these tourists are giving preferring beaches of Ratnagiri district due to traveling convenience.

The district has developed as weekend tourist destination. This trend has offered additional business opportunities in off period also. An entertainment and leisure has observed as main intention of such weekend celebrators. It may cause cultural conflicts in future; in certain cases local people have expressed their negative opinion to promote such type of tourism in their region. Tourist's road accidents and sinking incidents especially at Ganpatipule and Guhagar beach is demanding safe and secure tourism policy in the district.

#### **18. Tourists' safety has emerged as serious issue in beaches tourism.**

This study concludes that Beach tourism has developed as second important type of tourism in Ratnagiri district. Total nine beaches are observed as more favoured beaches in study region. But tourists' safety has become serious issue at most of these beaches including Ganpatipule, Guhagar, Murud, Harnei and Anjarle beaches. During 2007 to 2013 total 41 tourists have lost their life in various beach activities at these

beaches. Ganpatipule & Guhagar are almost unsafe to swim during high tide period. Lack of safety measures are one more important reason for increasing death toll at these beaches.

#### **19. New places are emerging as tourist destinations in Ratnagiri district.**

Tawsal beach, Ade beach, Bhudal, Ambavali & Kolisare villages, Temple of Turambav, Jaigad port etc. places as well as Dabhol-Bankot ferry boat services, costal highway & bridges, Khopi-Shirgoan Ghat these places are also emerged as tourist destinations. Tourists are observed in search of such new peaceful destination which are unattempt.

### **9.2 Suggestions**

Socio-economic developments of the people may not be achieved with short term policies and projects; it demands sustainability of the project in terms of economic, social, environment and cultural values. Benefits of any development should be reached to the grass-root level people and such development should be able to satisfy to concern stakeholders. Tourism developments in the Ratanagiri district may sustainable and contributory in socio-economic development of local people if resources are identified and marketed in a realistic manner.

Following suggestions have made in this regard.

**1.** Host communities involvement, expectations and their socio-economic benefits should be considered while designing and framing regional tourism policies. People of Ratnagiri district have expressed their protests and agitation against several industrial projects like Sterlight Industry, Dabhol power project, HPCL and many more. Therefore while designing any long term development plan like Marin Park, Amusement Park, bird sanctuary public hearing need to be conducted and local communities' wellbeing should be considered on priority basis.

**2.** Religious and natural resources are back bone of tourism industry in Ratnagiri district. These resources should be developed on priority basis by providing necessary infrastructure for tourism development in Ratnagiri district. There are numerous destinations like *Shree Durgadevi* temple of Dabhol, Ganesh temple of Anjarle, *Dhootpapeshwar* of Rajapur, Tiware waterfall, Rajapur Ganga temple and or Vashishti

backwater project etc. places are become popular due to because tourists voluntary response to these places. But, they do not spend additional money and also avoids stay at these places due to non availability of any infrastructural facilities.

**3.** The district has noble history. Total 17 forts of districts are sign of various kingdoms. Numerous monuments and historic attractions like; *Kasba Sangameshwar*, *Suwarnadurga* of Harnei, *Ambolgad* of Rajapur, Theba Palace of Ratanagiri, *Rasalgad*, *Mahipatgad* of Khed, Masque of Dabhol as well as costal forts of Harnei, Jaigad etc. places should developed as tourism destinations with visual effects by highlighting history of those places. Local people's involvement should be encouraged in value conservation of these monuments by offering them direct benefits. Most of such monuments have destroyed at local level for personal interest. Local people will conserve these places if they are socio-economically benefited by development of these places.

**4.** Women's small saving groups of Ratanagiri district have shown their interest in hospitality sector. But, lack of technical knowledge and absence of professional approach are major hurdles in their contribution. These groups are performing better in various tourism festivals; but their returns are comparatively less even after huge response of tourists. These groups need to be trained properly by providing necessary support to develop professionalism and hospitality approach with the mutual co-operation of MTDC and professional agencies.

**5.** According to tourists' response carrying capacities of certain tourist destinations are comparatively less. Such as places like Murud, Dapoli, Guhagar, Ganpatipule, Pawas; where lodging, boarding are not available in sufficient numbers. MTDC may take lead to establish its lodging and boarding sources at these destinations. MTDC should extend its accommodation capacity at Ganapatipule also.

**6.** Ganpatipule and Guhagar are tourists' hotspot. These places are known for religious and beach tourism. Increasing death toll at these beaches demanded emergency services and safety measures. A separate and safe swimming zone with net wall is recommended at these beaches. Swimming should not be banned at these beaches; swimming or sun bath is main interest point of tourist at these destinations. These destinations may lose its tourism value if tourists are banned to enter the sea water.

**7.** Gangateerth is a seasonal tourist destination in Rajapur tehsil. More than 2-3 lakhs tourists visits this place on appearance of natural stream i.e. *Ganga* of Rajapur. Local businesses are earning maximum income on this occasion. This destination demands supplementary tourist resources like children's park, Meditation center and Ashram for religious activities. Temple need to be renovated and religious environment need to be maintain as like *Swami Swaroopanand Ashram* of Pawas to maintain continuous flow of tourists. This will offer regular business opportunity to local people.

**8.** Narrow roads, lack off short tourist circuits' i.e. huge distance in two destinations and public parking etc. are the burning issues in tourism developments of Ratanagiri district. These issues recommend; that there should be short inter connections of roads with motor-able bridges on the river and cricks. For example Velas, Kelshi, Anjarle, Harnei to Murud may form one tourists circuit if Kelshi Velas connected by motarable bridge. Similarly; travel to Guhagar via Dapoli & Dabhol may finish within two hours instead of four hours if over bridge is constructed on Dabhol creek. This proposal is pending at ministry level since 2000. Delay in execution of project may adversely affect on budgetary provision.

**9.** Water sports at Vashishti River and Jaigad Creek, marine transport from Mumbai to Ratanagiri and local level as well as provision of hanging bridge at Marleshwar, Nivali and Sawatsada waterfalls may change tourism scenario of the district.

**10.** Climate and vegetation of Ratnagiri district is suitable for medical-health tourism. Such developments are absent at present. On the basis of Kerala model naturotherapy centers need to be launched in the district. Ayurvedik product manufacturing units of Kolthare, Guhagar & Awashi are ideal examples of existence such market in the region. encouraged

**11.** Rope way is especially recommended in Marleshwar valley & at Harnei light house. Marleshwar is second crowded destination after Ganpatipule. Waterfall, cave & deep valley etc. are important tourist attractions in Marleshwar. Ropeway & or Hanging rope bridge is basic requirement at this place for easy access as well as to offer a thrill & to promote adventurous tourism.

Kanakdurg of Harnei port is situated in deep water. Most of tourists want to visit this place. But lack of boating facilities; tourist gave visit to Harnei light house. These

two place can easily connect by rope way. A Museum of great Maratha warriors in the memory of King Shivaji needs to construct at this fort as tourist attraction.

**12.** Marin Park & Scuba diving with snorkeling facilities have huge potential in Ratnagiri district. These projects will offer easy employment to local people as well as will encourage tourists to extend their stay & to spend more. These projects can attract foreign tourists also.

**13.** Airport connectivity & tourism purpose special train like ‘Palace on Wheels’ is mainly suggested to increase FTA in Ratnagiri district.

Special tourism development plan should be lineout in three four phases within a period of five years to stop employment purpose migration of local people towards Mumbai, Pune and abroad. A training institution with professional staff needs to be start to train Local people; especially for those people who are directly connected with tourism services to develop hospitality approach & to develop their entrepreneurship skills.

## Appendix-I

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-

**Part-A****Questionnaire**

**'A Study of Impact of Tourism on Socio-Economic Development  
- in Ratnagiri District'.  
(Households survey)**

**Place:-**

---

- Place of residence :
  - Relationship to the head of household :
  - Sex :      M /F
  - Age (in completed years)
  - Religion :
  - Marital status :
  - Literacy and level of education :
  - Type of school/College and medium of instruction :
  - Vocational/technical education :
  - Migration status :    Local / Migrated – Temporary or Permanent
  - Occupation :
- 

N.B. Respondents are requested to select given option & Tick Mark( ✓) to express His/her true opinion against given statements

**Opinion Rating**

<b>Strongly Disagree</b>	<b>Moderate Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Moderate Agree</b>	<b>Agree</b>
-3	-2	-1	0	1	2	3

**Part-B**  
**Respondents Response Sheet**

Code No

Date

**“Tourism developments at ..... has made following impacts on local community”**

---- Do you agree with this statement? Select proper option.

Sr. N.	Socio-Economic Indicators	-3	-2	-1	0	1	2	3	Office Work
1.	Improvement in level of Income class								
2.	Increase in Employment opportunities								
3.	Increase in General Prices & value of goods and services								
4.	Increase in cost of Land & Properties								
5.	Increase in Revenue & Tax of Local Authority								
6.	Increase in Labour cost								
7.	Change in Occupational Structure								
8.	Increase in demand for Local Products								
9.	Equal Opportunity to Female Population								
10.	Improvement in Women Status								
11.	Infrastructure Developments								
12.	Communities Social Involvement								
13.	Opportunity to Skilled Job & Labour								
14.	Increase in Hotels and ancillary Industries								
15.	Improvement in Living Standard								

16.	Increase Population Density							
17.	Increase in Literacy & Communication Skills							
18.	Increase in Sex Ratio							
19.	Increase in social issues & Conflicts							
20.	Impact on Culture, Values & Customs							

Date-

Signature of the Respondent

For Office Use Only

- Response Sheet No. –
- Whether all questions are answered? ----  Yes  No
- Tourist Season ----  Peak  Off

Date: -

Name & Signature of the Interviewer

Place:-

### **Appendix-III**

#### **'A Study of Impact of Tourism on Socio-Economic Development in Ratnagiri District'.**

##### **Questionnaire- A**

##### **(Tourist's Opinion)**

- Name of Tourist Center- -----
- Name & Address of the Tourist -----  
-----

Sr. No.	Criterion	Sub- criterion	Tick mark
1	Age		
2	Sex		
3	Religion & Caste		
4	Marital Status		
5	Other Relatives		
6	Edu. Qualification		
7	Occupation	Agriculture Business Service Other	
8	Monthly Income (In Rs.)	Less than Rs. 25,000/- Rs. 25,000/- To 50,000/- Rs. 50,0001 To 75,000/- More than Rs. 75,000/-	
9	Purpose of Visit	Pilgrimage Entertainment Business Government work Service Friends & Relatives	

10	How many time visited	Once in a year Frequently First Time	
11	Mode of Travel	Railway MSRTC Hired Vehicle Owned Vehicle Other	
12	Stay at Tourist center	One Day Two Day Three Day Four Day More than four days	
13	Type of Accommodation preferred	Lodge Govt. Rest House Bhakta- Niwas Paying Guest Friend's/ Relative's	
14	Travel Accompany	Family Friends Tourist Group School/ College Tour	
15	Most favorable/ preferred Tourist season	Ganesh Chaturthi Holi Diwali Christmass New Year Week End Summer Vacation Fairs	
16	Purchase of Devotional articles, products.	Up to Rs. 300/- Up to Rs. 500/- Up to Rs. 700/- Rs.1,000/- & above	

Date :-

Place :-

Signature

‘A Study of Impact of Tourism on Socio–Economic Development of  
- with Special Reference to Ratnagiri District’.

### **Questionnaire- B**

#### **1] Views of the Tourists about the Infrastructure Facilities**

**(Score Points- 8 to 10 for Excellent, 6 to 7 for Good, 4 to 5 for Satisfactory and 1 to 3 for Un-Satisfactory)**

##### **A) Accommodation**

Place	Excellent (8 to 10)	Good (6 to 7)	Satisfactory (4 to 5)	Unsatisfactory (1 to 3 )
Beach				
Temple				
Other				

##### **B) Transportation**

Place	Excellent (8 to 10)	Good (6 to 7)	Satisfactory (4 to 5)	Unsatisfactory (1 to 3 )
Beach				
Temple				
Other				

##### **C) Food**

Place	Excellent (8 to 10)	Good (6 to 7)	Satisfactory (4 to 5)	Unsatisfactory (1 to 3 )
Beach				
Temple				
Other				

##### **D) Darshan Facility**

Place	Excellent (8 to 10)	Good (6 to 7)	Satisfactory (4 to 5)	Unsatisfactory (1 to 3 )
Beach				
Temple				
Other				

## **2] Views of the Tourists about the behaviour of local people**

Place	Excellent (8 to 10)	Good (6 to 7)	Satisfactory (4 to 5)	Unsatisfactory (1 to 3 )
Beach				
Temple				
Other				

## **3] Views of the Tourists about the Tourist Center**

Place	Excellent (8 to 10)	Good (6 to 7)	Satisfactory (4 to 5)	Unsatisfactory (1 to 3 )
Beach				
Temple				
Other				

## **4] Views of the Tourists about Safety**

Place	Excellent (8 to 10)	Good (6 to 7)	Satisfactory (4 to 5)	Unsatisfactory (1 to 3 )
Beach				
Temple				
Other				

## **5] Suggestions**

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Date :-

Place :-

Signature

## Appendix- IV

Table No.-1  
**Place wise average Satisfaction (Ni) of Halt Factor**

<b>Sr.No</b>	Tourist Destinations	Average Satisfaction (%)			
		Excellent	Good	Satisfactory	Unsatisfactory
1.	Murud	8.29	6.57	4.55	3.00
2.	Dapoli	8.42	6.57	4.60	2.63
3.	Velas	8.40	6.65	4.67	2.20
4.	Parshuram	8.63	6.60	4.55	2.57
5.	Guhagar	8.36	6.57	4.39	2.63
6.	Hedvi	8.29	6.71	4.64	2.62
7.	Ganapatipule	8.43	6.72	4.70	2.72
8.	Ratanagiri	8.31	6.64	4.53	2.75
9.	Pawas	8.40	6.50	6.62	4.57
10.	Gangateerth	8.00	6.58	4.68	2.75
11.	Marleshwar	00	6.40	4.40	2.64
	Average -	8.35	6.59	4.75	2.82

21,26,9,4

$$174.09+170.82+40.95 +12= 397.86/60= 6.63$$

Table No.-2  
**Place wise average Satisfaction (Ni) of Travel Factor**

<b>Sr.No</b>	Tourist Destinations	Average Satisfaction (%)			
		Excellent	Good	Satisfactory	Unsatisfactory
1.	Murud	8.45	6.62	4.59	2.71
2.	Dapoli	8.27	6.39	4.69	2.62
3.	Velas	8.00	6.62	4.60	2.80
4.	Parshuram	8.29	6.58	4.59	2.60
5.	Guhagar	8.37	6.61	4.67	2.83
6.	Hedvi	8.00	6.64	4.67	2.67
7.	Ganapatipule	8.38	6.73	4.58	2.71
8.	Ratanagiri	8.33	6.53	4.67	2.75
9.	Pawas	8.29	6.58	4.11	2.83
10.	Gangateerth	8.22	6.71	4.54	2.74
11.	Marleshwar	8.33	6.60	4.58	2.63
	Average -	8.26	6.60	4.57	2.71

Table No.3  
**Place wise average Satisfaction (Ni) of Food Factor**

<b>Sr.No</b>	Tourist Destinations	Average Satisfaction (%)			
		Excellent	Good	Satisfactory	Unsatisfactory
1.	Murud	8.44	6.52	4.58	3.00
2.	Dapoli	8.48	6.45	4.58	2.60
3.	Velas	8.00	6.33	4.75	2.70
4.	Parshuram	8.54	6.58	4.44	2.75
5.	Guhagar	8.30	6.57	4.56	2.64
6.	Hedvi	8.43	6.63	4.44	2.67
7.	Ganapatipule	8.31	6.67	4.64	2.70
8.	Ratanagiri	8.40	6.15	4.80	2.83
9.	Pawas	8.35	6.56	4.66	2.68
10.	Gangateerth	8.00	6.73	4.52	2.69
11.	Marleshwar	8.00	6.62	4.59	2.16
	Average -	8.29	6.52	4.59	2.67

Table No.4  
**Place wise average Satisfaction (Ni) of Darshan/ Worship Factor**

<b>Sr.No</b>	Tourist Destinations	Average Satisfaction (%)			
		Excellent	Good	Satisfactory	Unsatisfactory
1.	Murud	8.24	6.34	4.71	3.00
2.	Dapoli	--	--	--	--
3.	Velas	--	--	--	--
4.	Parshuram	8.35	6.56	4.68	3.00
5.	Guhagar	8.38	6.64	4.53	2.50
6.	Hedvi	8.19	6.64	4.67	2.67
7.	Ganapatipule	8.38	6.69	4.75	2.67
8.	Ratanagiri	--	--	--	--
9.	Pawas	8.33	6.59	4.60	2.58
10.	Gangateerth	8.20	6.68	4.67	2.60
11.	Marleshwar	8.30	6.29	4.69	2.87
	Average -	<b>8.29</b>	<b>6.55</b>	<b>4.66</b>	<b>2.73</b>

**Table No.5**  
**Place wise average Satisfaction (Ni) of Local People Factor**

<b>Sr.No</b>	Tourist Destinations	Average Satisfaction (%)			
		Excellent	Good	Satisfactory	Unsatisfactory
1.	Murud	8.40	6.36	4.60	3.00
2.	Dapoli	8.54	6.61	4.45	2.56
3.	Velas	8.29	6.58	4.75	2.72
4.	Parshuram	8.41	6.60	4.55	2.00
5.	Guhagar	8.22	6.65	4.60	2.56
6.	Hedvi	8.02	6.64	4.71	2.70
7.	Ganapatipule	8.38	6.63	4.78	2.80
8.	Ratanagiri	8.33	6.75	4.82	2.71
9.	Pawas	8.00	6.68	4.54	2.51
10.	Gangateerth	8.46	6.67	4.67	2.65
11.	Marleshwar	8.16	6.58	4.62	2.64
	Average -	8.29	6.61	4.64	2.62

**Table No.6**  
**Place wise average Satisfaction (Ni) of Other Management Factor**

<b>Sr.No</b>	Tourist Destinations	Average Satisfaction (%)			
		Excellent	Good	Satisfactory	Unsatisfactory
1.	Murud	8.44	6.67	4.33	2.53
2.	Dapoli	8.44	6.57	4.45	2.63
3.	Velas	8.30	6.65	4.17	2.62
4.	Parshuram	8.33	6.44	4.58	2.67
5.	Guhagar	8.29	6.71	4.76	2.58
6.	Hedvi	8.00	6.71	4.72	2.75
7.	Ganapatipule	8.24	6.75	4.64	2.75
8.	Ratanagiri	8.22	6.61	4.70	2.53
9.	Pawas	8.40	6.54	4.60	2.70
10.	Gangateerth	8.00	6.73	4.52	2.73
11.	Marleshwar	8.22	6.68	4.70	2.54
	Average -	8.26	6.64	4.56	2.63

**Table No.-7**  
**Place wise Satisfaction Index with Rank (Sli) of Halt Factor**

Sr. No.	Tourist Destinations	Satisfaction Index	Rank
1.	Murud	6.63	2
2.	Dapoli	5.97	4
3.	Velas	5.96	1
4.	Parshuram	6.23	3
5.	Guhagar	6.98	1
6.	Hedvi	5.70	2
7.	Ganapatipule	5.28	4
8.	Ratanagiri	6.11	1
9.	Pawas	4.77	5
10.	Gangateerth	3.56	6
11.	Marleshwar	3.53	6
		<b>5.52</b>	

**Table No.-8**  
**Place wise Satisfaction Index with Rank (Sli) of Travel Factor**

Sr. No.	Tourist Destinations	Satisfaction Index	Rank
1.	Murud	7.66	1
2.	Dapoli	5.46	5
3.	Velas	4.51	5
4.	Parshuram	6.33	2
5.	Guhagar	5.57	4
6.	Hedvi	5.19	4
7.	Ganapatipule	5.30	5
8.	Ratanagiri	6.10	2
9.	Pawas	5.22	3
10.	Gangateerth	4.78	3
11.	Marleshwar	4.59	2
		<b>5.51</b>	

Table No.-9  
**Place wise Satisfaction Index with Rank (Sli) of Food Factor**

Sr. No.	Tourist Destinations	Satisfaction Index	Rank
1.	Murud	6.47	4
2.	Dapoli	6.15	3
3.	Velas	5.14	4
4.	Parshuram	6.86	1
5.	Guhagar	6.30	3
6.	Hedvi	3.68	6
7.	Ganapatipule	5.71	3
8.	Ratanagiri	5.65	4
9.	Pawas	6.11	2
10.	Gangateerth	4.63	4
11.	Marleshwar	3.68	5
		<b>5.48</b>	

Table No.-10  
**Place wise Satisfaction Index with Rank (Sli) of Darshan/ Worship Factor**

Sr. No.	Tourist Destinations	Satisfaction Index	Rank
1.	Murud	6.51	3
2.	Dapoli	--	--
3.	Velas	--	--
4.	Parshuram	6.19	2
5.	Guhagar	6.58	2
6.	Hedvi	6.46	1
7.	Ganapatipule	5.72	2
8.	Ratanagiri	--	--
9.	Pawas	6.62	1
10.	Gangateerth	5.04	1
11.	Marleshwar	4.40	4
		<b>5.94</b>	

Table No.-11  
**Place wise Satisfaction Index with Rank (Sli) of Local People Factor**

Sr. No.	Tourist Destinations	Satisfaction Index	Rank
1.	Murud	5.83	5
2.	Dapoli	6.52	1
3.	Velas	5.24	3
4.	Parshuram	5.94	5
5.	Guhagar	5.00	5
6.	Hedvi	6.20	3
7.	Ganapatipule	7.20	1
8.	Ratanagiri	6.08	3
9.	Pawas	4.33	6
10.	Gangateerth	5.03	2
11.	Marleshwar	5.40	1
		<b>5.70</b>	

Table No.-12  
**Place wise Satisfaction Index with Rank (Sli) of Other Management Factor**

Sr. No.	Tourist Destinations	Satisfaction Index	Rank
1.	Murud	5.27	6
2.	Dapoli	5.05	6
3.	Velas	5.74	2
4.	Parshuram	6.04	4
5.	Guhagar	4.85	6
6.	Hedvi	4.89	5
7.	Ganapatipule	5.12	6
8.	Ratanagiri	4.83	5
9.	Pawas	4.98	4
10.	Gangateerth	4.41	5
11.	Marleshwar	4.25	3
		<b>5.03</b>	

=====

**Appendix-V**

**Tourism Impact Table -2005-2013**

**Growth & Development of Services, Amenities & Other Factors at Study Places in Ratnagiri District – Onward-2005**

1. Murud 2.Dapoli 3.Velas 4.Parshuram 5.Guhagar 6.Hedvi 7.Ganapatipule 8.Ratnagiri 9.Pawas  
 10.Ganagateerth 11.Marleshwar

**B- Before-2005**

**A- After -2005**

**Y-YES**

**N- NO**

Sr. N.	Services, Amenities and Other Factors	1		2		3		4		5		6		7		8		9		10		11
		B	A	B	A	B	A	B	A	B	A	B	A	B	A	B	A	B	A	B	A	B
1.	No. of BANKS	0	0	9	13	0	0	0	0	5	9	1	3	6	10	11	17	2	4	0	0	0
2.	No. of ATMS	0	0	1	3	0	0	0	0	0	2	0	1	0	4	1	11	0	1	0	0	0
3.	No. of Credit Co-Op. Societies	3	5	5	11	1	3	2	4	4	6	2	4	4	7	13	19	2	5	1	2	1
4.	Increase in Numbers of Public Transport BUS	--	Y	--	Y	--	Y	--	Y	--	Y	--	Y	--	Y	--	Y	--	Y	--	Y	--
5.	Pvt. Bus Transport	N	Y	Y	Y	Y	Y	Y	Y	Y	Y	N	Y	Y	Y	Y	Y	Y	Y	N	Y	N
6.	Increase in Nos. of Hotels/ Restaurants	--	Y	--	Y	--	Y	--	Y	--	Y	--	Y	--	Y	--	Y	--	Y	--	Y	--
7.	Increase in No. of Employees in Hotels- Lodges & Shops	--	Y	--	Y	--	Y	--	Y	--	Y	--	Y	--	Y	--	Y	--	Y	--	Y	--
8.	Technological Advancement in Business	N	Y	Y	Y	N	Y	N	Y	N	Y	N	Y	Y	Y	Y	Y	N	Y	N	Y	N
9.	Growth in Employees Salary	--	Y	--	Y	--	Y	--	Y	--	Y	--	Y	--	Y	--	Y	--	Y	--	Y	--
10.	No. Lodges	--	Y	--	Y	--	Y	--	Y	--	Y	--	Y	--	Y	--	Y	--	Y	--	Y	--

Continued....

### Tourism Impact Table-2005-2013

- 1. Murud 2.Dapoli 3.Velas 4.Parshuram 5.Guhagar 6.Hedvi 7.Ganapatipule 8.Ratnagiri 9.Pawas  
10.Ganagateerth 11.Marleshwar**

**B- Before-2005**

**A- After -2005**

**Y-YES**

**N- NO**

11.	<b>Carrying Capacity of Lodges</b>	--	<b>Y</b>	--	<b>Y</b>	<b>N</b>	<b>Y</b>	--	<b>Y</b>	--	<b>Y</b>	--	<b>Y</b>	--	<b>Y</b>	--	<b>Y</b>	--	<b>Y</b>	<b>N</b>	<b>Y</b>	<b>N</b>
12.	<b>No. of Tour Operators</b>	0	<b>3</b>	2	<b>9</b>	0	<b>1</b>	1	<b>3</b>	3	<b>9</b>	1	<b>4</b>	8	<b>11</b>	9	<b>14</b>	2	<b>4</b>	0	<b>0</b>	1
13.	<b>No. of Tourist Vehicles(Local)</b>	2	<b>9</b>	--	<b>20+</b>	1	<b>5</b>	2	<b>7</b>	--	<b>15+</b>	4	<b>7</b>	--	<b>14</b>	--	<b>37+</b>	4	<b>9</b>	1	<b>5</b>	2
14.	<b>New Source of Income to Local Governing Authority</b> <ul style="list-style-type: none"><li>• Vehicles Toll</li><li>• Visitors Entrance Fees</li><li>• Parking Charges</li></ul>	N	<b>Y</b>	N	<b>N</b>	N	<b>Y</b>	N	<b>Y</b>	N	<b>Y</b>	N	<b>Y</b>	N	<b>Y</b>	N	<b>Y</b>	N	<b>Y</b>	N	<b>Y</b>	N
15.	<b>Other Amusement Facilities</b>	N	<b>Y</b>	N	<b>Y</b>	N	<b>Y</b>	N	<b>Y</b>	N	<b>Y</b>	N	<b>Y</b>	N	<b>Y</b>	N	<b>Y</b>	N	<b>Y</b>	N	<b>Y</b>	N
16.	<b>Post Office</b>	Y	<b>Y</b>	Y	<b>Y</b>	N	<b>Y</b>	Y	<b>Y</b>	Y	<b>Y</b>	Y	<b>Y</b>	Y	<b>Y</b>	Y	<b>Y</b>	Y	<b>Y</b>	Y	<b>Y</b>	Y
17.	<b>Telephone</b>	N	<b>Y</b>	Y	<b>Y</b>	N	<b>Y</b>	Y	<b>Y</b>	Y	<b>Y</b>	N	<b>Y</b>	Y	<b>Y</b>	Y	<b>Y</b>	N	<b>Y</b>	N	<b>Y</b>	N
18.	<b>Police Station</b>	N	<b>N</b>	Y	<b>Y</b>	N	<b>N</b>	Y	<b>Y</b>	Y	<b>Y</b>	Y	<b>Y</b>	Y	<b>Y</b>	Y	<b>Y</b>	Y	<b>Y</b>	Y	<b>Y</b>	N
19.	<b>Increase in Nos. of Shacks/Dhabas</b>	--	<b>Y</b>	--	<b>Y</b>	--	<b>Y</b>	--	<b>Y</b>	--	<b>Y</b>	--	<b>Y</b>	--	<b>Y</b>	--	<b>Y</b>	--	<b>Y</b>	--	<b>Y</b>	--

Continued...

		<u>Tourism Impact Table-2005-2013</u>																				
		1. Murud 2.Dapoli 3.Velas 4.Parshuram 5.Guhagar 6.Hedvi 7.Ganapatipule 8.Ratnagiri 9.Pawas										10.Ganagateerth 11.Marleshwar										
		B- Before-2005										A- After -2005										
21.	Schools	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
22.	Petrol Pumps	N	N	1	4	N	N	1	3	N	1	N	N	1	2	7	9	N	1	N	N	
23.	Women's SHG	N	2	1	5	N	3	N	3	2	5	N	3	2	4	3	09+	1	3	N	2	N
24.	Traders/Hoteliers Associations	N	Y	Y	Y	N	N	N	Y	Y	Y	N	Y	Y	Y	Y	Y	Y	Y	N	Y	
25.	Separate Parking Facility	N	Y	Y	Y	N	N	N	Y	N	Y	N	Y	Y	Y	Y	Y	Y	N	Y	N	Y
26.	Ticketing Office/Booth/Agent	N	Y	N	Y	N	N	N	Y	N	Y	N	Y	Y	Y	Y	Y	Y	N	N	N	N
27.	Tourist Information Centers	N	N	N	Y	N	N	N	N	Y	N	N	Y	Y	Y	Y	Y	Y	N	N	N	N
28.	In migration of Outsiders	N	Y	Y	Y	N	N	N	Y	N	Y	N	Y	Y	Y	Y	Y	Y	N	Y	N	Y
29.	Tourism Workshops/Training Programmes	N	Y	N	Y	N	Y	N	Y	N	Y	N	Y	Y	Y	Y	Y	Y	N	Y	N	N
30.	Special Tourism Festivals	N	Y	N	Y	N	Y	N	N	N	Y	N	N	N	Y	N	Y	N	N	N	N	N

## Appendix-VI

### Govt. of India Tourism Circuit Plan &Funding (2007-2013)

<b>LIST OF MEGA DESTINATION/CIRCUITS IDENTIFIED/SANCTIONED ( In Lakh)</b>					
<b>Sl. No.</b>	<b>State/UTs</b>	<b>Name of the Mega Project/Circuits</b>	<b>Year of Sanction</b>	<b>Amount Sanction ed</b>	<b>Amount Released</b>
1.	Andhra Pradesh	Charminar area of Hyderabad-Destination	2007-08	994.75	796.79
2.		Tirupati Heritage Circuit	2008-09	4652.49	2326.25
3.		Kadapa Heritage Tourist Circuit	2008-09	3692.89	1846.44
4.		Development of Buddhavanam project at Nagarjunasagar	2012-13	2224.23	1112.12
5.		Development of Vishakhapatnam Bheemunipatnam Beach Corridor as a Mega Circuit	2012-13	Identified	
6.	Assam	National Park Mega Circuit covering Manas, Orang, Nameri Kaziranga, Jorhat, Sibsagar & Majouli	2010-11	Identified	
7.	Bihar	Bodhgaya-Rajgir-Nalanda-Circuit	2006-07	1922.42	961.21
8.	Chattisgarh	Jagdalpur-Tirathgarh-Chitrakoot-Barsur-Dantewada-Tirathgarh Circuit	2008-09	2347.39	870.30
9.	Delhi	Illumination of monuments- Circuit	2006-07	2375.09	1187.54
10.		Development of Dilli Haat, Janakpuri.	2010-11	Identified	
11.	Goa	Churches of Goa Circuit	2008-09	4309.91	2154.95
12.	Gujarat	Dwarka-Nageshwar-Bet Dwarka Circuit	2008-09	798.90	394.95
13.		Shuklatirth –Kabirvad -Mangleshwar- Angareshwari Circuit	2011-12	4650.97	2325.48
14.	Haryana	Panipat-Kurukshetra-Pinjore Circuit	Phase-I 2006-07 (S-1630.03) (R-1161.23) Phase-II 2008-09 (S-1545.22) (R-35.54)	3175.25	1196.77
15.	Himachal Pradesh	Eco & Adventure Circuit (Kullu-Katrain-Manali)	2009-10	identified	
16.	Haryana & Himachal	Panchkula – amunanagar(Haryana) – Punta Sahib	2010-11	3253.06	1626.53

	Pradesh				
17.	Jammu & Kashmir	Mubarak Mandi Heritage Complex, Jammu – Destination	2010-11	Identified	
18.		Naagar Nagar Circuit (Watlab via Hazratbal, Tulumullah, Mansbal and Wular Lake), Srinagar	2011-12	3814.56	722.12
19.		Development of Leh as a Mega Tourist Destination-Setting up of Trans Himalayan Cultural Centre in Leh, J&K	2010-11	2242.95	448.59
20.	Jharkhand	Mega Destination at Deoghar	2011-12	2371.19	1185.59
21.		Development of Ranchi Saraikela	2012-13	3812.53	500.00

*Source: Go I- Secretariat Reference Note- No. 13 /RN/Ref./August/2013*

## **Appendix-VII**

### **MTDC Project Plan & Project Funding**

Maharashtra Tourism Development Corporation (MTDC) is the nodal agency for implementation of tourism policy in the State. During 2011-12, under centrally sponsored scheme (100 per cent) for six projects ` 86.64 crore were sanctioned, ` 46.53 crore were released by GoI and an expenditure of ` 34 crore was incurred. During 2012-13, under centrally sponsored scheme (100 per cent) for two projects ` 67.30 crore were sanctioned, ` 9.07 crore were released and an expenditure of ` 3.50 crore was incurred. During 2012-13, for 10 projects GoM has sanctioned ` 59.46 crore, released ` 41.50 crore and an expenditure of ` 40.06 crore was incurred. The funds sanctioned by State and expenditure incurred are given in following Table-1.

**Table No.-1  
Funds sanctioned by State for Tourism Projects &  
Expenditure incurred**

(Rs, In Lakh)				
Year	Projects (Nos.)	Fund Sanctioned	Amount Received	Expenditure Incurred
2011-12	43	12,537.66	7,291.80	3,320.34
2012-13	10	5,945.66	4,150.00	4,006.35
2013-14	06	28,245.26	7,290.00	4,093.39

*Source:* MTDC

### **Wild Life and National Parks / Sanctuaries**

7.60 As per the National Tiger Conservation Authority, the population of tigers in the State is estimated between 160 and 196. To conserve and protect wildlife, GoM has sanctioned five new wild life sanctuaries viz. i) Great Indian Bastered in Osmanabad & Solapur districts (area 1.98 sq km), ii) Bor in Nagpur & Wardha districts (area 60.69 sq km), iii) Nagzira in Gondia district (area 151.33 sq km), iv) Navegaon in Gondia district (area 122.76 sq km) and v) Umrer Karhandla in Nagpur & Bhandara districts (area 189.29 sq km). Project wise area and expenditure under wildlife and national parks / sanctuaries is given in Table-2

Table No.-2

**Project wise area and expenditure under wildlife & national parks/ sanctuaries**

<b>Sr. No.</b>	<b>Scheme</b>	<b>Area (Sq. Km.)</b>	<b>Expenditure</b>		<b>Percent Change</b>
			<b>2011-12</b>	<b>2012-13</b>	
	Tiger Project				
1.	Melghat	1,677	11.72	5.16	(-) 56.0
2.	Tadoba-Andhari	620	26.75	3.91	(-) 85.4
3.	Pench	257	2.12	3.48	64.2
4.	Sahyadri	741	0.29	1.07	269.0
5.	Development of National Parks/ Sanctuaries	14,051	2.62	5.07	93.5
6.	Elephant Project Kolhapur	N.A.	0.20	0.20	0.0
	Total-	---	43.70	18.89	(-)56.8

Source: Dept. of Forest GoM.

## **Appendix-VIII**

### **Highlights of Maharashtra Tourism Policy-2006**

**GOVERNMENT OF MAHARASHTRA**  
Department of Tourism and Cultural Affairs  
Resolution No. MTC-2005/2/CR-172/Tourism  
Mantralaya, Mumbai 400 032, Dt. December, 2006.

- PERIOD OF OPERATION :-

This scheme comes into operation with effect from the 1st November, 2006 and shall remain in force for a period of **ten years** or until substituted by a new package scheme of incentives.

- COVERAGE :-

Coverage under the Tourism Policy-2006 – Tourism Projects in the Private Sector, State Public Sector/Joint Sector and the Co-operative Sector but not in the Central Public Sector will be considered for the incentives under “The Tourism Policy-2006”. The proposed tourist facilities shall be open to all and shall not be confined to the exclusive use of any particular individual or members of any group or club or have any such other restrictions.

- ELIGIBLE UNITS :-

- 1) Hotels, Heritage Hotels, Resorts and Health Farms, Health & Wellness spa and units registered under the Bed and Breakfast scheme of MTDC.
- 2) Motels and wayside amenities,
- 3) Apartment Hotels/Service Apartments,
- 4) Water Sports and Amusement Parks,
- 5) Arts and Crafts Villages,
- 6) Golf Courses,
- 7) Camping, Caravanning and Tent Facilities,
- 8) Aerial Ropeways,
- 9) Convention Centers,
- 10) Development of Hill Stations,
- 11) Adventure Tourism Projects
- 12) Houseboats

- 13) Eco-Tourism Projects.
- 14) Museums and Aquariums.
- 15) Projects approved by classification Committee of the Tourism Department of the State Government or Govt. of India.

- **Action Plan for the Next Five Years.**

The following action plan will be implemented in the next five years to achieve the above objectives and the long-term vision for 2025.

**1.** Development of infrastructure at tourist destinations : Various tourism facilities such as accommodation facilities, eateries, toilets, information centers, etc. would be developed at all destinations. For this, the incentive policy proposed will encourage private partnership in tourism related activities and infrastructure development. Access to weekend destinations (hill-stations, beaches, etc.) near major cities in Maharashtra would be given preference.

**2.** Accessibility to tourism destinations and wayside amenities: Approach roads would be identified to various tourist destinations in Maharashtra.

**3.** Development Control Regulation at destinations: 'Development Control Regulations' would be prepared to work as guidelines for development at and around important tourism destinations/ areas.

**4.** Strengthening of Bed and Breakfast scheme : The Bed and Breakfast scheme creates facilities for travelers at remote destinations (where hotel accommodation is not available) and provides income to the local people.

**5.** Recreational facilities at destinations: Entertainment facilities such as children's sports, horse rides, light and sound shows (based on feasibility) will be arranged at selected destinations.

**6.** Public-Private-Partnership: Specific destinations and monuments would be identified where public-private partnership is possible. Conservation plans would be prepared for the identified monuments. The concept of Public Private partnership would also be applied to the development of resorts at select destinations and for the organisation of festivals.

**7. World Heritage Sites:** Conservation and tourism development of three heritage sites (Ajanta, Ellora and Elephanta) are covered under external funding. Special attention will be given to the newly declared site - Chatrapati Shivaji Terminus. A detailed conservation and tourism plan will be prepared to showcase it as one of Mumbai's tourist attractions. Other monuments that are suitable to be promoted as world heritage sites would be identified in coordination with the concerned agencies such as ASI, State Directorate of Archaeology, etc.

**8. Cultural Tourism:** Distinctive aspects of Maharashtra's rich culture and tradition would be identified and promoted as an integral part of Maharashtra's tourism. Identify and promote the State's folk arts and organize folk dance and music programmes at tourist destinations- State government would identify the artistes in the state and the details (name, art/dance type, contact details, etc.) of these artistes would be recorded in the tourism portal. - Register the artist or his/her group. Arrange cultural programmes at MTDC resorts/ destinations involving local art forms. Local cuisine would be identified and promoted at MTDC resorts. Food festivals showcasing various types of Maharashtrian cuisine would be organised. Identify local melas/festivals that have been traditionally held for many years to showcase these traditions.

**9. Crafts:** Since Maharashtra has a number of exclusive handicrafts; the government would undertake the following activities to promote the handicrafts industry in the state: - Appoint a design agency to develop products based on local crafts. Develop and promote the State's handicrafts industry through e-commerce.

**10. Pilgrimage Circuits :** Maharashtra is known for its pilgrimage centers like the Jyotirlingas, the Ashta Vinayaks and other famous temples at Shirdi, Pandarpur, Kolhapur, etc. Pilgrim circuits can be developed, connecting these pilgrimages. The responsibility for development of pilgrimage centres has been entrusted to the Urban Development Department or Rural Development Department.

**11. Rural Tourism :** Rural Tourism, Agricultural Tourism & Wine Tourism will be promoted considering state potential & varieties existing in our state.

**12. Fort /Fort Circuits :** Maharashtra has a large number of forts which are not only for their historical significance but also for their architectural excellence. The Government of Maharashtra in coordination with ASI and State Archeology, develop and

conserve these forts for realizing their tourism potential.

**13. Application of Information Technology for tourism :** Effective utilisation of the website/portal for tourism promotion of Maharashtra in India and abroad would be ensured. Online advertising material would be prepared by MTDC and posted on the portal. Online bookings for the Deccan Odyssey as well as for all MTDC resorts will be operationalised .

**14. Information Kiosks :** Government of Maharashtra would create kiosks at important airports, railway stations, bus stations and important public places to provide tourism information on an interactive basis with links to the tourism portal and on-line booking systems.

**15. Creating Awareness :** Create awareness among people about the importance of tourism, how to identify and plan tour options and on how to be an enlightened tourist. This would also include creating awareness about safety and environmental awareness.

**16. Safety & Security:** The Tourism Department will formulate the guidelines for the safety of tourists on the beaches of State as well as the those tourists venturing into water sports activities.

**17. Training and Capacity Building :** Carry out training needs assessment for tourism staff and plan for training programmes, with a view to capacity building of all partners and stake holders in the tourism sector. This will be in co-ordination with the "Atithi Devo Bhava" programme of the Central Government.

**18. Coordination and Monitoring :** State Government would form a committee involving the Department of Tourism, MTDC, and other related departments to play a coordinating role. This committee would also identify developmental needs (either infrastructure or site facilities) at various destinations. Special Task Forces would be created for the following activities: Public-private-partnership, arts and crafts, pilgrimage tourism, Development Control Regulations at destinations.

**19. Organisational Review :** A thorough review of institutional and staffing requirements of the Department of Tourism and MTDC would be taken up for restructuring the roles and functions of departments/individuals, based on the needs of tourism development in the State.

**20.** Nodal Office in New Delhi : A nodal office in New Delhi will focus on marketing for the Deccan Odessey and bookings for Maharashtra Tourism and MTDC resorts apart from liaisoning with other departments and agencies and handling promotional activities.

**21.** Single window clearance system: The Government will create a system for single window clearance for facilitating tourist projects in consultation with all concerned departments.

**22.** Tourist Survey Statistics: Periodic tourism statistics are not readily available in Maharashtra. A mechanism would be developed to collect tourism statistics in the State.

**23.** Evaluation and outcome budgeting : From the financial year 2005-06,

- **FISCAL INCENTIVES**

Tax exemption will be available to new units and expansion of existing units (as per the conditions set out earlier) in respect of the following taxes, up to 100% of capital investment or completion of the eligible period of 5, 7 or 10 years, whichever is earlier. The tax exemption will be available to eligible units conforming to the list in Annexure 'B' and falling within the eligible areas for a period of 5, 7 & 10 years respectively for A, B and C areas as shown in Annexure 'B' subject to the conditions hereinafter. The certificate of Entitlement & the eligibility certificate shall automatically stand cancelled on completion of the above period or the limit prescribed for eligible investment.-

**(a) List of taxes**

1) Total exemption from Luxury Tax (as applicable to Hotels) for a period of 7 & 10 years depending on the location of the tourism project in the B and C zones respectively & 50% exemption for a period of 5 years in A zone.

2) Total exemption from Entertainment Tax/Amusement Tax for a period of 5, 7 and 10 years depending on the location of the tourism project in the A, B, and C zones respectively.

3) Total exemption from Stamp Duty for the projects located in B and C zones and 50% exemption from stamp duty for projects located in A zone.

**(b) Electricity concessions-**

Electricity duty will be levied at industrial rates for the respective period.

**(c) Other Concessions:**

(1) 75% exemption from registration charges and 50% concession from payment of permit charges for sightseeing buses registered as such and approved by the transport authority, having minimum seating capacity of 25 seats and operating in Municipal Corporation areas and hill stations.

(2) Total exemption from Property Tax & Non-Agricultural Tax to all tourism projects run/owned/ by MTDC.

(3) The water rate/ tariff, shall be levied at maximum Industrial Rate.

(4) Property Tax shall be charged at Residential Rate.

(d) **NDZs** : Many tourism areas can attract a number of foreign as well as domestic tourists provided suitable areas/plots can be offered to such projects. As Govt. has allowed IT activities in No Development Zones (NDZ), tourism activities such as entertainment centers which include small golfing facilities, tourism villages, handicraft displays with no extra FSI should also be considered in the NDZ.

**(e) Renewal of Licenses:**

Tourism projects require various licenses and clearances like lodging house license, eating house license, Police permissions, license under the Shop & Establishment Act, license under the Food & Drug Admin. Act etc. These licences have to be renewed every year. By this Policy 2006, these licenses/permissions will require renewal every 5 years instead of the present annual renewal.

**(f) Mega Project :**

Tourism was given the status of industry vide G.R.NO. MTC-0399/C.R.201/ Tourism dated 7th April, 1999. The Cabinet has recently approved a policy for mega projects in the industries sector. Since tourism is also regarded an industry, and has the greatest employment generating potential, a policy similar to the policy for industrial mega projects, is proposed for the tourism sector.

- **SPECIAL PACKAGE FOR SINDHUDURG DISTRICT AND OTHER DECLARED TOURISM AREAS**

The Govt. of Maharashtra has declared additional incentives to promote tourism in the rural and backward areas of the state,. The areas that would be developed by MTDC would be called 'Tourism Areas'. Sindhudurg district has been declared a Tourism District. The package scheme of incentives and benefits as mentioned in para 10 will be available for a period of 10 years. Additional incentives as shown below shall also be available in Sindhudurg District and other tourism areas for a period of 10 years.

1) No increase in water and electricity tariff for a period of 10 years. However any actual increase in the cost of operation of these services shall be recovered from the user as per the guidelines issued by the concerned Departments.

2) The capital subsidy scheme which is given to the small scale industry in Sindhudurg shall be made applicable to the approved projects in the tourism sector.

3) Entry tax on vehicles shall be fully exempted for 10 years.

4) All tourism units will be provided electricity at the industrial rate. Electricity duty shall be levied as per the policy.

- **TOURISM PROMOTION AND MARKETING**

The marketing and promotional activities for tourism in the State are being undertaken by the MTDC. In order to reiterate our commitment to tourism development and effective promotion and marketing of tourism in the State, the following steps will be taken :

(a) Improved Budgetary support of at least Rs.25 Crores will be ensured in the State budget of the Tourism Department for marketing and promotion with a 5% increase in the budget allocation every year during the span of this policy ; and

(b) The Department of Tourism and MTDC will be allowed to participate in a minimum of 3 important International Tourism Meets/Conventions every year on the following conditions:

(i) The team will not consist of more than 5 delegates ;

(ii) MTDC will not ask for any additional grant or budget for the purpose;

(iii) The Travel Marts or Shows should be globally important events ; and

(iv) MTDC will obtain in-principle approval of the Govt. for participation in specified events at the beginning of each financial year.

(c) M.T.D.C. will identify areas of common interest with other states. The State Govt. will enter into MOUs that will emphasise the areas of co-operation between two States, thus maximizing business and promotion of the tourism sector to mutual advantage. The Corporation will explore the possibility and viability of having MOU/Collaboration with other national/international organisations working in the tourism sector, with prior approval of the State Govt.

(d) Information Technology will be used for the purpose of tourism promotion. The Corporation web site will be further developed and enriched. This will be a dynamic web site giving all necessary information and visuals of tourism in the State. The MTDC will device and implement an online booking system for the Deccan Odyssey train as well as MTDC's resorts in the State. The online booking system can be further extended to the private sector tourism bookings. The Corporation will network all its Regional Offices and important Resorts for instant communication of information.

#### ANNEXURE "A"

#### TOURISM UNITS

Eligible units: The following tourism projects shall be included as eligible units for the purpose of incentives under the Tourism Policy, 2006.

##### 1) HOTELS

(a) RESORT

(b) HEALTH FARM

##### 2) MOTELS AND WAYSIDE AMENITIES

The Motel Project should be located on a National Highway, State Highway or Main

##### 3) APARTMENT HOTEL

Apartment Hotel projects should have a minimum of 12 lettable apartments. An

##### 4) WATER SPORTS

##### 5) ARTS & CRAFTS VILLAGE

##### 6) GOLF COURSE

- 7) CAMPING AND TENT FACILITIES
- 8) AMUSEMENT PARK
- 9) WATER PARK
- 10) ROPEWAY
- 11) HERITAGE HOTEL
- 12) CONVENTION CENTRE
- 13) CARAVAN TOURISM
- 14) ADVENTURE TOURISM PROJECTS
- 15) OTHER PROJECTS -

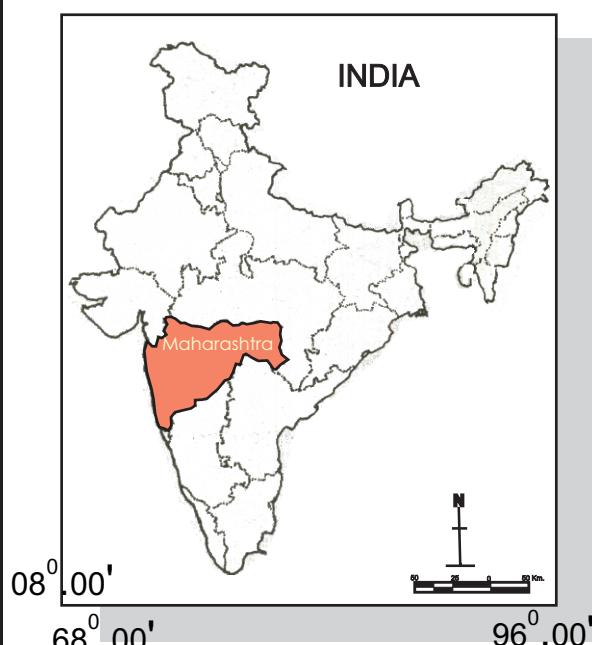
Other projects not falling into any of the above categories, will be considered subject to being approved by the High Level Empowered Committee under the Chairmanship of the Chief Secretary/Secretary (Tourism), Govt. of Maharashtra.

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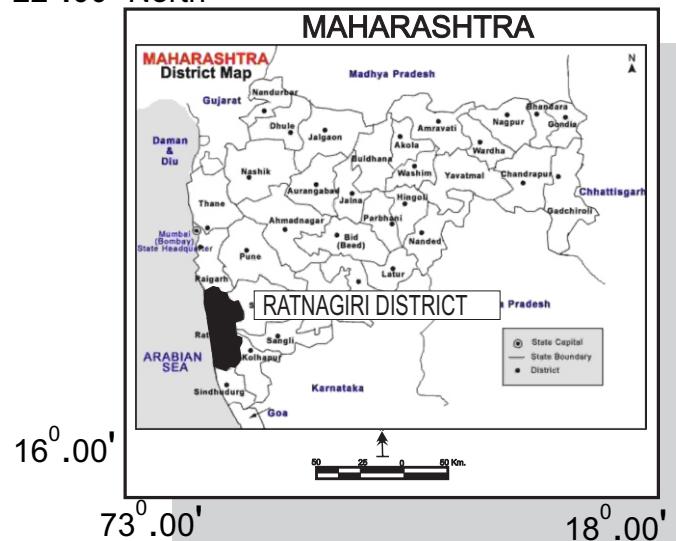
# LOCATION MAP OF STUDY AREA

FIG NO 2.1

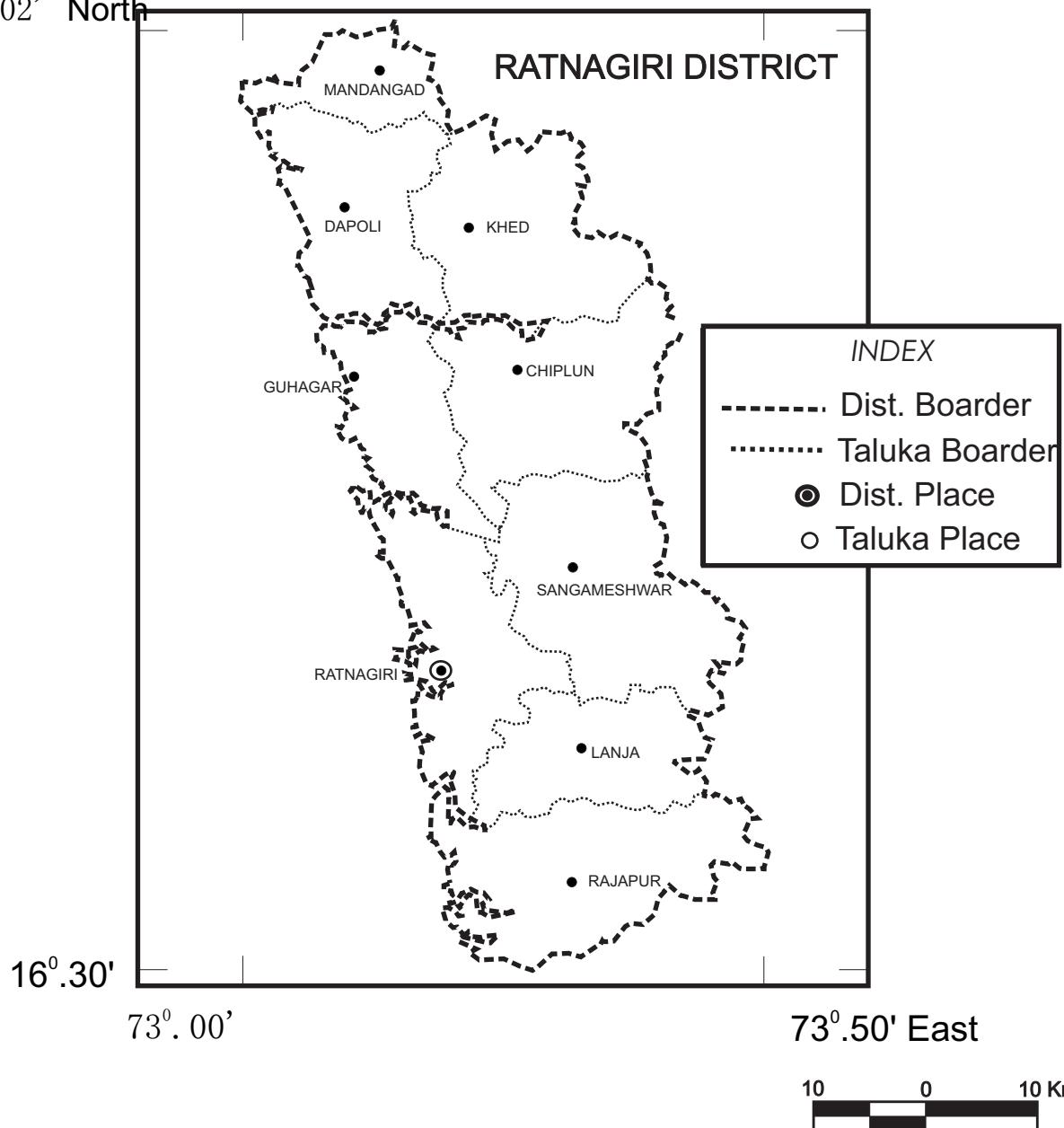
36°.00' North



22°.00' North



18°.02' North





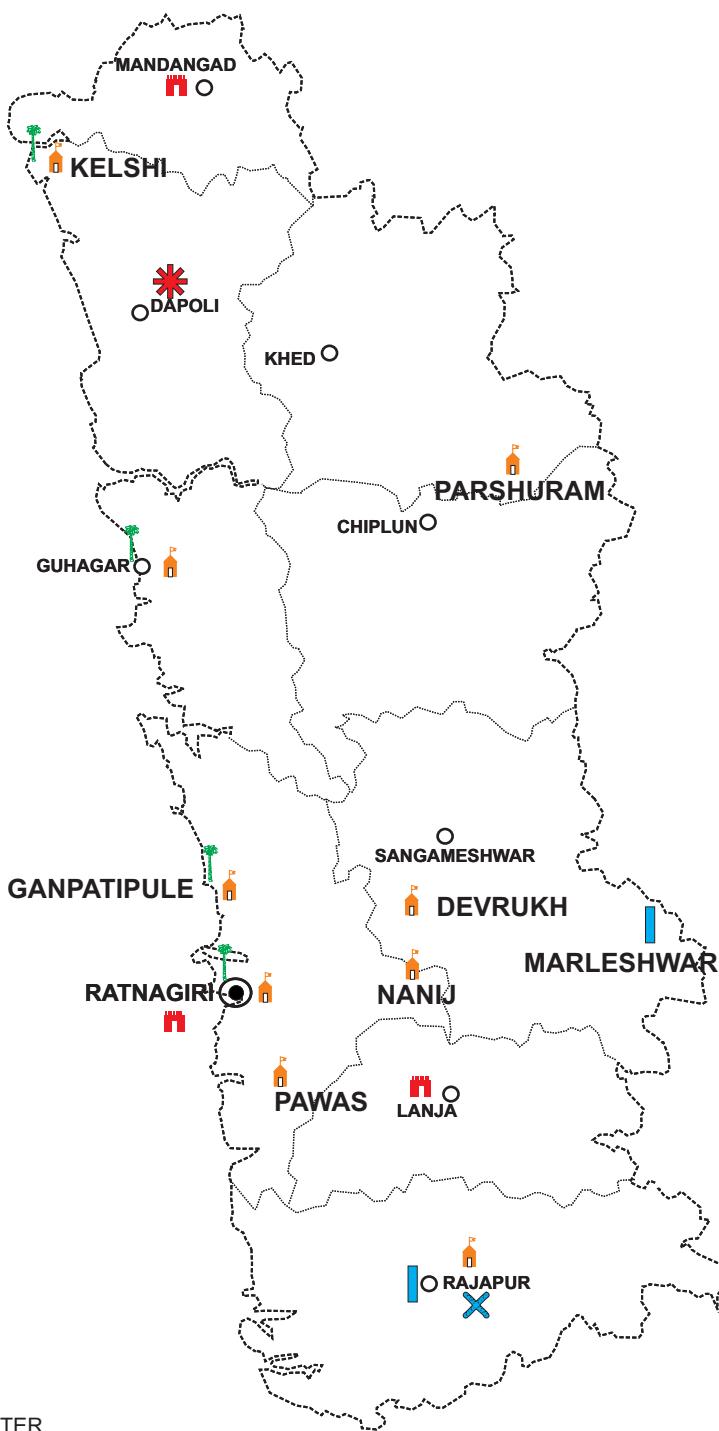
Map No.

10 0 10 20 Km.

N

# RATNAGIRI DISTRICT

## EXHAUSTING TOURIST PLACE IN RATNAGIRI



### INDEX

- DISTRICT
- TALUKA
- RELIGIOUS
- HISTORICAL
- BEACHES
- WATERFALLS
- HOT SPRINGS
- ★ HILL STATIONS
- + N.THEROPI CENTER

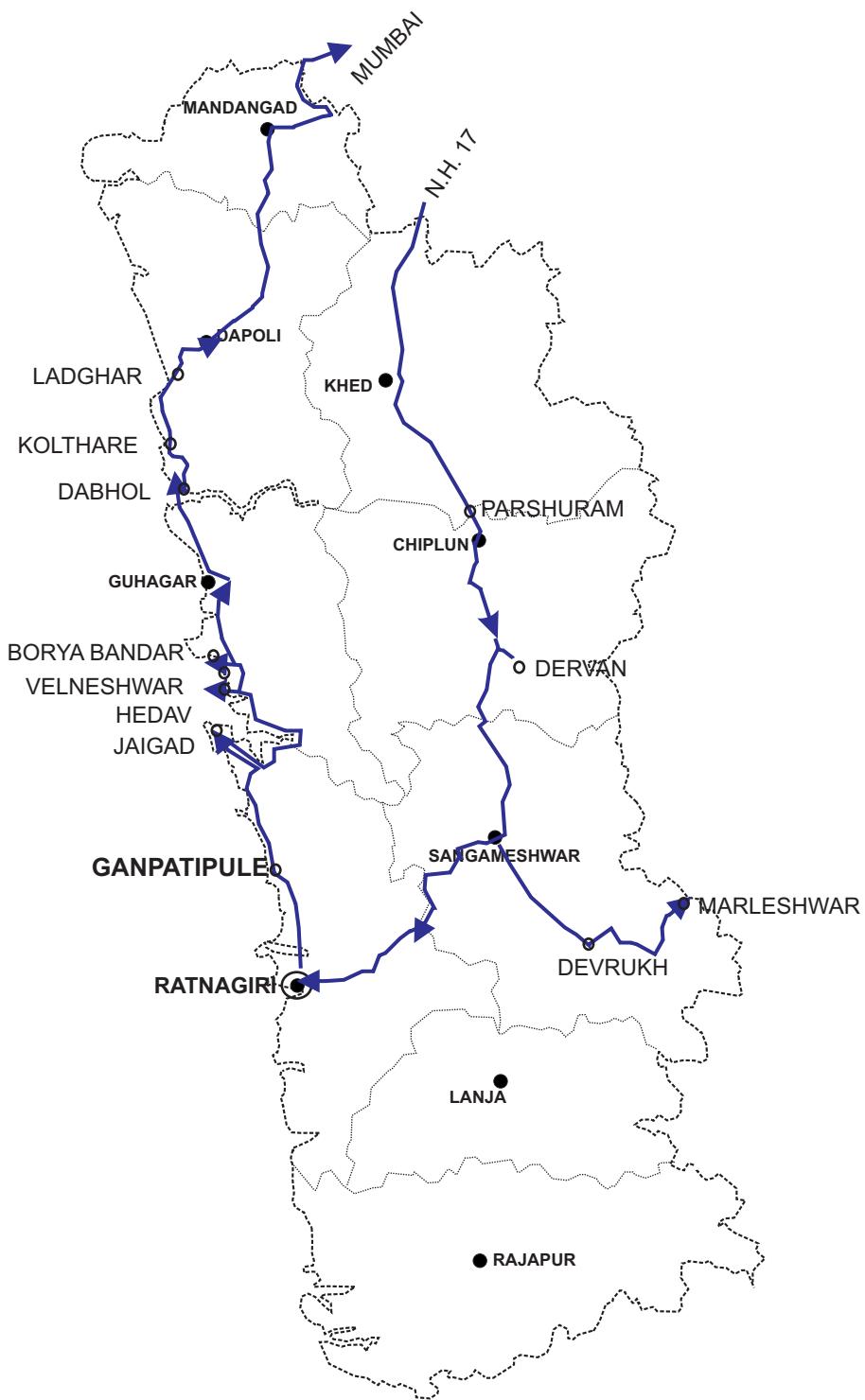


10 0 10 20 Km.

Map No.

# RATNAGIRI DISTRICT

## ROUTE MAP OF 3 DAYS TOUR PACKAGE PARSHURAM TO DAPOLI



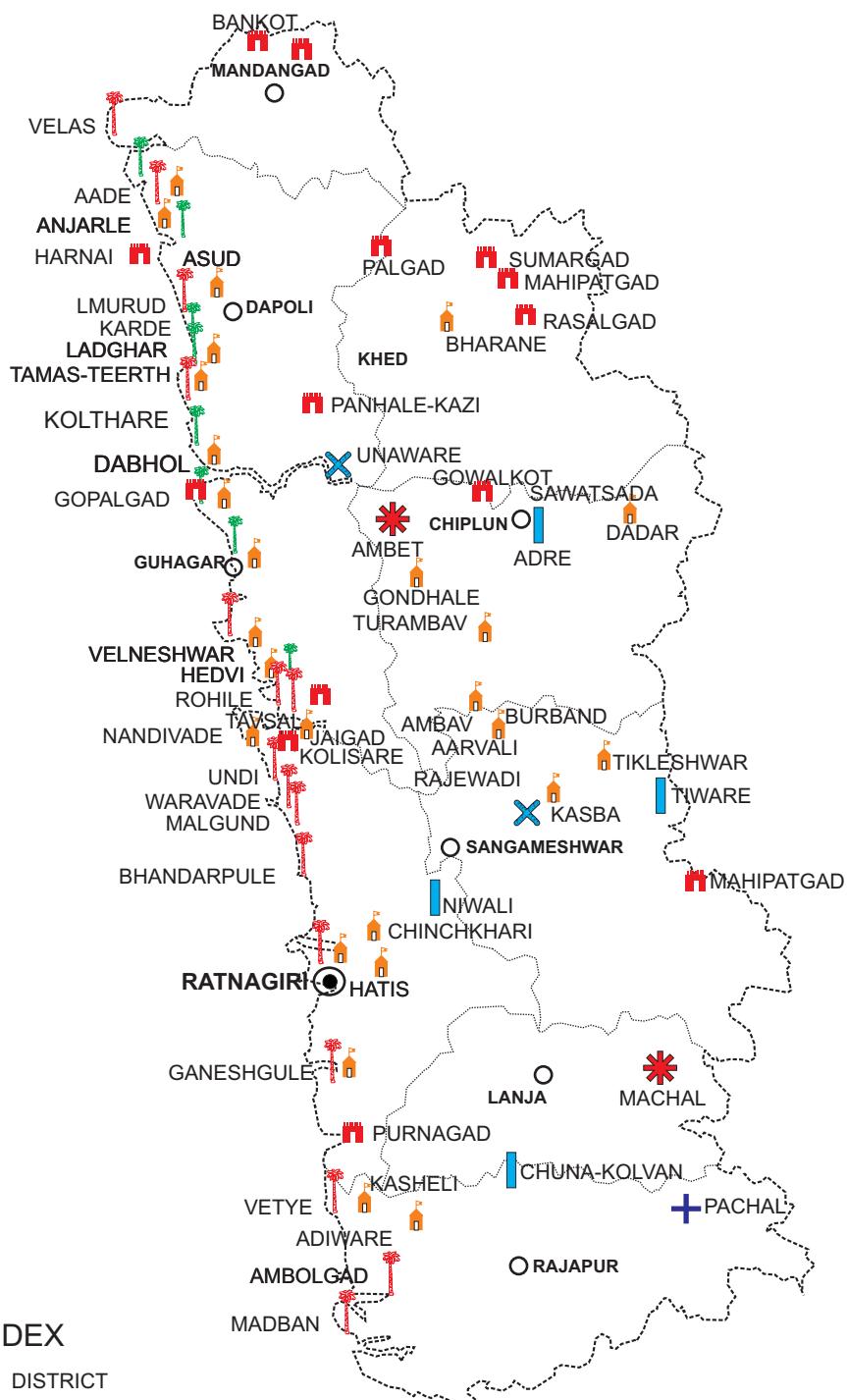
Maharashtra

Map No.

10 0 10 20 Km.



# RATNAGIRI DISTRICT POTENTIAL TOURIST PLACES



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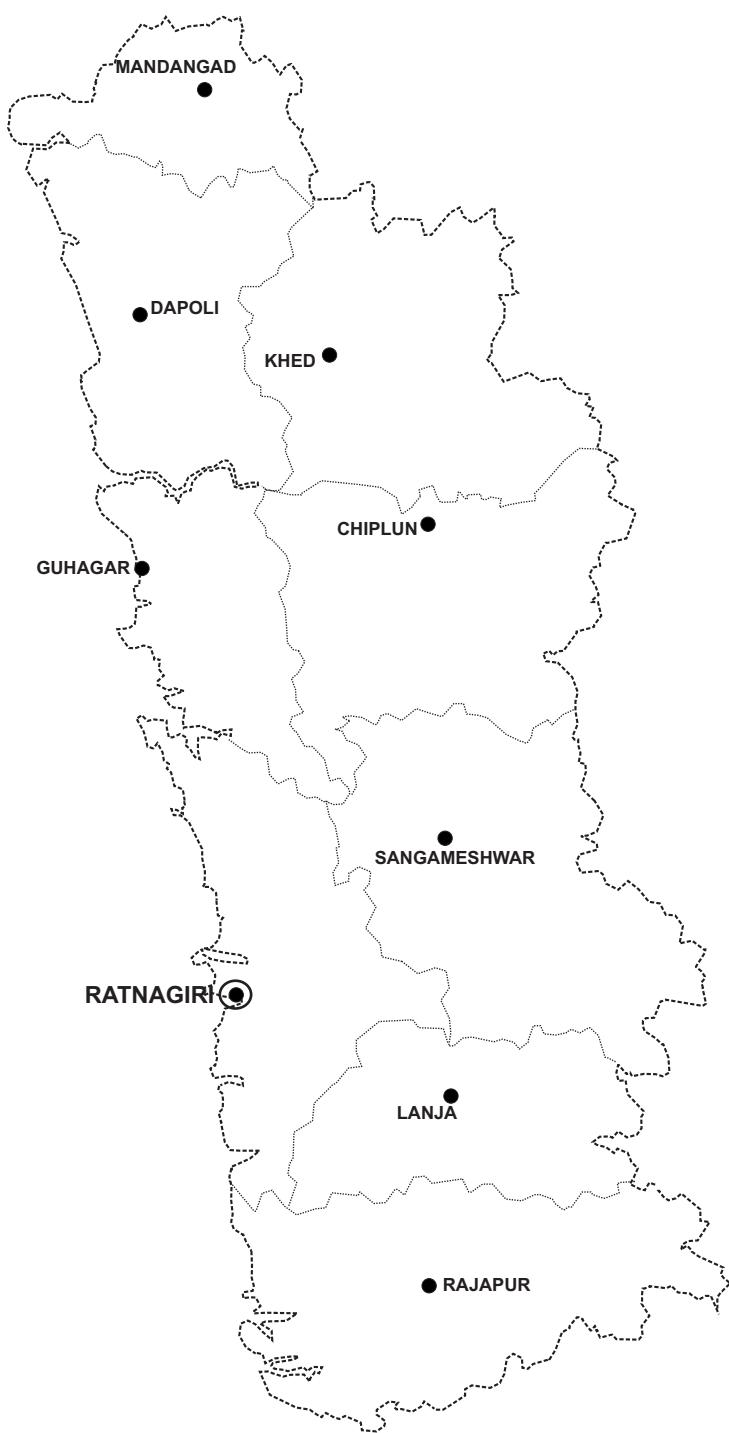


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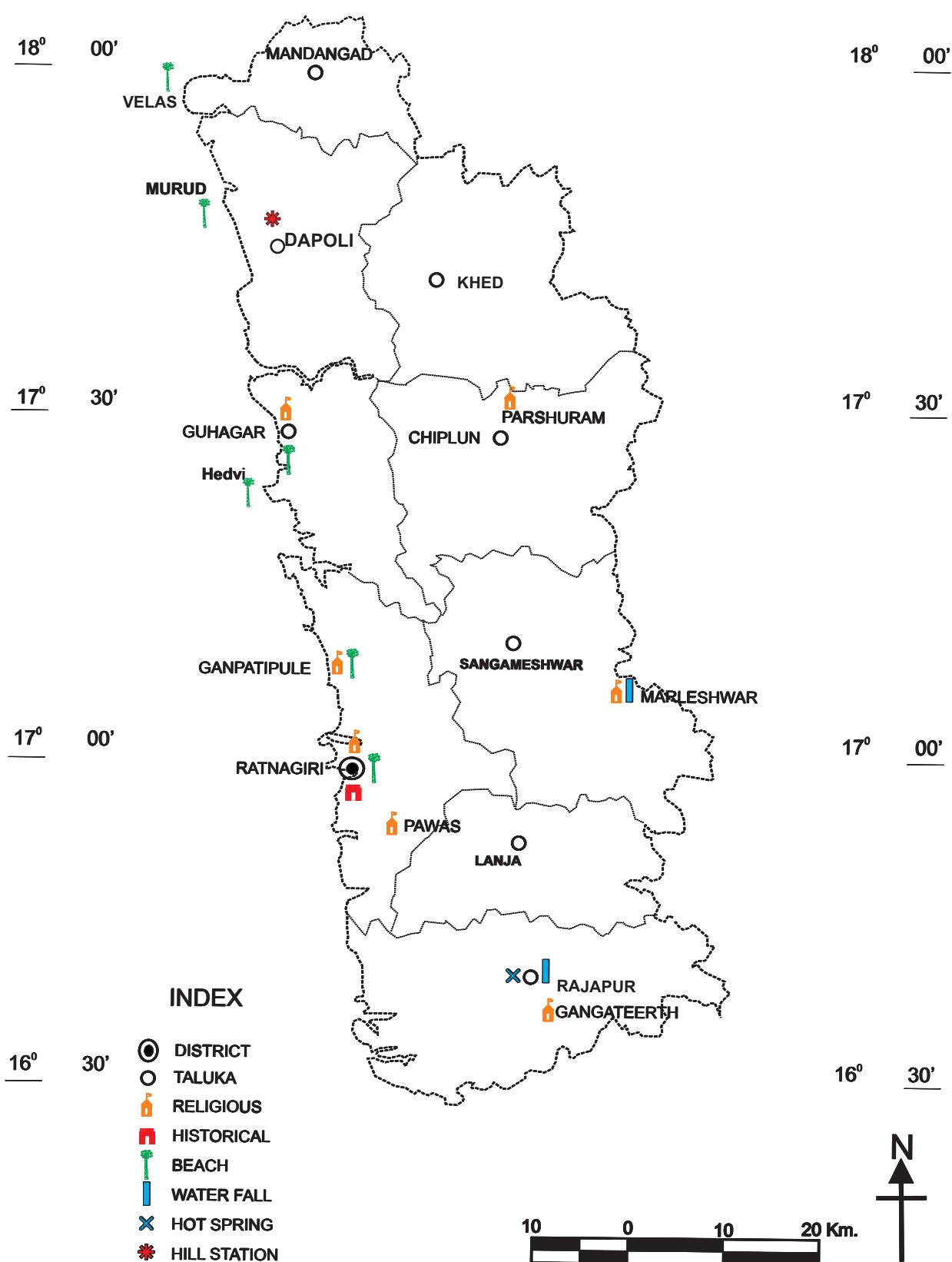


73° | 15'

73° | 45'

# LOCATION MAP OF SAMPLED TOURIST PLACES IN RATNAGIRI DISTRICT

Fig. No. 1.2



73° | 15'

73° | 45'