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## **IMPACT OF TOURISM ON ANJIRLE VILLAGE IN RATNAGIRI DISTRICT**

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### **INTRODUCTION:**

Tourism is a basic and most desirable human activity deserving the praise and encouragement of all people and government. It is an industry concerned with attracting people to destinations, transporting them there, housing, feeding and entertaining them upon arrival and returning them to their home. It has given a direction and opportunity to the people of the country through inbound and out bound tourism to understand the geographical and cultural diversity of region as well as the viewpoints of others so as to bring about a greater national integration.

Tourism has been studied by an increasing number of researchers from a variety of disciplines over the last two decades. However, no widely accepted interdisciplinary field of tourism, has so far been explicitly defined and studied the cohesive body of knowledge as a specialized sub – discipline that has been slowly emerging in geography.

Tourism is very much concerned with spatial conditions, the location of tourist area and the movement of people from place to place and so geography has a fundamental role to play in examining the spatial interplay of tourists demand and satisfaction.

Tourism is a cause for economic and demographic changes and these changes always catch the attention of tourists. It is commercial activity and therefore an aspect of economic geography. It creates employment in the region because tourism needs an accommodation, catering, transport, entertainment and other service industries and the souvenir trade so this is an aspect of economic geography.

Maharashtra offers quiet and beautiful fascinating hill stations like Mahabaleshwar, Panchgani, Chikhaldara and Anjarle and golden beaches lapped by the blue water of the Arabian Sea such as Ganpatipule Ratnagiri, Guhagar, Achara, Tarkarli and Vengurla.

The study taken for the present under investigation has been influenced by certain considerations. On the basis of some observations it is presumed that region under investigation has a great potential for tourism development.

#### **STUDY AREA:**

Anjarle is a village in the Dapoli taluka of Ratnagiri district in the Maharashtra state of India. It is a small port located near the mouth of Jog river, about 4 miles south of Ade and 2 miles north of Suvarnadurga. Geographically Anjarle Village lies on 17°51' North latitude and 73°05' East longitude and average height is 36 metres (118 ft) from mean sea level.

#### **MAJOR TOURIST ATTRACTIONS AT ANJARLE:**

##### **1) Kadyawarcha Ganpati**

Anjarle is known for the *Kadyawarcha Ganpati* temple. This temple was originally constructed using wooden pillars ca. 1150. It was renovated between 1768 and 1780. Until the recent construction of bridge across the Anjarle creek and the building of a road up to the temple, pilgrims had to cross Anjarle creek (Jog River) in a boat, before climbing the hill using steps which pass through Anjarle village.

The idol at this temple differs from most other representations of the elephant-headed god, in that its trunk curves right, rather than the usual left. This is known as a *Ujwya Sondecha Ganpati*. The idol is also said to be a *jagrut daiwat*, who responds to the pleas of its supplicants (*nawsala pavnara Ganpati*). The temple has a stone staircase on the right to reach the top of the temple, which has a commanding view of the surrounding coconut and betel nut trees, the nearby Suvarnadurg Fort, the Arabian sea and surrounding hills. There is a pond in front of the temple where visitors can feed large fish and turtles.

## 2) Anjarle Beach :-

Anjarle also has a clean, unspoiled beach with white sand and surrounded by palms and trees. This Palm Beach is an ideal place to visit on a long weekend. Anjarle is a nice little, green village having all basic facilities. However, as there are no beach resorts or hotels at Anjarle, one must find rented house to stay.

### OBJECTIVES:

- 1) To assess the impact of tourism on the local people at Anjarle.

### DATA BASE & METHODOLOGY:

The present study is based on primary as well as secondary sources of data. The secondary data are collected from the census of India 2001 and unpublished sources also. Intensive surveys have been conducted for generating primary data through questionnaires which were got filled in from the tourists and residents of tourist places of Anjarle. The magnitude of their satisfactory index has been computed by employing the 'Likert Scale' and the impact of tourists on the Economy, Physical and Socio-Economic of the locals has been assessed.

The attitudinal survey has been the common method of addressing a range of economic and socio-cultural issues. In this approach, respondents were asked to indicate their attitude and feeling towards the impact of tourism, with a set of closed questions or statements. Such surveys could yield useful information about the types of impacts But what tourists spell out all about this should be verified to bring out the grass root realities. It is important to study the impact. It is in fact local residents perception about the impacts of tourism.

For the analysis of the attitude, three community groups residents of selected destination Anjarle. A set of questionnaire was designed for the assessment of economic impact consisted of 14 questions to measure the multitude of opinion on how tourists affect different domains. A total of 50 questionnaires were filled up. The response to each question was rated on seven point 'Likert Scale' ranging from -3 to + 3 with zero equaling no effect on item resulting from tourists. The reaction of these three groups in each case is analysed.

Likert scale is a technique with which the measurement of attitude of individuals can be determined in terms values. This is required to choose from possible answer per item and with this his degree of agreement or disagreement with the attitude is represented.

There were seven response alternatives for every attitude statements. These are strongly disagree, moderately disagree, disagree, agree, moderately agree and strongly agree. The resulting seven-point scale could be represented by the numbers ranging from –3 to +3 to find out this individual overall attitude (-3, -2, -1, 0, +1, +2, +3).

This method is procedurally simple and permits wider latitude of response by the respondents. For each statement in a Likert Scale the respondent is asked to indicate not only the direction or his or her response but also to a degree of commitment to that response. In this way person's attitude is represented by his or her scores across all items in the scale.

## **IMPACT OF TOURISM**

### **1) ECONOMIC IMPACT OF TOURISM:**

Tourism has major effect on the economics of destination areas. It often brings new and sometimes necessary sources of capital and income that may supplement or replace traditional sources of earning at destination; and for that purpose tourism development has often received support from the government and local residents. While talking about those economic impacts of tourism, more is known about the economic benefits of tourism than the associated costs. The emphasis on the positive economic impacts of tourism has created the optimum that tourism is stimulating economic development, but these economic benefits have been accompanied by variety of costs which have been largely ignored. Therefore for the sustainable development of tourism there should be balanced approach towards the economic impacts of tourism, which assess both the benefits and the cost of tourism development.

Here the economic impact of tourism on destinations is understood at the local level mostly for understood the present status development of tourism in the Anjarle is selected as case studies. At the local level tourism is encouraged

due to its ability to generate employment, increased standard of living and provide linkage effects with other sector of the economy.

One of the major benefits local communities expect from tourism is a significant contribution to their economy; increased local income as well as new jobs. Local business operators profit directly from tourists spending. As they pay their employees, and as the business operators and employees spend their increased wealth locally in other businesses, the entire community eventually benefits. Economists consider the revenues gained from tourism as 'basic income' in the sense that they result from the export earnings. Money spent by tourists is new money in the local economy; not just a recycling of wealth already existed there. As a result the basic income from tourism helps to pay for goods and services imported from other regions and contributed to governmental revenues through taxes.

### 1.1) Economic Impact Indicators of Tourists in the Anjarle:

For the study of Economic impact of the destination the following indicators are taken into consideration. Mean of residents of Anjarle responses to economic Impact of tourists calculated and given in the table no.1

**Table No.1: Residents Response to Economic Impact of Tourists on Anjarle.**

<b>Economic impact</b>	<b>Mean</b>	<b>SD</b>
Increase in the income of residents	1.71	2.63
increasing opportunities for shopping	1.14	2.30
increasing opportunity for jobs	0.00	2.00
Demand for female labour	0.43	2.05
Increasing cost of land & housing	1.86	2.73
Non Availability of land for housing	-0.43	2.05
increasing general price for goods and services	1.00	2.24
Degradation of cultural goods as commercial goods	0.29	2.02
rental houses as source of income	-0.57	2.08
effects of location on sale	1.00	2.24
scarcity of essential goods	0.43	2.05
scarcity of essential goods during the season	0.00	2.00

Table no. 1 summarizes that the residents of Anjarle the effect of tourism is found in the increase in the income of residents, increasing opportunity for

shopping, opportunity for jobs, increasing costs of land and housing, increasing general price for goods and services, rental houses as source of income, effect of location on sale and scarcity of essential goods during season, increasing number of hotels and Modernisation of infrastructure.

Residents of the Anjarle felt that the tourists has higher effect on the on the Increase in the income of residents 2.63, Increasing opportunities fir shopping 2.30, Increasing opportunity for jobs 2.00, Demand for female labour 2.05, Increasing cost of land & housing 2.24, Non Availability of land for housing 2.05, Increasing general price for goods and services 2.24, Degradation of cultural goods as commercial goods 2.02, Rental houses as source of income 2.08, Effects of location on sale 2.24, Scarcity of essential goods 2.05, Scarcity of essential goods during the season 2.00.

This is the only place where tourists made maximum economic impact on the residents.

In all the region impact of tourism on the economy are the good effects, which can be develop the economy of the region such as increase in the job, shopping facility and increase in the income of the residency. But the rate of the effect is very low because a resident shows moderate effect of these indicators on the economy.

Worse effect of tourism is not found in the region. Because this region is not developed as much the other region of the countries are developed.

**Table No. 2: Frequency distribution of Economic Attitude Index Mean**

Sr. No	Average Score	Percentage of Respondents
1	-2.99 to -2.00	2.38
2	-1.99 to -1.00	5.95
3	-0.99 to 0.00	11.90
4	0.00 to 0.00	28.57
5	0.00 to +0.99	21.42
6	+1.00 to +1.99	22.61
7	+2.00 to +2.99	7.14

Residents mean for Anjarle +1.3 S.D. =0.92

+ Indicates the positive effect

- Indicates the negative effect

The higher the number larger the effect.

As can be seen from the table no. 2 the mean attitude index mean for Anjarle is + 1.3. Its indicates in Anjarle there is overall small positive effect of tourism. Because the in recent days these centers become popular.

However it is worth while to notice that there were 2.38 percent of Anjarle residents index scores ranging from –2.99 to -2.00 and 5.95 percent residents economical attitude index score ranging from -1.99 to –1.00 about 11.90 percent residents index score ranging from -0.99 to –0.00. About 21.42 percent residents index score ranging from 0.00 to +0.99 about 22.61 percent residents index score ranging from +1.00 to +1.99. About 7.14 percent residents index score ranging from +2.00 to +2.99

## **2) SOCIO – CULTURAL IMPACT OF TOURISM:**

Social impacts of the tourism refer to the change in the quality of life of residents of tourist destinations. On the other hand, cultural effects refer to change in the element of culture resulting from the presence and activities of tourism. Culture is a behaviour observed through social relation and material artifacts.

The Socio – cultural impacts of tourism on the people in the tourists areas, who become hosts and the tourists who becomes their temporary guests remains on emerging areas of investigation. The social and cultural impacts of tourism are the ways in which tourism is contributing to change in the values system individual behavior family relationship, collective life styles, safety levels, moral conducts, creations, seasonal increase in the population density, resultant physical congestion experienced in the destination, increasing demand for natural resources like water and energy and also contributes to the generation of waste residuals which creates the problem of water pollution through the discharge of inadequately treated effluent. Therefore Socio – Cultural impacts are peoples impacts they are about the effects of the people of host communities of their direct and indirect association with tourists.

These Socio – Cultural impacts are the outcome of particular kind of social relationship that occurs between tourists and hosts as a result of their coming into contact. The nature of these relationship or encounter is a major factor influencing the extent to which understanding or misunderstanding is fostered

by the tourism process. These tourists host encounters occurs in three main extents. Firstly where tourists is purchasing some goods or services from the hosts secondly where tourists and host find themselves side by side and thirdly where two parties come face to face with the object of exchanging information and ideas. This third type of contact is more important for international understanding. However the first two types of contacts are quantitatively more common.

Many studies of social and cultural impacts of tourism development were initially framed in terms of social and cultural cost acknowledgement and advantages and disadvantages, which the expansion of tourism can bring to different societies and communities. A prime consideration of examining the social and cultural impacts of tourists development is the nature and composition of the various involved and the relationship between these groups.

Many of the social and cultural impacts include the demographic structure of the host population, occupational change, transformation of values by bringing together of different groups of people and this is commonly known as 'Demonstration effects'. Increased prostitution, gambling and drug abuse is commonly associated with an expansion of tourism. The impact of tourism on traditional life styles is important, where these traditions form the basis of the development of tourism.

In respect of these Socio-Cultural impacts, there is a threshold of tolerance of tourists by hosts, which varies both spatially and temporally. As long as the number of tourists and their cumulative impacts remain below this critical level and economic impact continue to be positives the presence of tourists in destinations areas is usually accepted and welcomed by the majority of the host population. Once the threshold has been exceeded, numerous negative symptoms of discontent make their appearance, ranging from mild apathy and irritation to extreme xenophobia occurs when the carrying capacity of saturation points is reached and exceeded. Because the tourist arrivals greatly exceed the size of local population and overwhelm their facilities and services (presence of such a large number of tourists in particular place at specific time) there is a congestion of facilities and services.



### 2.1) Socio – Cultural Impacts Indicators of Tourists:

For the study of Socio – cultural impact of the destination the following indicators are taken into consideration. Means of resident's response to Socio – cultural impact of tourists on Anjarles calculated and given in the table 2.

**Table No.3 : Residents Response to Socio-Culture Impact of Tourists on Anjarle.**

<b>Socio-Culture Impact</b>	<b>Mean</b>	<b>SD</b>
Increase in the density of population	-0.29	1.28
Increase in mental stress	-0.71	2.19
Impact of police protection	0.86	1.12
Increase in crime rate	-0.86	2.03
Increasing number of beggars	-0.29	1.28
Occurrence of vandalism	-0.43	2.38
Increase in the activities of prostitution	-2.57	0.73
Increase in the activities of drug abuse & gambling	-0.86	2.17
Break down in community & family cohesion	-0.57	1.84
Active participation of local social organisation towards the facilities of tourists	-0.57	1.29
Dual pricing system & attitude towards bargaining	-0.71	1.75
Performance of religious ceremonies or seasonal changes for monitoring gains	0.71	1.28
Changes in Values, norms & Customs	0.14	1.96
Commercialisation of traditions and customs	-0.14	2.53
Awaking general awareness towards the preservation of cultural heritage & tradition	-0.57	2.32
Improved standard of living	0.71	0.70
Changes in quality of public education	0.86	1.12
A center of religious, social and cultural communication	1.57	1.59
Over dependence on Tourists for livelihood.	1.00	1.69

From the table No. 3 we can get an idea about the residents response to the social and cultural impacts of tourists at the destination. As can be seen from the table no. 3 residents felt that,

Residents in the Anjarle felt that the tourists has done effect mostly on the Increase in the density of population 1.28, Increase in mental stress 2.19, Impact of police protection 1.12, Increase in crime rate 2.03, Increasing number of beggars 1.28, Occurrence of vandalism 2.38, Increase in the activities of prostitution 0.73, Increase in the activities of drug abuse & gambling 2.17, Break

down in community & family cohesion 1.84, Active participation of local social organisation towards the facilities of tourists 1.29, Dual pricing system & attitude towards bargaining 1.75, Performance of religious ceremonies or seasonal changes for monitoring gains 1.28, Changes in Values, norms & Customs 1.96, Commercialisation of traditions and customs 1.96, Awakening general awareness towards the preservation of cultural heritage & tradition 2.53, Improved standard of living 2.32, Changes in quality of public education 0.70, A center of religious, social and cultural communication 1.12, Over dependence on Tourists for livelihood 1.59.

This is a very famous and recently developed tourists center here economic impact shows the positive effect and as compare to other destination and total region socio cultural indicator also shows the maximum impact. But these are the seasonal impacts. Because tourists flow is much more in the winter season only. But whichever impact shows positive effect those are good sign of the starting of development but rate is very slow and not properly arranged. So it should be properly planned.

**Table No. 4: Frequency distribution of Socio – Cultural Attitude Index**

**Mean**

Sr. No	Average Score	Percentage of Respondents
1	-2.99 to -2.00	15.79
2	-1.99 to -1.00	15.04
3	-0.99 to 0.00	12.78
4	0.00 to 0.00	16.54
5	0.00 to +0.99	15.04
6	+1.00 to +1.99	13.53
7	+2.00 to +2.99	11.28

Residents mean for Anjarle 1.39 S.D. =0.80

+ Indicates the positive effect

- Indicates the negative effect

The higher the number larger the effect.

As can be seen from the table no. 4 the mean attitude index means of residents for Anjarle is 1.39. There is no overall Socio - Cultural impact of

tourists in Anjarle. Residents are moderately disagree with that the effect of tourists on the social cultural environment.

It reveals from the table no. 4 that there were 15.79 percent of Anjarle residents index scores ranging from -2.99 to -2.00 and 15.04 percent residents Socio - Cultural attitude index score ranging from -1.99 to -1.00 about 12.78 percent residents index score ranging from -0.99 to 0.00. About 15.04 percent residents index score ranging from 0.00 to +0.99 about 13.53 percent residents index score ranging from +1.00 to +1.99. About 11.28 percent residents index score ranging from 2.00 to +2.99.

It shows that there is no over all Socio cultural impact of tourism on the Anjarle. But few indicators show the positive impact of tourism on the destinations. These indicators are good sign of the developments in the destinations.

In overall there is impact of tourism in the Anjarle. Mostly the center is depending on the tourism for the economy. But in Anjarle it is seasonal activity, mostly in the winter and rainy season. Majority people come here to enjoy the nature's beauty. So there is no high rate of impact on the destinations.

### **3) PHYSICAL IMPACT OF TOURISM DEVELOPMENT:**

Tourism has major effect on the physical elements of destination areas. Mostly the increase the population creates so many problems in physical condition of that region. Mostly it will create strain public utility services like road, water, electricity and sewage disposal system. Tourism also helps in the modernization of infrastructure and increase in the number of hotels. But large increase in the number of tourists create problem of parking. It is cause to development of slums and it create problem of pollution at the tourist destinations.

#### **3.1) Physical Impacts Indicators of Tourists:**

For the study of Physical impact of the destination the following indicators are taken into consideration. Mean of residents of Anjarle responses to physical Impact of tourists calculated and given in the table no. 5

**Table No. 5: Residents Response to Physical Impact of Tourists on Anjarle.**

<b>Physical impact</b>	<b>Mean</b>	<b>SD</b>
Overcrowding & Congestion	-0.29	0.70
Noise & air Pollution	0.86	1.46
Water Pollution	0.71	1.03
Quality of Sewage Disposal	0.29	1.03
Supply & quality of fresh water	1.00	1.07
strain on public utility services & recreational facilities	1.14	0.83
Road Condition	-0.71	2.19
Development of Slums	0.43	1.59
Freely Moving cattle & problems of Congestion	-0.57	1.76
Acute problem of dirtiness at religious spot	-0.29	1.16
Modernization of Infrastructure	1.00	1.85
increasing number of religious institution	0.71	1.48
increasing number of Hotels	-0.86	1.88
Need of separate parking facility	0.57	1.83

Table no. 5 summarizes that the residents of Anjarle the effect of tourism is found in the overcrowding and congestion, water pollution quality of sewage disposal strain on public utility services, acute problem of dirtiness at religious spot and need of separate parking facility..

Residents of the Anjarle felt that the tourists has higher effect on the on the Acute problem of dirtiness at religious spot 0.70 Overcrowding & Congestion, 1.46 Water Pollution 1.03 Quality of Sewage Disposal 1.03 strain on public utility services & recreational facilities 1.07 Road Condition 0.83 Development of Slums 2.19 Freely Moving cattle & problems of Congestion 1.59 Modernization of Infrastructure 1.76 increasing number of religious institution 1.16 increasing number of Hotels 1.85 Need of separate parking facility 1.48 Noise & air Pollution 1.88 Supply & quality of fresh water 1.83.

In Anjarle impact of tourism on the physical conditions is not so high its medium. But the rate of the effect is very low because a resident shows moderate effect of these indicators on the economy.

**Table No. 6 Frequency distribution of Physical Attitude Index Mean**

Sr. No	Average Score	Percentage of Respondents
1	-2.99 to -2.00	8.16
2	-1.99 to -1.00	7.14
3	-0.99 to 0.00	13.27
4	0.00 to 0.00	22.45
5	0.00 to +0.99	20.41
6	+1.00 to +1.99	23.47
7	+2.00 to +2.99	5.10

Residents mean for Anjarle 1.22                      S.D. = 0.86

+ Indicates the positive effect

- Indicates the negative effect

The higher the number larger the effect.

As can be seen from the table no. 6 the mean attitude index mean for Anjarle is 1.22. However it is worth while to notice that there were 8.16 percent of Anjarle residents index scores ranging from -2.99 to -2.00 and 7.14 percent residents economical attitude index score ranging from -1.99 to -1.00 about 13.27 percent residents index score ranging from -0.99 to -0.00. About 20.41 percent residents index score ranging from 0.00 to +0.99 about 23.47 percent residents index score ranging from +1.00 to +1.99. About 5.10 percent residents index score ranging from +2.00 to +2.99

It shows there is impact of tourism on physical setting of the Anjarle but its negligible not so high. Because in recent days Anjarle became popular tourist destination. Its location and on the height so here limited scope for the physical construction but this location also creates problems of sewage disposal and pollution and mostly problem of water supply.

### **CONCLUSION:**

Anjarle is a Beautiful and calm place provides a variety of attractions. The climate is favourable throughout the year. Ganesh temple and Sandy Beach are the main attractions. Family tours are comparatively more at these destinations. But the attractions are not cared properly. Infrastructural facilities are not sufficient. Paying guest facility with stay is available but very limited. It is found

that the income of residents, opportunities for shopping and jobs, cost of land and housing, general price for goods and services and income from rental houses have increased. It is also found that effect of location on sale and scarcity of essential goods during season has also takes place, number of hotels has increased and modernization of infrastructure has taken place. The mean attitude index mean of residents for Anjarle is + 0.71. Because in recent days this centre has become popular. Anjarle is well-known for tourists but having limited accommodation and food facility. It is suggested that the accommodation, especially for tourists in general in the form of residential house should be made available. The incentives should be given to householders to provide stay and food facilities to the tourists.

Attractions, accommodation, supporting facilities infrastructure, etc are the basic elements of tourism development. These facilities for tourists should be developed both in private and public sector to facilitate the tourists and in return their better impacts on the local economy which can benefit the society at large.

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