



**Commerce
And
Management**

**ASPECTS OF DEVELOPMENT AND
SIGNIFICANCE OF TOURISM IN
SINDHUDURG**

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ABSTRACT:

Tourism is integral to processes of globalisation both as an outcome and as a contributing factor, any analysis of tourism needs to take account of theoretical advances in the study of tourism development. Strategic planning of agro tourism, eco-tourism, statue tourism, sustainable tourism and adventure tourism as a form of rural tourism is a need of hour. Therefore, there is need to have SWOT analysis and growth and significance of tourism development in Sindhudurg. The influx of tourists in Sindhudurg has been increased. Generally, the ability of people attain a minimum standard of living, therefore, they found leisure and mobility have combined to enable more people to take of tourism. There is no inevitability in the tourist development process as it can stop, change direction, modify its character, and produce outcomes which are unexpected and difficult to predict. Changes may be stimulated from within due to changes in motives, attitudes, knowledge, and aspirations of tourists or from alteration in the tourist's plant. Tourism is depended upon the expenditure of discretionary time and money, and any variations in the availability of these will have repercussions for the tourists industry.

Key words: *tourism background, tourism development, forms of tourism, SWOT analysis.*

INTRODUCTION:

Tourism is of major economic and social significance. Tourism plays an important and vital role in the economic development of the developing country like India. More than 270 million tourists spend \$ 92 billion (US) annually in places outside their own countries. Tourism is one of the largest global industries with much of the growing market focused on natural as well as cultural environment. It includes forts, forests, marine area, costal area, temples, and

wildlife sanctuaries etc. Tourism is one of the largest items in the world's foreign trade. World tourism organization statistic indicates that the tourism will continue to grow strength to strength. From seventy million international tourist's movements in the year 1960, the number is estimated to reach 1.5 billion by the year 2020. Novel ways of entertainment and new sights are being indentified to attract tourists for employment in the services industry associated with transportations (cruise ships, Air lines, Railways, Taxicabs) accommodation including hotels and resorts, music venues, amusement park, theatres, casinos, shopping malls. To preserve the natural heritage of konkan region (Sindhudurg) and to develop the socio economic status, strategic scientific planning about the tourism is a need of hour, therefore, it is very essential to give focus on infrastructure development schemes coupled with anti-poverty fund schemes for increasing income and employment opportunities.

Innovation has become the key to success in the age for konkan travel sector. Tourism can benefit local communities and government through revenue generation and employment. There are various forms to describe tourism in rural areas including agro-tourism, fish tourism, eco-tourism, dolphin tourism, adventure tourism, rural tourism, sustainable tourism etc. However, tourism can also threaten the resources by destroying habitat. Conventional tourism often does not benefit the local community when tourist's revenue goes to outside operators. Because of it, tourism can destroy the very resources on which it depends.

TOURISM:

The International Association of Scientific Experts on Tourism (IASSET) "Tourism is the sum of phenomena and relationship arising from the travel and stay of non residents in so far as they do not lead to permanent residence and one not connected with any earning activity."

Tourism is a pleasure activity in which money earned in one's normal domicile is spent in the places visited More than 270 million tourists spend \$ 92 billion (US) annually in places outside their own countries in general, is travel for recreational, leisure or business purposes.

- World Tourism Organization (WTO)

Tourists as people "travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes."

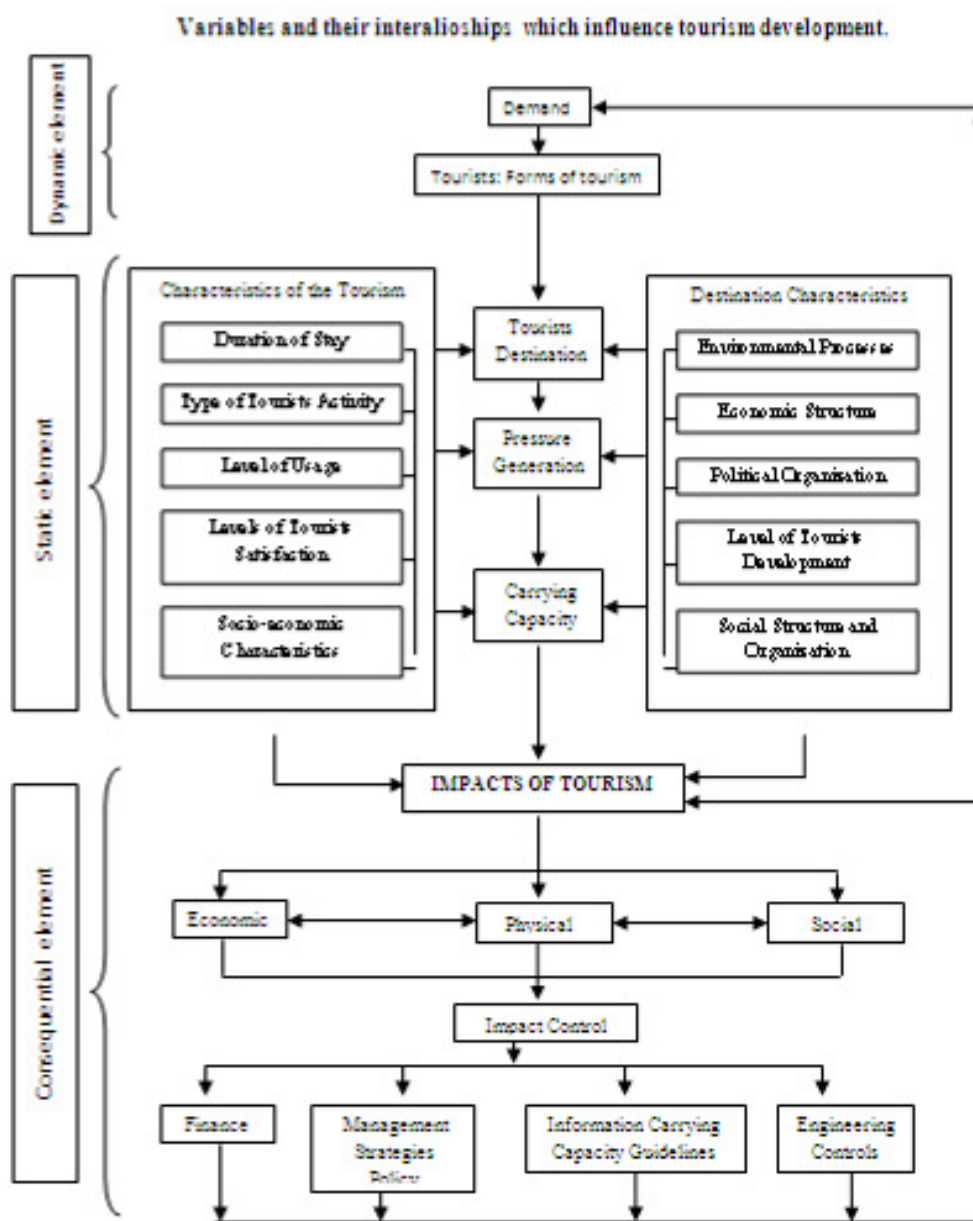
Tourism is composed of three basic elements:

1. A dynamic element which involves travel to a selected destinations.
2. A static elements which involves the stay in the destinations.

3. A consequent element, resulting from the two preceding elements which is concerned with effects on the economic, physical and social subsystems with which the tourists is directly or indirectly in contact.

Tourism is a luxury. Increased leisure, higher incomes and greatly enhanced mobility have combined more people to part take of tourism. Tourism is no longer the prerogative of a few but is an accepted and accustomed, even expected part of the lifestyles of a large and growing number of peoples.

Tourism is composite phenomenon which incorporates the diversity of variables and relationships to be found in the tourists travel process. Some of the major variables and their interrelationships are presented in following diagram.



(Source: KhanBehan Social and Cultural Impacts of Tourism, Verlag: VDM Publication, 2009 pp128.)

AREA OF THE STUDY:

For the present research paper, the konkan region (Sindhudurg) of the Maharashtra is selected as a study area. It is located in the western part of Maharashtra and has 121 kms coastline. The Sindhudurg is well known as first tourism District in India for its Geography, Culture, History, Natural Destinations (like waterfalls, rivers, mountains, parks, forts, snorkeling) etc.

OBJECTIVE OF THE STUDY:

The present study has concentrated on various aspects of tourism, forms of tourism and significance to the development of Sindhudurg tourism hence, the objectives of the present study are as given below:

1. To take the review of the Tourism Development of Konkan (Sindhudurg).
2. To do SWOT analysis of Sindhudurg Tourism.
3. To give suggestion to related authority for the development of tourism in Sindhudurg.

RESEARCH METHODOLOGY:

The present research work has based on observation method. During the field investigation, observation method as well as informal personal communications with some persons has made for the purpose of verification of data. Secondary data has collected from various Government offices, MTDC, Books, News papers, Journals, and various websites etc.

FORMS OF TOURISM:

There are various terms used to describe tourism in Konkan region

1 Rural Tourism:

Any form of tourism that shows rural life, art, heritage, and culture at rural locations. Rural tourism comprises a numbers of divers that helps to create a demand. According to the Organization of Economic Cooperation and Development (OECD) rural tourism define as “Tourism taking place in the country side.

2 Agro-tourism:

Agro-tourism is the agri-business activity. Range of activities, services and amenities provided by farmers and rural people to attract tourists. When a native farmers of the area offers tours of their agriculture farms to allow a person to view them growing, harvesting and processing locally grown foods, such as coconuts, pineapples, corn, sugarcane or any agriculture product the person would not encounter in their city or home country. It is one of the instruments for socio-economic development.

3 Eco-tourism:

Tourism which is based on nature. It appreciates the nature as primary motive to participation. It relates to conservation of natural resources as tourism environment. It respects the local culture and minimizes social impacts through the promoting environmental education to the tourists.

“Environmentally conscious nature-based travel enjoyed by people interested in learning about the nature, history and culture of the area visited, while providing economic and social benefits to host communities by expanding the community’s economic base, and contributing to natural resource conservation through nature interpretation and environmental education.” (Ceballos-Lascarain 1987 [cited in Boo 1990], Norman et al. 1997, McMinn 1997, Higgins 1996, Williams 1992),

4 Cultural Tourism:

It covers the broad variety of cultural activities such the arts to more every day an even mundane and familiar populist activities through to the advent of so-called creative tourism activities and events.

5 Nature-based Tourism:

Nature-based tourism is the relationship between tourism and nature engaged with indigenous Indian environments in complex ways both positively and negatively.

6 Heritage Tourism:

Heritage tourism clearly embraces a wide variety of different themes including the analysis of museums, statues, landscapes, artifacts, and activities that concentrate on representing different aspects of the past.

7 Dolphin Tourism:

Generally marine mammals are increasingly valued by society for their intrinsic qualities rather than their harvestable economic worth. However, the well-being of marine mammals and sometimes their very survival are threatened by a variety of human activities. It is noteworthy that increasing fishing activity may cause a decline of mammal populations as a result both of the depletion of species on which the animals prey and the increase in their incidental, often unintentional killing, which occurs most often when the animals get entangled in nets and other fishing gear.

“Dolphin tourism related with fish or dolphins to determine the extent of knowledge of dolphins and their uses and the aspects of management and conservation of dolphins, it also related with interaction between dolphins with tourism and fisheries.”

8 Adventure Tourism:

It is a sizeable market with the potential for significant growth opportunities. The adventure tourism is projected to be one of the major foreign exchange earners for the country with expected revenues of Rs. 90,000 crores. It

has the potential to turn into mainstream tourism in Sindhudurg in the near future.

The emerging adventure activities include scuba diving, sailing, paragliding, mountaineering, rock climbing, trekking, skating, safaris; also enjoy bird watching, wild camps, wild life safaris and jungle trail in the forest regions.

TOURISM DEVELOPMENT IN KONKAN (SINDHUDURG):

Maharashtra, one of the India's premier commercial states, has recognized tourism to be major thrust area of economic growth of the state. As we know that Sindhudurg is only district which declared as tourism district in India at 2001 by Ministry of Tourism of Government of India. For the systematic development of tourism on commercial lines, Maharashtra Tourism Development Corporation (MTDC) has been established under the Companies Act, 1965. MTDC is fully owned by Government of Maharashtra. Since, its inception, it involved in the development and maintain of the Sindhudurg as well as other destinations of Maharashtra for the tourism purpose.

Konkan is the name given to a stretch of rugged and beautiful section of the western coastline of India from Mumbai region to Goa, including Sindhudurg. Sindhudurg is name given on the basis of Sindhudurg fort which in Malvan which made by Shivaji Maharaj. Sindhudurg considered one of the cool and comfortable places for stay. It has various destinations that may attract to the foreign as well as domestic tourists. It may not be wrong that, Konkan is the golden land of Parshuram. Sindhudurg has Geography, History, as well as Cultural heritage which are the advantages for the development of tourism in Sindhudurg.

The various temples, beaches, forts, waterfalls are main attractions of the tourists in Sindhudurg. A tourism development has taken place in some extent only and this is not sustainable. A short review of tourism development in Sindhudurg is a given under.

1 Temples:

Konkan has the religious milieu and also known as the land of 'Parshuram'. The various temples in the Sindhudurg attract to the religious tourists. The main temples includes Bharadidevi, Kunkeshwar, Ravalnath, Jatashankar, Redi Ganpati, Kaleshwar etc. These temples enhance the development of tourism in Sindhudurg. In spite of it, to important temples of lord Ganesh located in Malvan – Jay Ganesh and in Vengurla – Redi Ganesh.

2 Beaches

There are many gorgeous beaches along the coastal line of Sindhudurg. Most of these beaches are not yet truly discovered by the tourists and are far better than the so called popular beaches in Goa. The Malvan, Tarkarli, Deobag, Bhogave, Nivati, Medha, Redi, Kunkeshwar, Mithbav, Vengurla, Mochemad,

Arvali Tak, Velagar, Sagartirth, Terecol and one important is Arvali beache, these are the some captivating beaches along with Sindhudurg coastline.

The beautiful white sand of these beaches along with cypress trees attracts to the tourists. These beaches are attractive places to the domestic as well as foreign tourists. Most of the beaches are clean and safe. These beaches attracts to the foreign tourists at certain extent only.

3 Forts

The Great Maratha King Chh. Shivaji Maharaj who was a true visionary, realized, the importance of strategically build the Malvan Fort in the Arabian Sea. In Sindhudurg district, there various forts like, Vijaydurg, Bhuyikot, Manohargad, Mansantoshgad, Rangana. Sindhudurg's history, culture, and people would not be presented without the forts. In recent times, due to the unplanned, development of tourism around the forts, our valuable historical wealth is wasting.

4 Waterfalls

The rivers of Sindhudurg are short in length and have water during rainy season only. The high intensity of the rainfall and quite different types of topography formed due to the Sahyadri Mountain. The two important factors responsible for the development of waterfalls in Sindhudurg. Waterfalls are active during rainy season and that attracts to the tourists. Some of the significant waterfalls of the Sindhudurgs are Napane Waterfalls, Amboli Waterfalls, and Nate Waterfalls etc.

RESEARCH AND STATISTIC:

Local government of Sindhudurg district and other concern like MTDC, Shindhudurg Paryatan Sanstha (SPS), maintain the statistics, tourists' influx for the future planning. On the basis of interdisciplinary applied research work has done.

1 Emergence of Tourism:

In world the people say about Indian people as Indian are begger but they stay on golden desk, we can say same about Sindhudhug, Public awareness is the important factor about the tourism development. For the tourism development in Sindhudurg it is very important to develop various forms of tourism like statue tourism, adventure tourism, eco-tourism, sustainable tourism, which can attracts the tourists for their tourism purposes. If the road networks of various locations are developed then its alsos beneficial to the tourism development. It is very important to have tourists reception centers in various locations which helped tourists to understanding the culture and traditions of Sindhudurg. Tourism also affects the global positioning system as beautiful tourists destinations in the world. Through the education and awareness about economic position and employment opportunities tourism can give one significant aspects of earning sources.

| Sindhudurg | No. of Visits by Domestic Tourists | No. of Visits by Foreign Tourists | Total Tourists Arrivals |
|---------------|------------------------------------|-----------------------------------|-------------------------|
| Months | 1 | 2 | 3 |
| July'09 | 1307 | 0 | 1307 |
| August' 09 | 34639 | 0 | 34639 |
| September'09 | 29171 | 16 | 29187 |
| October'09 | 50309 | 221 | 50530 |
| November'09 | 51294 | 224 | 51518 |
| December'09 | 83442 | 234 | 83676 |
| January'10 | 128919 | 95 | 129014 |
| February'10 | 120329 | 55 | 120384 |
| March'10 | 112829 | 55 | 112884 |
| April'10 | 98168 | 53 | 98221 |
| May'10 | 102764 | 55 | 102819 |
| June' 10 | 103693 | 53 | 103746 |
| Total: | 916866 | 1064 | 917930 |

Total number of tourist / visitor arrivals in Sindhudurg during the period of 1st July 2009 - 30th June 2010 was **917930**. Out of the total number of visitors, domestic tourists in Sindhudurg accounted for 99.88% (**916866**). Total number of foreign tourist arrivals in Sindhudurg during the period of 1st July 2009 - 30th June 2010 was 1064 only (1.12 %). Foreign tourists in Sindhudurg. The highest number of foreign tourist arrivals in the month of December 2009 (234). So the influx of tourists arrivals to Sindhudurg is quite good.

SWOT Analysis:

Tourism is an important industry for Sindhudurg as well as Konkan. It is very important to assess the business potential of tourism for various progress purposes. It is essential to determine measures to promote tourism industry. It is one of the leading key sectors of economy. To the some extent tourism development took place in Sindhudurg. This development can be seen as beneficial to the sustainable economy, but it has strengths, weaknesses, opportunities and threats.

1 Strengths:

Sindhudurg has following strengths for the development of tourism.

- Total 121 kms stretch of the coastline is available in Sindhudurg.
- Beaches and other coastal landforms are developed for the tourist's attraction.
- For the attractions of the tourists waterfalls are wanted to develop.
- It is very important factor to develop Konkan Railway for the sustainable development.
- Biodiversity can beneficial for eco-tourism.
- Konkani culture residence and Malvani meal is our assets which is not available anywhere in India.

2 Weaknesses:

- Understanding behavior of the local peoples is the weaknesses for tourism development.
- Road network to the various tourism destinations are poor.
- Lack of entrepreneurship among the local of quality human resources in Sindhudurg.

3 Opportunities:

- Arabian Sea can enhance the ocean tourism in the Sindhudurg District.
- There is an immense scope for the development of Agro-tourism, Eco-tourism, Statue tourism, adventure tourism, Bollywood tourism etc.
- There is the scope for hotel industry and handicraft business.
- There is the scope for development of tourism locations.

4 Threats:

- Loss of beauty through the developmental projects in the local area.
- Environmental degradation may affect the tourism development in Sindhudurg.
- Attack from terrorists may take place through the coastline.
- Mugging of our historical monuments and other wealths.
- Encroachment from the outsiders in tourism industry.
- Perceptions of the tourists and peoples towards tourism.

With the help of this analysis, it is prove that Sindhudurg has great potentiality and opportunities for the development of tourism as a economic source. Sindhudurg can take advantages of its strengths for its opportunities for the tourism development. Tourism development based on the influx of tourists towards the various tourism destinations.

SUGGESTIONS:**1 Increase in Standard of Hospitality:**

At present the hospitality provided to the tourists is not so good at certain places. Its adversely affects the influx of tourists to visits tourism destinations. Therefore, it is essential to use the local products, like Bamboo houses should be created only quality Konkani or Malvani foods and beverages should make available. Because of this, the market will available to the Konkani products.

2 Training For the Konkani Food Processing:

Sindhudurg has its own speciality in the foods and beverages as 'Malvani'. Tandalachi Bhakari (Rice flat Bread), Fish fry, Bangda, coconut water, Kulhdache Pithale (Vetch sauce), Kokam sarbat, (Mangosteen Juice), vadhe-sagoti, sol Kadhi, these are the some important foods. Mango, Cashew-nuts, Jackfruits, are the important fruits in the Sindhudurg. Now day's non-konkani products are encroached. It is the need of hour to have Konkani Food Processing Training which can able to create market for the Konkani products.

3. Licenses to the Trained Person Only:

MTDC provided the license to the people for creating facilities to the tourists, like resorts, motels, destinations and transportation. At the time to permitting these preferences should be given to the trained person only.

4 Tourism Training Program:

Due to unavailability of trained guides, tourists are unable to get proper information about the locations. Sindhudurg has lack of trained and enthusiastic human resources for the tourism purposes; therefore, it is the duty of Sindhudurg Paryatan Sanstha (SPS), MTDC and various academic institutions to initiate the training camps in Sindhudurg. It is very important to have the skill of communications in mother tongue as well as English. This kind of a program may be helpful to the Sindhudurg tourism.

5 Information Systems for the Tourism Development:

Today, it is very important to have the tourism information system about the various natural destinations for the tourist's points. Information system will be helpful for the planning and development of tourism industry in Sindhudurg district. Geographical information system has been developed.

6 Conservation of Natural and Cultural Resources:

By taking into account environmental and cultures resources, we have to focus on the conservation of natural resources for the economic development of Sindhudurg.

CONCLUSION:

Today, India currently stands on the threshold of becoming a major world power. In India, tourism industry is a going important resources for economic development. India's domestic tourism is of primary importance to the development of tourists industry in the country. Behind it, Sindhudurg is one of the emerging tourism industries in India. The influx of domestic and foreign tourists has been increased day by day. It generates the earning of domestic people and employment for the youth. The growth and significance of tourism development in Sindhudurg district depends upon infrastructure facilities to the tourists and also the awareness in the mind of people of Sindhudurg to accept the change globally.

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