Chapter III

Classification of
Tourist Places in Ratnagiri District
Chapter- III

Classification of Tourist Places in Ratnagiri District

3.0 Introduction

3. A Classification of Tourism

3.A.1 Development of Tourism in India

3.A.2 Development of Tourism in Maharashtra

3.B Classification of Tourist Places in Ratnagiri District

3.B.1 Brief History of Ratnagiri District

3.B.2 Development of Tourism in Ratnagiri District
Chapter- III
Classification of Tourist Places in Ratnagiri District

3.1 Introduction

India being a big country has everything to offer every body. Visiting India is an enthralling & memorable experience to one & all. India is a country where the past & present blend in a systematic manner in the threshold of an exciting future & emerging international market. India is a tourist paradise & has all unique features of modernity & traditional hospitality.

India is a land of geographic, agro-climatic, demographic & socio-economic diversity. As a consequence, country possesses ample potential for its economic development through focused approaches that harness regional/local development & niches.

3.2 General Classification of Tourism

Tourism is known as multidimensional industry. Due to its economic development many countries stimulate 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.

To understand the changes taking place in tourism industry according to time & period, also to study the problems & requirements of tourism; it is classified 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 can be done on the basis of season, nature of
tourists, duration, attractions of tourist places, cost of tourist places & required time. The different classifications is discussed as-

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. Some times 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 & vise 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. Some students go to foreign countries for their further study and they visit near by places of tourist interests. For example, the sights like museums, exhibitions, monuments, archeological sights and educational research institutes.

4. To meet friends and relatives

Some times the purpose behind the travel is to meet friends or relatives who are living outside the country. Tourists generally visit near by 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 any where 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 aeroplane; tourists were traveling by ships to longer distances in search of new lands, resources & for trade. For e.g. Vasco-da-Gama, Colombous, Magellan were the great explorer. Today also 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.
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 can not 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 out side 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 speciality 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.

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 are 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. Hunzikar 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.

2. Cultural Tourism

Cultural tourism gives the idea of different customs, traditions, cultures, languages of the region. Tourists can become familiar to local lifestyle 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 enrich in the knowledge of local history, art, folk dances, crafts, monuments, music, festivals, liking-disliking, educational standards, museums & research institutions.

3. 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.

4. 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.

A.2 Development of Tourism in India

Tourism has a long history in India. Indian tourism is primarily cultural tourism, because Indian culture is one of the very few cultures where several elements of the past continued to live in the present. Since ancient period, India is a wonderland for the rest of world. It is on record that long before the Christian era travelers visited India in search of fortune. This trend continued & become more marked in course of time with Europeans heading towards the Indian shores for the sole purpose of trade and commerce. St. Thomas an Apostle of Jesus Christ came to the South Indian shore in the first century A. D. The famous Chinese Buddhist Hieun T. Sang made his journey to India around A.D. 633. The Mouryan dynasty was found in 323 B.C. by Chandragupta Maurya. This dynasty produced one of the great monarchs of the world. Ashoka the great Emperor, who expanded the boundaries of his empire, recognized futility of conquest by war and embraced Buddhism. He sent monks with the message of Buddha to Shrilanka, Syria, Egypt and Macedonia. Cultural conquest of India is in East and West.

The Chlukyas and Pallavas established their dominance in South India. Harsha was another Emperor who was greatly influenced by the Buddhist culture. He built monasteries, temples, Dharmashalas and rest houses for the pilgrims. In his period, religion played a vital role in travel.
Some other important travelers in ancient period are Alexander the Great, Benjamin of Tudela a Jewish scholar, Ibn Batutah. There are also accounts of some European travelers who visited India during the period of medieval era. The Francisco Friar, John of Monte Corrino, the famous Portuguese Chronicle and Marco Polo visited India.

Later on in the 16th and 17th centuries many more European monks, travelers and adventurers visited India in search of knowledge. The great travelers like Vasco-de -Gama, great explorer Christopher Columbus and many Arabs, Europeans came to India to establish trading posts. India throughout had a great fascination for foreign travelers. 100 years ago, famous American traveler and writer Mark Twain came to India. He wrote, India is one country under the sun that is endowed with an imperishable interest for alien prince & alien peasant, for the lettered and the ignorant, the wise and the fool, the rich and poor, the bounded and the free-one land that all men desire to see, and having seen once, by even a glimpse, would not give that glimpse for the shows of all the rest all the globe combined.

He was fascinated by India’s diversity, contrasts and richness. He also described it as a fabulous world of “splendor and rags, the one country under the sun with an imperishable interest, the one land that all men desire to see”

During the British period tourism of India became more organized. They built Dakbanglows in remote hilly areas, which became famous hill stations after independence, for example Darjeeling, Moosurie, Deharadun, Shimla, Matheran, Mahableshawar are such places. Britishers also developed road and railway transportation in India. This helped to promote the tourism development.

In India, the importance of tourism had been recognized even before the Second World War. The intervention of war, however, put a stop to the tourist promotion activities of the Government. The first conscious and organized efforts to promote tourism in India was made in the year 1945, when a Committee was set up by the Government of India under the
chairmanship of Sir John Sargent, the then Educational Adviser to the Government of India. The main objective of the Committee was to survey potentialities of tourist traffic in India.

The Sargent Committee which submitted their report in October 1946, were unanimously of the opinion that it would be in the interest of India to encourage and develop tourist traffic both internal and external by all possible means. One of the major Recommendations of the Committee related to the setting up of a separate representative, organization and it should take initiative in the given matter

1. Publicity both in India and abroad,
2. Production of suitable literature such as guide books, folders, posters etc., Provision for training of guides.
3. Liaison with other Government Departments responsible for providing facilities required by tourists including information in regard to industries and commercial matters,
4. Liaison with travel agencies, which would necessarily remain responsible for the detail arrangement of the tourists.
5. Liaison with hotel and catering establishment,

The recommendations of the committee had taken seriously after India attained independence.

Tourism Development after Independence

India had a fairly large infrastructure available for the tourism at the time of independence. Almost all the major tourist centers were easily accessible by train or road, some even by air. However, in the absence of the central tourist organizations there was no co-ordination between the various services. Tourism in India is developed properly only after the central tourist organization was set up as a result of the recommendation of the Sargent Committee. It was only after the creation of separate Tourist Traffic Branch
in the year 1949 that whole time attention was paid to the development of tourist traffic in India.

Within a short period of time there was manifold increase in the activities of the Tourist Traffic Branch. The four branches Mumbai, Delhi, Madras, and Kolkata as they developed during the year 1955-56 performed of variety of duties covering almost all the important segments of tourism. This was followed by the Establishment of chain of information offices all over the country. By the year 1955, nine tourist offices were opened. The main function of tourist offices in India is to supply up to date information of tourist places according to tourist interests and to assist them whenever there is need.

To attract foreign tourists to India, Government decided to open chain of tourists offices overseas. The first overseas tourist office was opened in New York, then London, Paris, Frankfurt, Melbourne, Colombo were the next in the year 1956. It was on 1st March 1958 that a separate tourism department was started in the Ministry of Transport to deal with all matters concerning tourism. The new department was put under the charge of the Director General who had under him one Deputy Director General and four Directors each in charge of administration, publicity, travel relations and planning and development.

By the Presidential order dated 14th March, 1967 the Department of Aviation and Tourism which was under the Ministry of Transport and Aviation was formed into a separate ministry designated as the Ministry of Tourism and Civil Aviation, with two constituent departments 1) Department of Tourism and 2) Department of Civil Aviation. The ministry was put under the charge of a full time Minister. The function of department of tourism is both promotional and organizational, which are conducted by the following seven divisions –

1. Planning and programming,

2. Publicity and conference,
3. Travel trade hospitality,
4. Accommodation,
5. Supplementary accommodation and wild life,
6. Market research,
7. Administration.

The government of India has set up the department of tourism in three separate corporations, viz., Hotel Corporation of India Ltd., India Tourism Corporation Ltd. and India Tourism Transport Undertaking Ltd. for more active and positive role in promoting tourism. The main function of these corporations was to construct and manage hotels in public sector, to prepare literatures for tourist publicity and to provide transport facility to the tourists. The government merged these three corporations in one set up, namely the India Tourism Development Corporation Ltd in Delhi with effect from 1st October 1966. India Tourism Development Corporation Ltd. (ITDC) has started it's functioning with effect from March 28, 1970. Today, ITDC has India's largest accommodation chain, with 3000 hotel rooms and a tourist transport fleet of over 300.

The ITDC has chain of ten tourist information offices established in important cities of India. Four regional offices are located in the port cities such as Mumbai, Delhi Kolkatta and Chennai. Other sub offices are functioning at the focal points of tourist attractions in Agra, Aurangabad, Jaipur, Khajuraho, Cochin and Varanasi. To attract tourists from various regions, more offices are opened in main centers, for example – Imphal, Gauhati, Shillong, and Itanagar. For overseas promotion the department has opened offices in different countries.

**Growth of Tourism since Independence**

After the Independence of India the tourism is increasing day by day and the year after year. The growth of tourist arrivals in India since 1951 is shown in Table No. 3.1. and fig no 3.1. The data reveals that there is steady increase in tourist arrivals in country. In 1951, nearly 16,839 tourists visited
India and it has reached up 26,41,157 tourists in 2000. It also reveals that the tourists arrivals have reached close to 50,00,000 in the year 2007

Table No. 3.1
Growth of International Tourism in India. (1951-2007)

<table>
<thead>
<tr>
<th>Year</th>
<th>Tourists arrivals</th>
</tr>
</thead>
<tbody>
<tr>
<td>1951</td>
<td>16,829</td>
</tr>
<tr>
<td>1955</td>
<td>33,299</td>
</tr>
<tr>
<td>1960</td>
<td>1,23,095</td>
</tr>
<tr>
<td>1965</td>
<td>1,47,500</td>
</tr>
<tr>
<td>1970</td>
<td>2,80,821</td>
</tr>
<tr>
<td>1975</td>
<td>4,65,275</td>
</tr>
<tr>
<td>1980</td>
<td>8,00,150</td>
</tr>
<tr>
<td>1985</td>
<td>8,36,908</td>
</tr>
<tr>
<td>1990</td>
<td>13,29,950</td>
</tr>
<tr>
<td>1995</td>
<td>21,23,683</td>
</tr>
<tr>
<td>2000</td>
<td>26,41,157</td>
</tr>
<tr>
<td>2004</td>
<td>33,67,000</td>
</tr>
<tr>
<td>2005</td>
<td>39,87,382</td>
</tr>
<tr>
<td>2006</td>
<td>44,43,661</td>
</tr>
<tr>
<td>2007</td>
<td>49,70,000</td>
</tr>
</tbody>
</table>

Sources - (Ministry Of Tourism, Government of India – 2008)

The phenomenal explosion of domestic tourism is shown in Table. 3.2, it gives an inevitable by-product of economic development in the country. As people acquire more disposable income, the demand for travel & tourism grows exponentially. Tourism has become first priority of an income earner after the basic requirement of food, home and other essentials.

The study of domestic & international tourism is important and essential to know the growth and increase of tourist industry ( Table 3.3). It is also useful for formulation of future action plan.
Growth of International Tourism in India

(Fig. No. 3.1)

Growth of International Tourism in India-(1955-2007)

Table No. 3.2
Domestic Travelers in India (1987-2000)

<table>
<thead>
<tr>
<th>Year</th>
<th>Travelers</th>
</tr>
</thead>
<tbody>
<tr>
<td>1987</td>
<td>34,216,649</td>
</tr>
<tr>
<td>1990</td>
<td>63,970,024</td>
</tr>
<tr>
<td>1993</td>
<td>86,312,554</td>
</tr>
<tr>
<td>1997</td>
<td>1,60,015,097</td>
</tr>
<tr>
<td>2000</td>
<td>2,10,000,000</td>
</tr>
</tbody>
</table>

(Source- Department of Tourism- 2001)

Table No. 3.3
Foreign Exchange Earning Through Travel and Tourism in India – (1973-2004)

<table>
<thead>
<tr>
<th>Year</th>
<th>Rupees (in millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1973-1974</td>
<td>565</td>
</tr>
<tr>
<td>1975-1976</td>
<td>1896</td>
</tr>
<tr>
<td>1978-1979</td>
<td>5653</td>
</tr>
<tr>
<td>1980-1981</td>
<td>11,663</td>
</tr>
<tr>
<td>1982-1983</td>
<td>11,306</td>
</tr>
<tr>
<td>1985-1986</td>
<td>29,000</td>
</tr>
<tr>
<td>1990-1991</td>
<td>1,04,824</td>
</tr>
<tr>
<td>2000-2001</td>
<td>1,62,988</td>
</tr>
<tr>
<td>2003-2004</td>
<td>2,20,000</td>
</tr>
</tbody>
</table>

(Source- Ministry of Tourism Government of India -2004)
According to Mukesh Ranga (2003) in his book 'Tourism Potential in India', India’s share in world tourism is not significant as compared to other countries. The government of India has given more preference to tourism development through various 5-year plans; it resulted in the positive growth of tourism in last 30 years. Now, government is trying to provide basic infrastructure for the development of tourism in various states. To attract foreign tourists on large numbers there is necessity of international hotels, motels or restaurants; good network of transportation as well as new tourist destinations, marketing at international level. Government of India laid down new tourism policy (2000) in this context and seven key areas have been selected for improvement and development of tourism of country. These seven key areas are known as Welcome, Information, Facilities, Safety, Cooperation, Infrastructure Development and Cleanliness.

A.3 Development of Tourism in Maharashtra

Maharashtra is well-developed state in India; it has also a long history. Maharashtra is famous since ancient period for religious and cultural tourism. But due to lack of various facilities, Maharashtra is not yet very popular state for tourism as compared as Goa, Kerala, Rajastahan and some other states of India.

There is opportunity to develop tourism industry on large scale in Maharashtra. The Government of Maharashtra has shown keen interest to promote tourist activities in all over Maharashtra since 1989. The tourism can become major source of development of the state. The state Government of Maharashtra has taken several steps to overcome the earlier situation. The state government has decided that, it will concentrate on fulfillment of infrastructure support and will leave the allied business activities such as hotels and transport services to the private sector as far as possible. The government has also initiated to assess role of MTDC (Maharashtra Tourism Development Corporation) and has processed towards re-defining of tourism
development since establishment of MTDC i.e. 1975. According to new strategy of the state MTDC has to carry following work –

1. Preparation of master plans for tourism development using tourism as an instrument, e.g. Ajanta-Ellora, the Lake District and selected pilgrimages centers and hill stations.
2. Acquire land for private sector investment
3. Provide fiscal insensitive to the private sector
5. Disseminate information and publicity.
6. Demonstrate new concepts, especially for youth
7. Upgrade its facilities
9. Development of such areas where private sector are not coming forward

The state accords priority to the development of the tourism sector, as it is an important economic activity. The government has treated tourism activity as an industry and declared various incentives like other industries. The government of Maharashtra declared its first tourism policy in October 1993.

**Objectives of the First Tourism Policy –**

1. To bring out planned tourism growth with the help of experts and local participation. Provide information of tourist attractions to tourists.
2. Upgrade existing tourism facilities.
3. To provide tourism facilities of international standard in selected areas
4. Provide facilities for youth & budget tourists.
5. Promote arts, crafts and folk arts.
6. Generate employment, especially in the interior area of the state.

Government of Maharashtra had classified tourist centers into seven categories according to their nature for the development of tourism and prepared ten years Master Plan for the tourism development of those places for the period of 1993-2003.
1. Hill resorts- Matheran, Mahablesher,
2. Beach resorts -Ganpatipule, Alibag, Kihim;
3. Lake resorts – Bhandara, Thane
5. Natural Park and wild life sanctuaries- Borivali, Tadoba, Koyna & Dajipur
6. Historical monuments-
   Forts – Vijaydurg, Sindhudurg, Murud- Janjira

STATE TOURISM POLICY- 2006

The Government of Maharashtra has declared new Tourism Policy in January 2006 for the unlimited scope of Tourism Development. This new policy will be effective for the period of ten years. The main features of the policy are as under-

Highlights of the Tourism Policy

1. Development of infrastructure for Tourism & Tourist destination.
2. Providing fast & safe tracks with highway based facilities to reach various tourist places of the state.
4. Strengthen the existing scheme of accommodation & breakfast.
5. Development of entertainment, folk art & adventurous facilities at tourist destination.
6. Availing support from private sector for the development of State Tourism.
7. Developing & decorating world heritage destinations of the State.
8. Giving extra weight age to the folk art, folk music, sculpture art, museum & food culture of Maharashtra in respect to tourism.
9. Making efforts for handicrafts as a tourism object.
10. Making circle wise developments of pilgrim places.
11. Developing & executing integrated action plan to the development of forts of Maharashtra.
12. Formulating eco-tourism policy of the State.
13. Providing I.T. infrastructure to facilitate tourists.
14. Forming additional tourism information centers.
16. Giving preferences to law & order and tourist safety.
17. Providing training to Government & private sector people on ‘Atithi Devo Bhav’ approach.
18. Developing relationships among the various sectors of tourism under the co-ordination of M.T.D.C.
19. Determining the role & need of the experts as per requirement of Tourism Corporation & other institutions.
20. Establishing nodal office at Delhi to spread & publicity of the state Tourism.
21. Introducing single window scheme to approve various projects of the State.
22. Collecting tourism related statistical data.

B) Classification of Tourist Places in Ratnagiri District

Ratnagiri District is known for its diversity of land, people and culture. The district has its own historical background. At present Ratnagiri district is becoming famous as an important tourist destination of Maharashtra state. The Ratnagiri District is rich by tourist resources & scenic beauty i.e. calm-clean and untouched marvelous beaches, waterfalls, hot springs and also famous for the cultural diversity like forts, temples, caves, folk art & dances.

Tourism industry is developing as a major activity in Ratnagiri district. People and local institutions are contributing in various manners for development of this industry. A present geographical study is carried out to
assist proper planning & development of this industry in the district. According to this view the existing tourist places (Fig No.3.2) are studied and classified into three categories as per its nature-

1. Religious Tourist Places:
   Ganpatipule, Pawas, Nanij, Marleshwar, Rajapur, Parshuram, Devrukh,

2. Historical Tourist Places:
   Ratnagiri, Dervan, Chiplun, Kelshi, Mandangad

3. Natural Tourist Places:
   a) **Hill Station** - Dapoli
   b) **Beaches** - Ratnagiri, Ganpatipule, Kelshi, Guhagar.
   c) **Waterfall & Hot springs** - Dhootpapeshwar, Marleshwar, Rajapur (Unhale)

According to distinct classification of existing tourist places of Ratnagiri district; eight places are selected for sample survey. The details of the survey are discussed in the fifth chapter and information chart is given in Appendix-I.

3.3 B-1. Brief History of Ratnagiri District -

Ratnagiri district is a part of the greater tract known as ‘Konkan’. This tract is historically famous for its long coastline and convenient harbors. For the administrative convenience and industrial, agricultural development Ratnagiri district was divided into two districts Ratnagiri and Sindhudurg with effect from 1st May 1981.

The word “Konkon” is of Indian origin and considerable antiquity, though the origin of the name has never been sufficiently explained. The seven Kingdoms of the Konkan of Hindu mythology are mentioned in the “Hindu History of Kashmir” and are said to have included nearly the whole
west coast of India. The Pandavas, are said to have passed through this region in the 13th year of their exile & had settled in this area for some time. The Raja of this region Veerat Roy had accompanied them in the famous war at Kurushetra with the Kauvravas.

In the 2nd century A.D. the great empire of Mauryas annexed the entire Konkon coast. In the middle of the sixth century, the king of Maurya and Nala dynasties appear to have been ruling in Konkon. The district of Ratnagiri was under the Shilharas and the capital of their kingdom was probably Goa and later it may have been transferred to a more central place in the vicinity of Ratnagiri or Kharepatan. Chandrapur was one of the most ancient towns in Konkan, probably founded by Chandraditya, a son of the Chalukya king Pulakeshin 2nd.

The Portuguese power slowly declined and with the rise of the king Shivaji, the hold of Sultans on the district was lost by 1675 and the district finally came into the hands of Marathas. Marathas continued to rule the district till 1817, when the struggle between the British and the Peshawas come to an end and the whole of Konkan was transferred to the British.

In 1819 South Konkon was formed as a separate district. It’s headquarter was first at Bankot and later at Ratnagiri. Three northern sub-divisions were transferred to Thane district in 1833, it was again made full-fledged district and named as Ratnagiri district.

3.3. B-2. Development of Tourism in Ratnagiri District

Ratnagiri District is an important district in Maharashtra for the historical, cultural and religious purposes. It can become new paradise in the world because of its scenic beauty, unexplored sea beaches, and cultural diversity. The district is famous since ancient time, for the footprints of Pandavas, Aryas, Portuguese, Mughals, Marathas and Britishers. All these rulers have left their effect in the history of the region.

Ratnagiri district having lot of tourism potential, but it has not well developed due to various reasons. Ratnagiri district have high peaks of
Sahyadri, waterfalls, forests, wildlife, ancient temples, forts, backwater and beautiful sea beaches. Instead of these entire diversities Ratnagiri district could not get benefit of tourism development. There is great scope for the development in each and every department related to tourism activities.

Tourism potential in Ratnagiri district is very rich, but still it is not developed up to its mark. Goa, leading state in tourism is closer to Ranagiri district, Sindhudurg district, the only district in India, which is declared as Tourist District is also next to Ratnagiri district. Ratnagiri district has such surrounding environment but it could not take its advantage. Only few places like Ganpatipule, Ratnagiri are developed, such development is also not much very fastly. Proper plans and policies are required for the development, which is in process now and can help the tourism development of district & will change the whole scenario of the district in future.