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SUMMERY, CONCLUSIONS AND SUGGESTIONS

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6.0.1 World tourism is considered as a significant factor in the economy of many nations. Today tourism related infrastructure in various parts of the country has improved the quality of life of the local people and helped to promote local arts and crafts. Tourism has contributed to increase awareness about conservation of the environment and the cultural heritage. Tourism is one of the fastest growing industries in modern world. Tourism is multi-faceted phenomenon which involves movement to and stay at destination outside the normal place of residence.

Due to growing economic significance of tourism, there is a spectacular increase in tourism worldwide and increase in earning of the local people. This money is absorbed by the local economies of the nation, and helps to increase job opportunities. Tourism mostly depends on the range and types of accommodation available at the destination. Tourism also tends to give support to local handicrafts and cultural activities; both in urban and rural areas. Expenditure by tourists has a multiplier effect and also generates considerable tax revenue for local economy.

Tourism has become a major and an integral part of economic, social and physical development. Attraction, accommodation, supporting facilities, and infrastructure are the basic elements of tourism. The flow of domestic tourists depends on the location of tourist spot and population density of an area. Accessibility is an essential factor for better development of tourism.

India’s glorious traditions and rich cultural heritage are closely related with the development of tourism. It’s magnificent monuments attract a large number of tourists from all over the world. In Sanskrit literature the three famous words “Aththi Devo Bhava” means ‘the guest is truly god’ are a dictum of hospitality in India.
India, a land of geographical diversity, blessed with a long history of rich civilization and culture. It is a potential tourism paradise with a wide variety of attractions ranging from beautiful beaches, hill stations, scenery, forts, monuments, fairs and festivals, art and crafts, culture, forest, wildlife, and religious centers etc. India is a land of great variety and contrast. Its unique cultural mystique, exotic heritage, aesthetic environment and outstanding natural resources have attracted international tourists. Tourism in India has emerged as an important industry. Today, tourism is a major source of foreign exchange earnings and employment. India is a huge market for tourism for outbound and inbound tourists.

The main elements of tourism which attract tourist to a particular destination fall under following categories: 1) Pleasant climate 2) Scenic attraction 3) Historical & cultural attraction 4) Accessibility 5) Shopping 6) Adventure 7) Variety of cuisines 8) Accommodation 9) Relaxation & recreation 10) Health-care projects. Therefore, it has been rightly said that the core concept of tourism revolves around for 4 A’s (a) Attraction (b) Accessibility (c) Amenities (d) Ancillary services.

The year 2010 has been a good year in terms of growth in Foreign Tourists Arrivals (FTAs) and Foreign Exchange Earnings (FEE) from tourism in the country. The compound annual growth rate in FTAs in India during 2000 – 2010 was 13.5 per cent. This growth of FTAs as shown in Figure
It reveals that, the number of FTAs in India during 2010 increased to 5.58 million as compared to 5.17 million in 2009. The growth rate in FTAs during 2010 over 2009 was 8.1 per cent as compared to (-) 2.2 per cent during 2009 over 2008. The lower growth rate in 2009 was due to global financial meltdown, terrorist activities, H1N1 epidemic etc.

Tourism continue to play an important role as a foreign exchange earner for the country in 2010, FEE from tourism were ₹ 6.5 crore as compared to ₹ 5.5 crore in 2009, registering a growth rate of 18.1 per cent.
The number of domestic tourists visiting to all state and union territories during 2010 was 740.21 million as compared to 668.80 million in 2009, with a growth rate of 18.8 per cent. The top 10 states and union territories in the country in terms of domestic tourists’ visits during 2010 were the same as in 2009, except some changes in relative ranks of these states. During 2010, the top 3 states (Andhra Pradesh, Uttar Pradesh and Tamil nadu) in terms of domestic tourists’ visits were same as in 2009. The number of foreign tourist visits to the states and union territories was 17.85 million in 2010 as compared to 13.71 million in 2009. About 16.12 per cent foreign tourist visit to top ten states in the country

Tourism emerged as the largest global industry of the 20th century and is projected to grow even faster in the 21st century due to new tourism policy of 7-S mantra of Swaagat (welcome), Soochanaa (information), Suvidhaa (facilitation), Surakshaa (security), Sahayog (cooperation), Saurachna (infrastructure) and Safaai (cleanliness).

Maharashtra has recognized tourism as a major thrust area for economic growth in the state because Sahyadri Mountain is the backbone of Maharashtra. Maharashtra is a land of rich culture, traditions and festivals and is a major trade and tourist destination of India, attracting thousands of tourists from across the world every year. There is opportunity to develop tourism industry on large scale in Maharashtra. The government of Maharashtra has shown keen interest to promote tourism activities in all over Maharashtra since 1989. As a result, Maharashtra is one of the first states to declare “Tourism District”.

Tourism industry in Maharashtra has a tremendous potential for growth. The strong availability of basic infrastructure throughout the state would provide a perfect platform for fresh private investments in development of tourism in the state, and in the process of creating many direct and indirect employment opportunities to local residents.
Maharashtra has a numerous tourist attractions ranging from ancient cave temples, unspoiled beaches, ancient historical forts and monuments, forests and wildlife, unique hill stations, pilgrimage centers, and a rich tradition of fairs and festival, art and culture. Hence the campaign slogan for Maharashtra Tourism – “MAHARASHTRA UNLIMITED!”

The Raigad district has great potential for tourism resources; it reveals a treasure of tourism. There are 161 tourist centers are distributed all over the district. During the tourism season large numbers of foreign and domestic tourists visit this district. The main attraction of Raigad district is Raigad Fort which was the capital of the great Maratha King Chhtrapati Shivaji Maharaj. The district has beautiful beaches like Alibag, Varsoli, Kihim, Saswane, Akshi, Nagon, Kashid, Murud, Diveagar, Harihareshwar, Shrivardhan etc, which are located on the western coast of Arabian Sea. Tourists throughout the year visit the historical forts of Raigad, Kulaba fort, Janjira fort, caves, pilgrim centers, natural scenery and hill stations. Every year MTDC and local authorities jointly organize Paryatan Mahotsav like Elephanta and Murud-Janjira. Konkan Railway plays an important role for the development of tourism in the district.

Raigad district is endowed with four major economic resources viz. agriculture, maritime fishery, abundance of mineral deposits and tourism activity. UNESCO has declared Elephanta Caves as one of the world heritage sites are the beautiful landscape of the district. A Matheran Hill station is truly a unique place as it is ‘pollution free town’. A rich cultural heritage of unique local folk arts, handicrafts, foods and festivals, rich biodiversity are available for the ideal tourism in the district. Therefore, there is a tremendous scope for tourism development in the Raigad district.

6.0.2 The present Raigad district owes its name from the historical fort of Raigad and is erstwhile Kolaba district, which was formed in 1869. On 1st January 1981, former Chief Minister Barrister Hon. A.R. Antule named Kolaba
district as a Raigad district after the name of Raigad fort. The major changes took place in administrative setup from time to time. As per the 1991 census, there were 14 tehsils, 1908 villages and 19 towns. There was a major change in 2001 census; now Raigad district has 15 tehsils, 1919 villages and 26 towns. These tehsils are sub divided into Alibag, Panvel, Mahad and Mangaon administrative divisions. Alibag town is the head quarter of the district.

Raigad district is a coastal district which is situated on the western coast of Maharashtra. It reveals a treasure of tourism. It provides a variety of attractions. But due to physical setting, there is no scope for the infrastructural facilities. Geographically, Raigad district has considerable variations in relief features, climate and socio-economic status. So, 89 per cent tourist centers have potentials for tourism but not much developed due to lack of infrastructural facilities.

The district is drained by short westwards flowing parallel streams, which originate in the Sahyadri Mountains in the east and flow into the Arabian Sea. Ulhas, Patalganga, Amba, Kundlika, Savitri, Kal, Gandhari and Ghod are the major rivers in the district. Creeks have been formed at the places where these rivers join the sea; the main creeks are Panvel, Karnja, Dharamtar, Rohe, Rajpuri and Bankot.

The district has experienced moist and humid climate. The average rainfall for the district is 3028.9 mm. The rainfall increases rapidly from the coast towards the Sahyadri on the eastern border of the district. Nearly 95 per cent of the annual rainfall is received during the south-west monsoon season. Post monsoon season is the completely dry period and scarcity of water is experienced severely in the district during this season.

Forest soils, varkas soils, rice soils, khar or salt soils, coastal alluvium and laterite soils are found in the district. Rice is an important crop in the district;
Common millet – Vari (Pancicum miliaccum L), Finger millet- Nagli (Eleusine coraeana), Carpet legume – Val (Dolichos lablab L), Spiked Dolichos- Pavta (Dolichos lablab L), Pigeon pea – Tur (Cajanus cajan), Cow pea – Chavali (Vigna catiang) , Horse gram – Kulth (Dolichos biflosus) and millets crops are grown. In the coastal soil, crops like Coconut (Cocos nucifera L), Areca nut – Supari (Areca catechy L), Mango (Mangifera indica L), cashew nut (Anacardium acidulate), jackfruit (Artocampus heterophyllus L) , Sapota – chickoo (Achras zapota L) , ratambi -Kokam (Garcilia indica) and watermelon (Citrullus vulgaris ) etc.

The forest is one the main attractions of the tourists in the district. It occupies area of 1486.94 sq. km. Great biodiversity is found in the forest. All forts in the district are covered with forest. Forest in the district comes under the supervision of forest department at Roha and Alibag. Raigad district is one of the most important maritime districts of the Maharashtra. Mora, Karnja, Revas, Mandwa, Alibag, Revdanda, Rajpuri, Dighi and Bagmandla are important fishing ports in the district. Fishing is considered at second rank only next to agriculture as a means of livelihood. Several wild animals are found in the hilly and forested hill ranges of the district. Many animals like hyena (Hyaenidae carnivora), fox (Cannis vulpes), jackal (Canis aureus), wild boar (Sus scrofa), and monkeys, large number of birds are found in Fansad Wildlife Sanctuary and Karnala Bird Sanctuary. These two sanctuaries are main attraction of bird watchers and nature lovers.

The population characteristics in the district play an important role in tourism sector. The distribution of population is very uneven in the district, due to unfavorable relief features, human activities and natural resources. According to 2001 census, the total population of the district was 2207929. The population increase rapidly from 1931. According to census 2001, Raigad
district has a total population 2207929 comprising of 1117628 males and 1090301 females. The distribution of rural and urban population is unevenly spread all over the district.

As per the 2001 census, about 75.8 per cent of total population is concentrated in rural areas while 24.2 per cent are living in urban areas of the district. The average growth rate for the rural and urban areas of the district are 11.8 per cent and 62.7 per cent respectively. In rural areas, Uran tehsil has recorded the highest growth rate of 32.3 per cent and Sudhagad tehsil has lowest growth rate – 1.7 per cent. On the other hand in urban areas, Roha tehsil has highest growth rate of 131.6 per cent and Alibag has lowest growth rate of -19.6 per cent. The proportion of urban to total population in Raigad district stands at 24.2 percent in 2001 as against 18.0 percent in 1991 indicating a slow pace of urbanization in the district.

According to 2001 census, in rural areas of the district, male population (48.9 per cent) is lower than the female population (52.09 per cent) and in urban areas male population (48.90 per cent) is higher than the female population (45.24 per cent). As male are migrate to nearby urban centers due to searching of jobs. The density of population has increased from 255 in 1991 to 309 in 2001 and ranking 9th in Maharashtra State. Raigad district has a sex ratio of 976 unfavorable to female and higher than the state averages of 922, ranking 7th among the other districts of state. The SC population (2.4 per cent) is lower than the ST population (12.2 per cent) to the total population of the district. The literacy rate for the district was 77.0 per cent as compared to the 76.9 per cent literate population of Maharashtra state.

Different activities like primary, secondary and tertiary are practiced in Raigad district. Due to development of tourism, the occupational structure has changed the nature of work. Earlier they were engaged in tertiary activities like trade and commerce, transport and communication and other services. But now
most of the population is engaged in other activities like hotel, travel and other activities related to tourism.

Infrastructural facilities play an important role for the development of tourism. It includes accessibility, accommodation and food, security, entertainment, banking etc. The relationship between transportation and communication and tourism development is traditionally been regarded as famous example of ‘hen and egg’. Transport and communication both play a very important role in economic, industrial and regional development of a district. They are called as ‘Lifeblood’ of the district. Raigad districts consists of coastal and hilly areas, therefore road transportation get first preference for travelling. Tourist centers are connected through village roads, district roads, and national highways. The length of the Mumbai-Pune Express Highway (Yashwantrao Chavan Expressway) (49.75 km), National Highway 4, 17 and 4B (238km) pass through the district. The length of national highway which passes through the district is very less (about 4.28 percent of the total length in the district). Total length of roads has increased by 1445.17 kms from 1991 to 2001. The Mumbai-Pune Express way helps to increase the number of tourists and is the great advantage for the tourism development in the district. As far as Railway transport is concerned, there are five railway routes passing through the district. The total length of railway line is 293.53 kms with 39 stations. Konkan railway plays vital role in the development of tourism in district. Only three Express trains on Central railway take halt at Neral. Neral is the busy station which is on Mumbai-Pune Central route with its broad gauge connectivity. One more attraction at Neral is Toy train of Matheran. A narrow gauge toy train from Neral meanders up the mountain treating the tourist to a breathtaking view. Water transport is also important for tourism development in the district. Water transport is convenient for the tehsils on the western coast of the district i.e. Uran, Alibag, Murud and Shrivardhan. Tourist flow has been increased recently
due to the availability of catamaran and ferry’s services. These services are available at Gateway of India, Ferry wharf (Mumbai), Mora (Uran), Revas, Mandwa (Alibag), Rajpuri (Murud), Dighi and Bagmandala (Shrivardhan). Airport is about to develop at Panvel in next few years, it will be beneficial for the foreign tourists and the foreign tourists can directly reach in the district. Therefore, all modes of transportation network helps to increase the number of tourists and it is possible to change the face of the district through tourism.

Accommodation is a core area of tourism industry and the key element in the tourism product. Unfortunately accommodation facilities are not satisfactory. Under the MTDC scheme, bed and breakfast accommodations are found in the district. But during the tourism season these accommodation facilities are inadequate in numbers. Health facilities are also not satisfactory. Security of tourists is important in tourism industry but this security status is not satisfactory. The strength of police force is less as per the government norms. Entertainment facilities are less in number. Bank and ATM centers are also less in the district as compared to population of the district.

6.0.3 The land of the Raigad district has great reveals of a treasure of tourism. There are many attractions of tourists which are distributed all over the district. The district has many natural, socio-cultural and man-made attractions. Every tehsils of Raigad district has a treasure of tourism and the tourist places are significant in the view of tourism development.

The western coast of the tehsils has variety of beaches. There are 21 beaches which are worthy to develop as tourist attractions. Alibag, Kihim, Kashid, Murud, Diveagar, Shrivardhan and Harihareshwar beaches attract more tourists. These beaches have sparkling white, sun kissed sand, an unpolluted fresh air and clear blue sea water with pleasant climate. Kashid beach is also famous because of clam, colourful and peaceful atmosphere.
Sanctuaries are one of the most important attractions for observation of wild animals, bird watcher and nature lover. There are two sanctuaries in the district with great variety of biodiversity. Mostly bird watchers visit to Karnala bird sanctuary at Karnala near Panvel town. But less number of tourists visits wildlife sanctuary at Fansad due to inadequate infrastructural facilities. Ecotourism developed at these two sanctuaries.

The temples are spiritual centers which provide psychological shelter to the people. Raigad district has total 78 well known religious centers; out of these 29 temples are more attractive tourists’ places. Asthavinayak temples - Shri Ballaeshwar at Pali and Shri Varadvinayak at Madh and Suvarna Ganesh temple at Diveagar and Harihareshwar (Dakshin Kashi) are the major religious places of Hindu people and Idgah at Murud is of Muslim community. Nandgaon, kankeshwar, Choul, Mugawali etc some of the temples are potential one. About thirty temples are mostly devoted to Lord Shiva and Ganesha. The unique example of religious tourism is known as Mini Pandharsi temple and Darga are located in one place at Malegaon in Mangaon tehsil.

Matheran is the only hill station in the district. It has 38 tourist points which are the attraction of the tourists. During the summer season, large number of domestic and foreign tourists’ visits Matheran. Toy train is also an added attraction of tourists. Calm, quiet places, natural beauty, cold air, peaceful atmosphere and great biodiversity are some of the characteristics of Matheran. But distance between any two points is more, so tourists do not stay more than one day and also infrastructural facilities are also not sufficient. Due to Smell of horse dung, air pollution is created.

In Raigad district, forts have good potential for tourism, there are 49 forts located in Sahyadri mountain range having their historical significance. The main attraction of the district is Raigad fort. But Janjira, the unconquered sea fort and Karnala forts are also attract more tourists. Tourists do not attract other
forts because of lack of infrastructural facilities. Raigad fort has got importance mainly because of coronation of the Chhatrapati Shivaji Maharaj

Hot water springs are the gift of nature. They are remarkable and mostly attract tourist. There are two hot water springs at Sav and Unhere, these springs are located near the river. The significance of hot water is to cure the skin disease. These places have more potential for the development of medical and ayurveda tourism. Most of the tourists are from Maharashtra.

The district has 18 waterfalls which are hidden inside in the Sahyadri range because of undulating topography and heavy rainfall. Waterfall is the prime attractions of tourist during the rainy season. Most of the Mumbaikar are attracted towards the Pandavkada waterfalls

Caves are also one of the most important attractions of tourists. There are 10 group of caves situated in the district having their historical significance. An Elephanta cave is the main attraction of the district. UNESCO has declared it as a world heritage Site. Large numbers of domestic and foreign tourists visit to Elephanta caves, but due to lack of electricity, drinking water, medical, accommodation facilities tourists cannot stay at Gharapuri Island. Kude, Kondane, Gandharpale and Khadsamble caves has potential tourism attraction but main barrier is inadequate infrastructural facilities of these places.

Agro tourism is the source of income and directly and indirectly benefits to the local people. Karjat and Alibag tehsils have developed the agro tourism. It consists of nursery, ayurveda, resorts, farms, and fish farms in the district. There are two Sahakari Sanstha’s namely *Kokan Bhumi Agro Tourism*, and *Alibag Krishi Parytan Vikas* play main role in the development of agro tourism in the district.

Raigad district is one of the important districts for its historical, religious, social, cultural and political background. Many famous social reformers,
spiritual Guru, writer, freedom fighters, actors, musicians and political leaders are pride of the Maharashtra state. Raigad district has been enlightened by the presence of these people since its birth place. For example Dr. C. D. Deshmukh, Vasudev Balwant Phadke, Vinoba Bhave, Dr Nanasaheb Darmadhikari, etc. All of them contributed in various spheres of life and have been of great importance to the society. A native village of the great personalities has one of the attractions for tourists. It helps to promote the tourism development.

All towns have their own identities with respect to social, historical, cultural, economical and political importance. Out of 26 towns Alibag, Uran, Pen, Murud, Shrivardhan and Mahad are major attractions from a tourism point of view. Alibag is known as Mini Goa. 125 years old Magnetic Observatory, Kahnoji Angre memorial, Kolaba fort, beautiful beach, fish market, educational centers, birth place of Arunkumar Vaidya, and head quarter of district are the characteristics of Alibag. JNPT, Doolwadi and Pirwadi beach and Dronagiri fort are the attractions of Uran. Making of Ganesh idols, rice mills, home industries of papads, bullock cart wheels etc are famous in Pen. The features of Murud are beautiful beach, Janjira fort, fish market, Paryatan Mahotsav etc. Birth place of Balaji Vishwanath Peshwa and their monument, well planned town, attractive beach etc are the highlight of Shrivardhan. Mahad is known for famous historical place, Satyagrath of Chaudar Tale by Dr. Babasaheb Ambedkar, Vireshwar temple, National Monument of Dr. Babasaheb Ambedkar, Savitri River, Gandharpale caves, etc. are the major attractions of Mahad.

6.0.4 Tourists are the backbone of the tourism industry, if tourists are satisfied with tourism and its products, tourists’ can enjoy and visit to same area more frequently. Hence the study of functional and behavioural attitudes of the tourists is essential for the development of tourism. Tourist data analysis reveals the views of the tourist and their functional and behavioural attitude towards the region. It is observed that 58.43 per cent incoming tourists are male and 41.57
per cent female tourists. It seems that the male tourists are more than the female tourists.

The age structure of the tourist is very important factor in the tourism. It helps to understand the scope of tourist destination. Demand and supply of tourist products depends on age-group. About 55 per cent of male and 45 per cent female among tourist were in the age-group of 30-45, this group is engaged in service sectors therefore during the holidays or weekend time, the tourists visit to nearby tourist places. Old people above 60 years (male 62.1 per cent and 37.9 per cent female) like pensioners, farmers and other people visit to tourists’ places for relaxation, religious purpose, observing the nature, entertainment etc

Marital status of the incoming tourist is one of the most important aspects which affects on accommodation, food and other facilities. Tourists always visit with their family members especially newly married people visits at Matheran, Kashid beach etc. It is observed that, 57.08 per cent tourists are married and 42.92 per cent are unmarried tourists.

The study of literacy helps to understand the tourists’ language, standard living and economic status. It reveals that 45.17 per cent tourists have completed their higher education. About 4.49 per cent tourists are not educated that means they are illiterate. In overall status of education nearly about 50 per cent tourists has completed higher education.

Raigad district has many Hindu and Muslim religious places. About 63.37 per cent tourists are Hindu and they give preference to Hindu religious destinations like Pali, Madh, Diveagar, Harihareswvar and Shivling at Gharapuri Island, Choul, etc. On special days of Sankasthi and Vinayaka Chathurtis, Mahashivratri, (as per Hindu calendar) Datta Jayanti, large number of devotees visit to this places. About 6.07 per cent tourist from Muslim community visit to Idgah, Pirwadi darga and Janjira fort, Sav Darga etc. As a result Hindu religion tourists are more as compared to the tourists of other religion.
The study of occupational structure of tourists depicts that 59.78 per cent tourists are engaged in state and central government service sectors, followed by education and business. It seems that, Central government and private companies provide Long Travel Concession (LTC) facilities to their employees on large scale. Tourists from agriculture sector are very less. People from service sectors are higher than the other sectors. The economic status of tourist about 53.03 per cent tourists’ income is between ₹ 45,000-60,000 and Only 2.92 per cent tourist have income above ₹ 75,000 who are engaged in business sectors.

The economic status of the tourist depend on number of visitors and increases the earning of the tourists destination. The flow of tourists helps to realize the impressing areas. About 77.3 per cent tourists came from Maharashtra. Because Raigad district is well known for its historical background and it is very close to Mumbai and Western Maharashtra. About 54.5 per cent tourist came from neighboring districts like Mumbai, Thane, Nasik, Ratnagiri, Pune, Satara, Sangli and Kolhapur. 17.8 per cent from host district. About 9 per cent foreigners are had come from America, Europe, Nepal and England. Foreigners reach Mumbai and then they visit the tourists places which are very close to Mumbai, such as Elephanta caves, Matheran, Murud-Janjira and so on. As a result the number of tourist coming from neighboring district is higher than the other districts of Maharashtra and nearby state.

Frequency of tourists helps us to understand a number of tourists visited to particular destination. About 23.5 per cent tourists say that they visit at first time, 4.5 per cent tourist visited to destination twice and about 32.6 per cent tourists visited to places by thrice. The large number of tourists visiting third time is higher than the other categories. The main reason is the beautiful scenery, calm and pleasant climate and paying tribute to god. Most of the people visit only for relaxation.
Accompanying members help to study the nature of tourist destination. It is observed that, 55.05 per cent tourists came along with their family members than the others and followed by about 22.69 per cent tourists who enjoy with their friends.

The purpose of visit of the tourist is from the daily work, hectic life, people want to relief their mind. The study of intension of tourist - about 34.83 per cent tourist travel to destination for nature observation like beaches, waterfalls, greenery and nature’s beauty followed by religious motives (18.65 per cent). Most of tourists come to Raigad district for enjoying nature, spiritual places, relaxation and refreshment of body and mind seeking knowledge of geographical features.

Transportation and accommodation are the basic elements of tourism. Raigad district is well connected by roadways, railways and waterways. National highway No. 17, 4, 4B and expressway (Yashwantrao Chavan Expressway) which passes through the district. Tourists coming from other districts and states can easily reach in the district. About 47.87 per cent tourists prefer their own vehicles and followed by about 19.78 per cent who use private vehicles. About 11.69 per cent tourists visited destination by ferry boat or launch. Accommodation facility is not satisfactory. Hotels, resorts, bed and breakfast scheme (household accommodation), lodging, agro farm etc, accounts 43.83 per cent accommodation in the district. About 51.23 per cent tourists do not stay at any destination and return to their home town.

The study of sources of information about the tourist destination helps to understand the tourist trends in the Raigad district. About 40.9 per cent tourist say that they already know the tourist destinations in the Raigad district. Such tourists frequently visit the places such as Alibag, Karnala Bird Sanctuary, Murud-Janjira, Harihareshwar, Diveagar, Matheran, and Elephanta Caves, Pali, Madh, etc. About 13.03 per cent tourists gained information through news
papers, tourism books, guide books and travel magazines. About 10.56 per cent tourists got information through tourist agencies or authorities like MTDC, India Tourism and KTDC etc. About 24.49 per cent tourist have collected information through internet.

Tourists’ expenditure is an important factor in the development of tourism. Tourists spend amount on different tourist products like accommodation, transportation, food, shopping and other products. On an average 17.4 per cent tourist spend less than ₹ 150 per day at the tourist centers. Only 10.74 per cent tourists’ money spend above ₹ 900 per day on tourism products, who belong to higher income group. About 29.16 per cent tourists do not spend money on tourist’s products. It reveals that the huge expenditure is on transportation.

The study of preference of tourist to tourism in Raigad district helps to understand the popularity of destination. A preference of tourist destinations mainly depends on attraction of tourism, transportation facilities, amenities and services. About 17.98 per cent tourists visit to the Elephanta caves as the first preference because *Maheshmurti and painstakingly hewn rock-cut cave temple, dedicated to Shiva and experience of sea travel* are the major attractions of domestic and foreign tourists. About 15.73 per cent tourists give second preference to Matheran hill station. About 12.36 per cent tourists prefer Harihareshwar, Shrivardhan and Diveagar which is termed as *Dakshin Kashi and has beautiful beach, landforms and golden temples*. About 11.69 per cent tourists had given preference to Pali and Madh due to its spiritual significance. Tourists view about the facilities was examined. It is observed that view of tourists tend to good and satisfactory on large scale about the accommodation, transportation, food and attitude of the local people. But some tourists felt that accommodation and transportation facilities are insufficient in numbers.
The level of satisfaction of tourists depends on the relationship between tourists, residents and various facilities provided to them at the destination. As per satisfaction index, opinion regarding the tourist places in the Raigad district received first rank. It means tourists are more satisfied with the tourism attractions and products at the destination. Behavioural and attitudinal approach of the local people receives second rank and accessibility receives third rank. In general the tourists are satisfied with the attitude of the local people and transportation.

6.0.5 Raigad district has great tourism attractions. It is in the developing stage; the economic, socio-cultural and physical impacts are assessed by selected four samples of tourist destinations namely Elephanta Caves, Matheran, Janjira Fort and Pali. These impacts are comparatively less at these places.

The economic, socio-cultural and physical impacts are measured by Likert scale. About 11 indicators were considered for the assessment of economic impact of tourism on residents of Elephanta Caves, Matheran, Janjira Fort and Pali. There were fewer impacts on the destination with respect to income of the residents, opportunity for shopping and opportunity for jobs, increasing cost of land and housing, increase in general price of goods and services, increase in the number of hotels, resorts and commercial view point of local people. These indicators show the positive impact of the tourism.

The mean attitude index for Elephanta caves is +0.61, for Matheran +0.72, for Janjira fort +0.83 and for Pali + 0.81. Because these centers have become popular and attractive. During holidays, weekend and summer vacation, large numbers of tourists enjoy the nature at Elephanta Caves, Matheran, Janjira Fort and Pali. Hence tourists visit again and again to these places. During Sankasthi and Vinayaka Chathurtis, devotees visit frequently to Pali and Madh, Harihareshwar, Diveagar.
Socio-cultural impacts refer to change in value system, individual behaviour, family relationship, life style, safety level, moral conduct, religion, language, interpersonal relationship of residents of respective destination. These impacts of tourist on residents are assessed with the help of 15 indicators. The positive socio-cultural impacts are observed, increase in density of population, improved in standard of living, change in occupational structure, role of MTDC and ASI, active participation of local social organization, change in value, norms and customs. It is observed that there is low social impact of tourism on residents. The mean attitude index for Elephanta caves is +0.64, for Matheran +0.65, for Janjira fort +0.45 and for Pali + 0.47. That means there are less effects of tourism on the social environment. The positive social indicators indicate good sign for the development of tourism in the district.

Physical aspects are also important for the development of tourism. There were 8 indicators considered for the physical impacts. The positive physical impacts, overcrowding and congestion, strain on public utility services and recreational facilities, quality of sewage and garbage disposal, need of separate place for parking. Overcrowding of tourists creates great pressure on local resources and creates the problems of air, water and noise pollution. The mean attitude index for Elephanta caves is +0.86, for Matheran +0.77, for Janjira fort +0.71 and for Pali + 0.83. Mostly residents of all destinations agree with physical indicators. It seems that, there is no high rate of physical impacts on such destination. Therefore physical impacts are good indication of tourism development.

The local economy of all tourist centers depend on tourism activity. Majority of domestic and foreign tourists visit Matheran, Elephnata caves, and Janjira fort during the summer and winter season. Tourist enjoy the natural beauty and experience the joy of toy train of Matheran, for taking pleasure of sculpture carved in one stone of Maheshmurti and seeing view reminds the
history of Siddhi Nabab at Murud. In case of Pali and Madh which is holy places, tourists are attracted throughout the year for paying tributes to Lord Ganesh. Most of devotees visit on the occasion of Ganesh Jayanti (Maghi Chathurthi), Sankasthi and Vinayaka Chathurthi. Therefore socio-cultural and physical impacts are not observed but little bit economic impacts is at Elephanta caves, Matheran, Janjira fort and Pali.

6.1 **SUGGESTIONS**

The study reveals that the Raigad district favours for tourism development. Therefore the following suggestions are made.

1. Raigad district has great tourism potential for the development of tourism, but efforts are very less. Therefore, it is suggested that, MTDC, KTDC, ASI and local people should to take the initiative in this regards.
2. To develop eco tourism at Karnala Bird Sanctuary and Fansad wildlife Sanctuary.
3. It is observed that the conditions of state highway, district roads and village roads are not satisfied, therefore it is suggested that PWD, MTDC and local leaders take lead and it should repaired and maintained properly in order to increase the number of tourists.
4. Beaches are prime attraction of tourists. In case of Kashid beach, Diveagar, Harihareshwar beach is concerned; there are lack of medical facilities, speed boat, security, ambulance, parking facilities and beaches are not developed. Therefore it should develop all facilities at the beach side.
5. Matheran hill station- Matheran Municipal Corporation provides pay and park facility at Dasturi Naka. But parking space is very limited. Traffic jam problem is frequent. Therefore, more space be provides for parking.
6. Ferry services should start from Vashi Navi Mumbai, Belapur and Mora to Gharapuri. It is beneficial for the Thane district and northern part of Raigad district in order to increase the number of tourists.
7. For more attraction of tourists at Karnala Bird Sanctuary and fort, honey industry and ropeway should be develop.

8. Many express trains are running on Central railway and Konkan railway, but very few trains take halt at one or two stations. Therefore, it is suggested to railway department that during tourism season express trains should halt at more stations in the district. It is beneficial to the outsider tourists.

9. Tourists data analysis reveals that lack of print media or publicity, tourists know the attraction of tourism in the district. Therefore, it is suggested that the print media should be made vigorously to increase the tourists.

10. State Transport long route buses ply on NH-17 from Mumbai to south Konkan, but not a single bus do not get stop at Karnala Bird Sanctuary. Therefore, Forest Department, Thane take lead and convince to MSRTC, ultimately increase the number of tourist.

11. Ropeway should be developed at Matheran hill station from Dhodhani village (back side of Matheran) in Panvel tehsil.

12. For the sustainable development of tourism in the district, we can motivate the NCC and NSS students from schools and colleges in the district for enhancing the awareness of environment and of tourist centers.

13. Raigad Darshan bus services should be started by MTDC; it helps to attract the tourists on large scale.

14. To start Tourism Festival at Alibag and Harihareshwar.

15. To develop garden in the campus of Peshwa Smarak at Shrivardhan.

16. For the development of tourism in the district, to establish the sub center of MTDC can be established at district head quarter.

17. To appoint the local people for the supervision of caves site by ASI.

18. As Raigad fort is concerned, there are only two small hotels at foot of Raigad fort, there is no electricity on path, condition of safety guard and stairs, and parking facilities are poor. So, it should be improve and strengthened these facilities.
19. Kokan Bhumi agro tourism and Alibag Krishi Parytan Vikas sanstha should take lead for the development of agro tourism in the district.

20. It is necessary to increase the security force at tourist destination. Tourists must feel secure and enjoy the destination.

21. Long Travel Concession (LTC) facilities should be started for teachers.

22. The museum of Chhatrapati Shivaji Maharaj can be developed at district head quarter.

23. To involve the NCC and NSS volunteers from schools and colleges for the cleanliness of the beaches.

24. Bhakt niwas facility should be straightened at Madh and Pali religious places.

25. It is necessary to develop fresh water bath facility at Pirwadi beach, Diveagar, Harihareshwar, Murud, Shrivardhan, Kashid, Akshi, Nagaon and Varsoli.

26. Guest house should be opened and respective facilities be provided to the tourists.

27. Safety guards should be made at different points at Matheran hill Station.

28. Information centers should be opened at Matheran and directional map of 38 tourist points be displayed near the railway station and Dasturi Naka.

29. Water sports facility should start at Shrivardhan, Alibag, Kihim, Varsoli, Akshi beaches.

30. Parking facility should be developed at Janjira fort (Rajpuri village).

31. Shopping facilities should be increased at famous tourist destinations.

32. The Bed and breakfast scheme be introduced at all destinations by MTDC.

33. Accommodation (Hotels, resorts, cottages) facilities should be develop at Pali, Madh, Varsoli, Kihim, Akshi, Kashid, Mahad, Raigad Fort, Shrivardhan, Harihareshwar and Gharapuri Island.

34. Raigad district should be declared as a ‘Tourism District’.
Author feels that the above mentioned suggestions which are based on extensive field work and careful study will help for the development of tourism in the district.