INTRODUCTION

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REFERENCES
1.0 INTRODUCTION

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 the fastest growing industry in modern world. People have always travelled to distant parts of the world to see monuments, arts and culture, taste new cuisine etc. The term tourist was firstly used as official term in 1937 by the League of Nations. Tourism was defined as people travelling abroad for period of over 24 hours.

The word tour gained acceptance in the 18\textsuperscript{th} century, when the Grand Tour of Europe became part of the upbringing of the educated and wealthy British noblemen. Tourism is a service industry, consisting of transportation, accommodation and hospitality. The term tourism and travel are often used interchangeably though literally there is a difference. A person who indulges in tourism is known as tourist. Tourism is multifaceted phenomenon which involves movement to and stay in destination outside the normal place of residence. Tourism is composed of three basic elements-

a) A dynamic element which involves travel to a selected destination or destinations.

b) A static element which involves the stay in the destination.

c) A consequential element resulting from the two preceding elements, which is concerned with effect on the economic, physical and social subsystems with which the tourist is directly or indirectly in contact.
Swiss Professor Walter Hunzikar and Kurt Krapf (1994), describe the concept of tourism “Tourism is the sum of phenomena and relationship arising from the travel and stay of non-residents, in so far as they do not lead to permanent residence and are not connected with any earning activity”

As per the International Union of Official Travel Organization (IUOTO), now called as World Tourism Organization (WTO), has defined tourist as a temporary visitor staying for at least 24 hours in a country visited when the purpose of the journey can be classified under one of the following headings -

a) Leisure:- recreation, holiday, health, study of religion and sports or
b) Business, family, mission meetings.

As per the IASET and Tourism Society of Cardiff in 1981, “Tourism may be defined in terms of particular activities selected by choice and undertaken outside the home environment. Tourism may or may not involve overnight stay away from home.”

Herman Von Schullard, An American Economist, defined it as, “The sum of the total operations, mainly of an economic nature which directly relates to the entry, stay and movement of foreigners inside and outside a certain country, city or region.”

According to Tourism Society in Britain, “Tourism is the temporary short-term movement of people to destination outside the place where they normally live and work and their activities during the stay at their destinations, includes movement for all purposes, as well as day visit or excursions”.
In 1981, the International Conference on Leisure-Recreation-Tourism, held by Tourism Society in England, defined it as, “Tourism may be defined in terms of particular activities selected by choice and undertaken outside the home environment. Tourism may or may not involve overnight stay away from home”. This definition was subsequently accepted by the IASET (Burkart & Medlik, 1974).

All the above definitions bring out the following distinct features of tourism.

(a) Involvement of a mobile population of travelers who are stranger to the place they visit.
(b) Their stay is of a temporary nature in the area visited.
(c) It is essentially a pleasure and recreational activity.
(d) Their stay is not connected with any remunerated activity or an activity involving earnings.

WTO has taken the concept of ‘tourism’ beyond a stereotype image of ‘holiday making’. The official accepted definition in the report is: “Tourism comprises the activities of persons travelling to and staying in places outside their usual environment not for leisure, business and other purposes”.

WTO has classified three types of tourism-

a) **Domestic Tourism**: It consists of residents visiting within their own country. No formalities are required in this kind of travel.

b) **Inbound Tourism**: Comprises non-residents travelling into a country of their choice.

c) **Outbound Tourism**: Comprises residents of a nation travelling out to foreign country.
These three basic forms of tourism can be in turn being combined to derive three categories of tourism.

a) Internal Tourism: This comprises domestic and inbound tourism.

b) National Tourism: domestic and outbound tourism.

c) International Tourism: inbound and outbound tourism.

Geographers study the spatial expression of tourism as a human activity, focusing on tourist generating and tourist receiving areas. The study can incorporate a variety of scales, climate, tourist recourses to local landscape, resorts etc. From the geographical point of view, tourism has three main components-

1) The tourist from one country to another country is known as generating areas.

2) The destination area of tourist receiving countries or region or local areas.

3) The route travelled between respective destinations.

Tourism flow depends on pull and push factors. Push factors depend on the stage of economic development in generating market, number of holidays available and income. Also pull factor influence on tourist flow, it includes accessibility and the relative cost.

Due to growing economic significance of tourism, it has a spectacular increase in tourism worldwide and increase in tourist earning. That money is absorbed by the local economies of the nation, and helps to
increasing jobs as well as opportunities. Tourism mostly depends on the range and types of accommodation available at the destination. Accommodation is a core of the tourist industry, and plays a distinctive role in the development of this ever-expanding industry. 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. It comprises complete system of nature, the universe, the space and the galaxy which includes the man and his activities, wildlife, mountain and valleys, rivers and waters, forest and trees, social and cultural system, flora and fauna, weather and climate, sun and the sea. The whole system requires an environmental and ecological preservation, which can be expressed in terms of following equation

\[
\text{Tourism} = (N + W + M)^{EE}
\]

Whereas,

\(N = \text{Nature, } W = \text{wildlife, } M = \text{Man and his activities, } EE = \text{Environment and Ecology.}\)

The environment and ecological aspect on all the components as regard to the development of tourism. The equation can further simplified in nature-

\[
\text{Tourism} = (\text{Wildlife + Man})^{EE}
\]

Without planning and controlling mechanism the development of tourism may end by having social cultural and economic distortions, which will be reflected in the relationship between tourists and local
people. As soon as tourism grows and expands, it brings the social and economic changes in the respective region. This can be positive as well as negative.

Tourism 2020 vision is the World Tourism Organization long-term forecast and assessment of the development of tourism up to the first 20 years of the new millennium. An essential outcome of the Tourism 2020 vision is quantitative forecasts covering a 25 years period, with 1995 as base year and forecasts for 2000 and 2020. Tourism 2020 vision calls these motivating factors the three E’s - Entertainment, Excitement and Education.

Attraction, accommodation, supporting facilities, and infrastructure are the basic elements of tourism. For the better development of tourism, these facilities should be developed in respective areas and for this public as well as private sector should take a lead. The flow of domestic tourists will depend on the location of tourist spot and population density of an area. Accessibility is an essential factor for better development of tourism.

1.1 TOURISM IN INDIA

India’s glorious traditions and rich cultural heritage are closely related with the development of tourism. Its magnificent monuments attract a large number of tourists from all over the world. The natural surroundings, the architectural masterpieces, the music, dance, paintings, customs and languages all these go to make India as tourist paradise.

In ancient India, there were no travel formalities for travelling in the period of Chandragupta - II, and that time the famous Chinese pilgrim Fa Hien travelled between A.D. 401 and 410 without a passport. But in the 3rd century B.C. a passport or mudra was essential, according to
Kautilya’s Arthashastra, for all travelers. During the Vedic period, the tourists were accommodated at ‘dhams’ or holy place of the country.

There was a remarkable increase in the traveler coming to India, as a result of the discovery of the new sea route by Vasco - de - Gama. When Alexander the Great reached in India, he found well maintained roads lined with trees and wells, and rest houses. Along with the royal highway which is 1920 km long and 19 meters wide, men travelled in Chariots, palanquins, bullock- carts, on donkeys, horses, camels and elephants.

During the British period, tourism in India becomes more organized. They built Dak Bungalows on the road side for the convenience of dak traveler. The finest of India’s cuisines is as rich and diverse as its civilization. In Sanskrit literature the three famous words “Aththi Devo Bhava” means ‘the guest is truly god’ are a dictum of hospitality in India.

India is a storehouse of art, paintings; crafts appeared on pots found in the Indus valley civilization as early as the 3rd century B.C. The cave paintings of Ajanta and Ellora date back to the 1st to 5th century A.D. The British setup the Archaeological survey of India in the 19th century to document the wealth of material available in the country. Viewing Indian art and culture as an integral part of the century’s heritage.

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, festivals, art, crafts, culture, forest, wildlife, and religious centers etc. India has one of the world’s richest natural heritage: 65,000 species of fauna including 350 of mammals
(7.6 per cent of the world’s total), 408 of reptiles (6.2 per cent), 197 of amphibians (4.4 per cent), 1244 of birds (12.6 per cent), 2546 of fishes (11.7 per cent) and as well as 15000 species of flora (6 per cent) attract the tourists for the development of tourism. India’s forest, rivers, streams are bursting with rich wildlife. In India, there are 80 national parks and 441 sanctuaries. The largest wildlife sanctuaries in Asia viz. Kanha National Park – Madhya Pradesh (Tiger project), Jim Corbett National Park (Uttar Pradesh) Gir (Gujarat) (Lion), Ranthambor (Rajasthan) (Peacock), Kaziranga (Assam) (Rihnosours), Bandipore (Karnataka) etc.

The temples trails in India like Gurudwara in Amritsar, Tripati Balaji, Mathura, Ayodhya, Badrinath, Haridwara and Rishikesh. The hill stations like Simla, Kulu, Manali, and Massoorie in the north, Shilling and Darjeeling in the east, Ooty, Kodaicanal, and Munnar in the south and Mahabaleshwar, Matheran, Chikaldara, and Amboli in the central. All these tourist places are most popular, which attract large number of tourists.

The tourist organization of India had its beginning from the year 1945. A committee was appointed in 1945 under the Chairmanship of Sir John Sargent, Educational Advisor, and Government of India. The Sargent Committee submitted their interim report in October 1946, but implication of the suggestions given by this committee was implemented after independence. As per the report of Sargent Committee, Tourist Traffic Committee was appointed in 1948. On the recommendation a Tourist Traffic Branch was setup in 1949 with regional offices at Kolkata and Chennai. The tourist traffic branch was further expanded in 1955-56 from one branch to four branches and hand over a function to them viz 1) Tourist Traffic 2) Tourist Administration 3) Tourist Advertisements 4) Distribution Section
On March 1, 1958, a separate Department of Tourism was created in place of a Tourist Traffic Branch under the Ministry of Transport and Communication which provides services such as accommodation, food facility, hospitality, etc.

One committee was appointed in March, 1963 under the Chairmanship of L. K. Jha. This Committee made several recommendations to improve tourist flow in India, especially in regards to facilitation; three new corporations were setup in 1965, viz. Hotel Corporation, Indian Tourism and India Tourist Traffic Corporation but they did not work well and therefore merged to make a single unit as India Tourism Development Corporation (ITDC) on October, 1966. ITDC is the main agency of the Ministry of Tourism and Civil Aviation, which promoted tourism in India.

Regional offices are located in all capital cities in India. Besides, there are several other offices at focal point of international tourist interest. Tourist destination in the country are improved and provided more facilities to attract the foreign tourists.

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 has emerged as one of India’s 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 culture which attract tourist to a particular destination fall under following categories: 1) Pleasure 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.

1.1.1 IMPORTANT HIGHLIGHTS OF INDIAN TOURISM

1) The number of Foreign Tourist Arrivals (FTAs) in India during 2010 increased to 5.78 million as compared to 5.17 million in 2009. The growth rate in FTAs during 2010 over 2009 was 11.8 per cent as compared to (-) 2.2 per cent during 2009 over 2008. The growth rate of 11.8 per cent in 2010 for India was better than UNWTO’s projected growth rate of 5 per cent to 6 per cent for the world in 2010.

2) The share of India in international tourist arrivals in 2010 was 0.61 per cent, which is 0.02 per cent improvement over 2009. However, India’s rank improved to 40th in 2010, from 41st in 2009. India accounted for 2.83 per cent of tourist arrivals in Asia Pacific Region in 2010, with the rank of 11.

3) Tourism continues to play an important role as a foreign exchange earner for the country. In 2010, foreign exchange earnings (FEE) from tourism were ₹ 64889 crore as compared to ₹ 54960 in 2009, registering a growth of 18.1 per cent.

4) Number of domestic tourist visits in India during 2010 was 740.21 million as compared to 668.80 million in 2009, with a growth rate of 18.8 per cent.

1.1.2 FOREIGN TOURISTS ARRIVALS IN INDIA (FTAS)

   Tourism is an important sector of the economy and contributes significantly in the country’s GDP as well as Foreign Exchange Earnings (FEE). With its backward and forward linkages with other sectors of the economy like transport, construction, handicrafts, manufacturing,
horticulture, agriculture etc, tourism has the potential to not only be the economy driver, but also become an effective tool for poverty alleviation and ensuring growth with equity. The following table shows the number of foreign tourists’ arrivals in India during 2000 – 2011

INDIA

FOREIGN TOURISTS ARRIVALS (FTAS) 2000-2011

<table>
<thead>
<tr>
<th>Year</th>
<th>FTAs (in millions)</th>
<th>Annual Growth (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>2.65</td>
<td>6.7</td>
</tr>
<tr>
<td>2001</td>
<td>2.54</td>
<td>-4.2</td>
</tr>
<tr>
<td>2002</td>
<td>3.38</td>
<td>-6.0</td>
</tr>
<tr>
<td>2003</td>
<td>2.73</td>
<td>14.3</td>
</tr>
<tr>
<td>2004</td>
<td>3.46</td>
<td>26.8</td>
</tr>
<tr>
<td>2005</td>
<td>3.92</td>
<td>13.3</td>
</tr>
<tr>
<td>2006</td>
<td>4.45</td>
<td>13.5</td>
</tr>
<tr>
<td>2007</td>
<td>5.08</td>
<td>14.3</td>
</tr>
<tr>
<td>2008</td>
<td>5.28</td>
<td>4.0</td>
</tr>
<tr>
<td>2009</td>
<td>5.17</td>
<td>-2.2</td>
</tr>
<tr>
<td>2010</td>
<td>5.58</td>
<td>8.1</td>
</tr>
<tr>
<td>2011</td>
<td>2.92</td>
<td>10.9</td>
</tr>
</tbody>
</table>

P – Provisional  @ Growth rate over Jan-June 2010
Source: Annual Report of Tourism Dept. 2010

Table 1.1 Arrivals of Foreign Tourists in India, 2000-2011

It is understood from the table 1.1 that, the foreign tourists arrivals in India continued to grow from 2.65 million in 2000, 2.73 million in 2003, 4.45 million in 2006, 5.17 million in 2009 and reaching 5.58 millions in 2010. The compound annual growth rate in FTAs in India during 2000 – 2010 was 13.5 per cent. The following Figure 1.1 shows that the FTAs in India during the period of 2000-2011.
As shown in Figure 1.1 during the year 2009, India witnessed a negative growth rate of 2.2 per cent over 2008. Because of global financial meltdown, terrorist activities, H1N1 influenza pandemic etc. However growth rate for India was better than that the negative growth of 4.2 per cent registered for the world during 2009. In the year 2010, the tourism sector witnessed substantial growth as compared to 2009. The Foreign Tourists Arrivals (FTAs) in India during 2010 of 5.58 million as compared to the FTAs of 5.17 million in 2009, showing a growth of 8.1 per cent.

1.1.3 FOREIGN EXCHANGE EARNING (FEE) FROM TOURISM IN INDIA

The revenue through foreign exchange is analyzed in respect of growth of exchange earnings from tourism over a period of time and
percentage of exchange earnings from tourism. Tourism is one of the important sectors in India for Foreign Exchange Earning. The following table depicts the Foreign Exchange Earning from tourism in India, from 2000 to 2011 are as follows.

INDIA
FOREIGN EXCHANGE EARNING (FEE), 2000 TO 2011

<table>
<thead>
<tr>
<th>Year</th>
<th>FEE (in ₹. Crore)</th>
<th>Annual Growth (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>15626</td>
<td>20.5</td>
</tr>
<tr>
<td>2001</td>
<td>15083</td>
<td>-3.5</td>
</tr>
<tr>
<td>2002</td>
<td>15064</td>
<td>-0.1</td>
</tr>
<tr>
<td>2003</td>
<td>20729</td>
<td>37.6</td>
</tr>
<tr>
<td>2004</td>
<td>27944</td>
<td>34.8</td>
</tr>
<tr>
<td>2005</td>
<td>33123</td>
<td>18.5</td>
</tr>
<tr>
<td>2006</td>
<td>39025</td>
<td>17.8</td>
</tr>
<tr>
<td>2007</td>
<td>44360</td>
<td>13.7</td>
</tr>
<tr>
<td>2008</td>
<td>51294</td>
<td>15.6</td>
</tr>
<tr>
<td>2009</td>
<td>54960</td>
<td>8.3</td>
</tr>
<tr>
<td>2010</td>
<td>64889</td>
<td>18.1</td>
</tr>
<tr>
<td>2011 # (Jan.-June)</td>
<td>35163</td>
<td>12.1@</td>
</tr>
</tbody>
</table>

P – Provisional    # Advance Estimate    @ Growth rate over Jan-June 2010
Source: Annual Report of Ministry of Tourism, 2009

Table 1.2 Foreign Exchange Earnings from Tourism in India, 2000-2011

It reveals that, the foreign exchange earnings (FEE) from tourism in India continued from ₹ 15626 crore in 2000, ₹ 54960 in 2009 and reach up to ₹ 64889 in 2010. The following Figure 1.2 shows clear picture of FEE from tourism in India during 2000-2011.
As shown in Figure 1.2, FEE from tourism during 2010 were Rs 64889 crore as compared to Rs 54960 crore during 2009, registering a growth rate 18.1 per cent. The growth rate in FEE from tourism during 2009 over 2008 was 8.3 per cent. The decline in growth rate in FEE in 2009 over 2008, due to global financial crisis, terrorist activities, H1N1 epidemic etc.

1.1.4 GROWTH OF DOMESTIC TOURISM

The buoyancy in the Indian tourism industry can be attributed to several factors. Firstly, the tremendous growth of Indian economy has resulted in more disposable income in the hands of middle class, thereby promoting increasingly large number of people to spend money on vacations abroad or at home. Secondly, India is a booming Information Technology hub and more and more people are coming to India on
business trips. Thirdly, aggressive advertising campaign “Incredible India” by Tourism Ministry has played a significant role in changing the image of India from that of the land of snake charmers to a hot and happening place and has sparked renewed interest among foreign travelers. The following table shows the number of domestic tourist visits to all states and Union Territories in India during the year 2000 to 2010

<table>
<thead>
<tr>
<th>Year</th>
<th>No. of Domestic Tourist Visits (in millions)</th>
<th>Annual Growth (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>220.11</td>
<td>15.4</td>
</tr>
<tr>
<td>2001</td>
<td>236.47</td>
<td>7.4</td>
</tr>
<tr>
<td>2002</td>
<td>269.6</td>
<td>14.0</td>
</tr>
<tr>
<td>2003</td>
<td>309.04</td>
<td>14.6</td>
</tr>
<tr>
<td>2004</td>
<td>366.27</td>
<td>18.5</td>
</tr>
<tr>
<td>2005</td>
<td>391.95</td>
<td>7.0</td>
</tr>
<tr>
<td>2006</td>
<td>462.31</td>
<td>18.0</td>
</tr>
<tr>
<td>2007</td>
<td>526.56</td>
<td>13.9</td>
</tr>
<tr>
<td>2008</td>
<td>563.03</td>
<td>7.0</td>
</tr>
<tr>
<td>2009</td>
<td>668.80</td>
<td>18.8</td>
</tr>
<tr>
<td>2010(P)</td>
<td>740.21</td>
<td>10.7</td>
</tr>
</tbody>
</table>

Table 1.3 Number of Domestic Tourists Visit to all states and Union Territories in India, 2000-10

Table 1.3 reveals that, presents the statistics on domestic and foreign tourist visits to various States and Union Territories during the years 2000 to 2010. There has been a continuous increase in domestic tourist visits from 2000 -2010, with the compound annual growth rate (CAGR) of domestic tourist visits to all States and Union Territories from 2000 to 2010 being 13.2 per cent. The following Figure 1.3 shows the No. of Domestic Tourists Visit to all states and Union Territories 2000 -10.
Figure 1.3 No. of Domestic Tourist Visits to all states and Union Territories in India, 2000-2010

As shown in Figure 1.3, the year 2010 witnessed a growth of 10.7 per cent in domestic tourist visits over the year 2009, which is lower than the growth of 18.8 per cent in the year 2009 over 2008. It is apparent that numbers of domestic tourist visit to state and union territories during last 10 years have been consistently registering an increasing trend.

A) DOMESTIC TOURIST VISITS TO DIFFERENT STATES AND UNION TERRITORIES OF INDIA
## INDIA

**PERCENTAGE SHARE OF DOMESTIC TOURIST VISITS IN TOP 10 STATES AND UNION TERRITORIES IN 2010**

<table>
<thead>
<tr>
<th>Rank</th>
<th>States and Union Territories</th>
<th>Domestic Tourist Visits in 2010 (P)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>No. of Tourists (in millions)</td>
</tr>
<tr>
<td>1</td>
<td>Andhra Pradesh</td>
<td>155.79</td>
</tr>
<tr>
<td>2</td>
<td>Uttar Pradesh</td>
<td>144.75</td>
</tr>
<tr>
<td>3</td>
<td>Tamil Nadu</td>
<td>111.64</td>
</tr>
<tr>
<td>4</td>
<td>Karnataka</td>
<td>38.2</td>
</tr>
<tr>
<td>5</td>
<td>Rajasthan</td>
<td>25.54</td>
</tr>
<tr>
<td>6</td>
<td>Maharashtra</td>
<td>48.47</td>
</tr>
<tr>
<td>7</td>
<td>Madhya Pradesh</td>
<td>38.08</td>
</tr>
<tr>
<td>8</td>
<td>Uttarkhand</td>
<td>30.21</td>
</tr>
<tr>
<td>9</td>
<td>West Bengal</td>
<td>21.07</td>
</tr>
<tr>
<td>10</td>
<td>Gujarat</td>
<td>18.86</td>
</tr>
<tr>
<td></td>
<td>Total of Top 10 States</td>
<td>632.61</td>
</tr>
<tr>
<td></td>
<td>Rest of India</td>
<td>107.6</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>740.21</td>
</tr>
</tbody>
</table>

P-Provisional  Source: Annual Report of Tourism Department, 2010

### Table 1.4 Percentage Share of Domestic Tourist Visits in Top 10 State and Union territories in India, 2010

From the table 1.4 reveals that, during 2010, the number of domestic tourist visits to the States and Union Territories was 740.21 million as compared to 668.80 million in 2009. About 85.5 per cent domestic tourist visit to top ten states in the country as shown in Figure 1.4.
Figure 1.4 Percentage Share of Domestic tourist visits in top 10 States and Union Territories in India, 2010

Figure 1.4 reveals that the top 10 States and Union Territories in the country in terms of domestic tourist 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 tourist visits are same as in 2009 and for the rest 7 States the ranks have either marginally improved or declined like Karnataka, Rajasthan, Maharashtra, Madhya Pradesh, Uttarkhand, West Bengal and Gujarat.
B) FOREIGN TOURIST VISITS TO STATES AND UNION TERRITORIES OF INDIA (FTV’S)

INDIA

PERCENTAGE SHARE OF FOREIGN TOURIST VISITS IN TOP 10 STATES AND UNION TERRITORIES IN 2010

<table>
<thead>
<tr>
<th>Rank</th>
<th>States and Union Territories</th>
<th>No. of Tourists (In millions)</th>
<th>Percentage Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Maharashtra</td>
<td>5.08</td>
<td>28.5</td>
</tr>
<tr>
<td>2</td>
<td>Tamil Nadu</td>
<td>2.8</td>
<td>15.7</td>
</tr>
<tr>
<td>3</td>
<td>Delhi</td>
<td>1.89</td>
<td>10.6</td>
</tr>
<tr>
<td>4</td>
<td>Uttar Pradesh</td>
<td>1.68</td>
<td>9.4</td>
</tr>
<tr>
<td>5</td>
<td>Rajasthan</td>
<td>1.28</td>
<td>7.2</td>
</tr>
<tr>
<td>6</td>
<td>West Bengal</td>
<td>1.2</td>
<td>6.7</td>
</tr>
<tr>
<td>7</td>
<td>Kerala</td>
<td>0.66</td>
<td>3.7</td>
</tr>
<tr>
<td>8</td>
<td>Bihar</td>
<td>0.64</td>
<td>3.6</td>
</tr>
<tr>
<td>9</td>
<td>Himachal Pradesh</td>
<td>0.45</td>
<td>2.5</td>
</tr>
<tr>
<td>10</td>
<td>Goa</td>
<td>0.44</td>
<td>2.5</td>
</tr>
<tr>
<td></td>
<td>Total of Top 10 States</td>
<td>16.12</td>
<td>90.3</td>
</tr>
<tr>
<td></td>
<td>Rest of India</td>
<td>1.74</td>
<td>9.7</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>17.85</td>
<td>100</td>
</tr>
</tbody>
</table>

P- Provisional  
Source: Annual Report of Tourism Department, 2010

Table 1.5 Percentage Share of Foreign tourist visits in top 10 States and Union Territories in India, 2010

The Table 1.5 shows that, percentage shares of various States and Union Territories in foreign tourist visits during 2010. 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 as shown in Figure 1.5
Figure 1.5 Percentage Share of Foreign tourist visits in top 10 States and Union Territories in India, 2010

It may be seen from Figure 1.5 shows that, most of States and Union Territories have generally observed increase in the foreign visits during 2010. The States which experienced decline in foreign tourists visit during 2010 over 2009 were Uttar Pradesh, Rajasthan, West Bengal, Kerala, Bihar and Himachal Pradesh, Goa and States of Union Territories. The top ten States and Union Territories in terms of foreign tourist visits during 2010 were the same as in 2009 (Maharashtra, Tamil nadu and Delhi), with marginal changes in relative ranks of states except that the state of Goa has been replaced by Andhra Pradesh.
1.1.4 TOURISM POLICY OF INDIA

Tourism emerged as the largest global industry of the 20th century and is projected to grow even faster in the 21st century. India has immense possibilities of growth in the tourism sector with vast cultural and religious heritage, varied natural attractions, but comparatively small role in the world tourism scenario. The government of India announced the first tourism policy in November 1982, but new initiatives towards making tourism as the catalysts in employment generation, environmental re-generation. It would lead to larger foreign investment. After ten years government has feels the need to improve first policy, then newly introduced by the name the National Action Plan for Tourism in 1992. The report of the National Committee on Tourism was submitted in 1988, in this report two five-year plans provided basic perspective framework for operational initiatives.

The tourism policy, 1982 was more aggressive statement in marketing than a perspective plan for development. Following measures were suggested by the policy-

1) To take full advantage of the national heritage for attracting tourists.

2) To increase tourist resorts.

3) The status of an export industry to tourism

4) To adopt the approach to develop few tourist circuits.

5) To invite private sector.

In the National Action Plan for Tourism, seven objectives are given they are as follows-

1) Socio-economic development of region.
2) Increasing employment opportunities.

3) Development of domestic tourism.

4) Preserving national heritage and environment.

5) Development of international tourism.

6) Diversification of the tourism products.

7) Increase in India’s share in world tourism.

As per the action plan, foreign exchange earnings were estimated to increase from Rs. 10,000 crore in 1992 to Rs. 24,000 crore by 2000 and as per the plan aims, increasing employment in tourism to 28 million from the present 14 million, hotel accommodation also increased from 44,400 rooms to 1,20,000 by 3 years.

Our mission is to promote sustainable tourism as a means of economic growth and social integration and to promote the image of India abroad as a country with glorious past, a vibrant present and a bright future. The new tourism policy is announced in 2002, which incorporates the 7-S mantra of Swaagat (welcome), Soochanaa (information), Suvidhaa (facilitation), Surakshaa (security), Sahayog (cooperation), Saurachna (infrastructure) and Safaai (cleanliness).

The key elements of the National Tourism Policy, 2002 are-

1) To consider tourism as a major engine of economic growth.

2) Multiplier effects of tourism for employment generation, economic development and rural tourism.

3) Focus on international and domestic tourism.
4) Advantage of the burgeoning global travel and trade and the vast untapped potential of India as a destination.

5) Critical role of the private sector.

6) To create and develop integrated tourism circuits based on unique heritage.

7) Tourist coming to India should get physically invigorated, mentally rejuvenated, culturally enriched and spiritually elevated.

1.2 TOURISM IN MAHARASHTRA

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, tradition and festivals and is a major trade and tourist destination of India, attracting thousands of tourists from across the world every year. As a result Maharashtra is the first state to declare “Tourism District” for the tourism development.

Marathi is the language of Maharashtra. Maharashtrian take great pride in their language and history, particularly the Maratha Empire; its founder Shivaji is considered a folk hero across India. There are many temples in Maharashtra, some of them being hundreds of years old, and are constructed in a fusion of architectural styles borrowed from North and South India, The temples also blend themes from Hindu, Buddhist and Jain cultures. The temple of Lord Vitthal at Pandharpur is the most important temple for the Varkari devotees of God. Other important religious places are the Ashtavinayaka temples of Lord Ganesh; Shirdi is famous for Shri Sai Baba, Bhimashankar which is one of the twelve Jyotirlings (Lord Shiva temples). Ajanta, Ellora caves near Aurangabad
and Elephanta caves near Mumbai are UNESCO World Heritage Sites and famous tourists’ attractions. Mughal architecture can be seen in the tomb of the wife of Aurangzeb, called Bibi Ka Maqbara situated at Aurangabad.

Maharaja Ranjit Singh’s endowment saw the construction of a beautiful Gurudwara at Nanded around 1835 A.D. The Gurudwara features an imposing golden dome with intricate carving and a breathtaking Gurudwara. Maharashtra, like other states of India, has its own folk music. The folk musical programme like Gondhal, Lavani, Bharud, Powada stands popular especially in rural areas.

The state has a separate department for tourism, set up in 1969, but the Maharashtra State Tourism Development Corporation (MTDC), a government body to promote tourism was established in 1975. The offices of the MTDC’s are located in most of the major cities of the state, and also outside state as in New Delhi, Goa and other places. 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.

Under the aegis of the corporation a number of tourist homes, resorts, and hotels operate from several tourist sites to accommodate visitors and provide information and also arrange guided tours. The corporation also organizes numerous festivals at some of the well-known tourist places like the culture and traditional performances, dance, and music providing visitors an opportunity to experience the land, its heritage, its people and their customs. Some of these festivals are the Ellora festival, The Pune Ganesh festival, The Gharapuri festival, Paryatan Mahotsav in Murud (Raigad) and others. Maharashtra contains a
number of sites of historical importance. Of these, some monuments also figure in the list of World Heritage Sites recognized by UNESCO. These sites are Ajanta, Ellora and Elephanta, providing support to the state’s tourism initiatives; the Central Government has promised ₹ 50 crore worth of aid in Vidarbha for developing ecotourism and ₹ 25 crore to develop the tourism sector in Aurangabad. The construction of airport, Tourist Information Centers and other basic amenities are also in full swing.

At the state level, with the active support of Hon. Chhagan Bhujbal, the Minister of Tourism, there has been an all round increase in the resource funding, the implementation of people friendly and employment generating projects has been made possible.

In another forward looking endeavor, in October 2004-05; MTDC joined hands with Indian Railways and launched the ₹ 32 crore luxury trains, Deccan Odyssey, to promote Maharashtra’s history, culture and cuisine. The luxury train travels the Konkan coast on a week-long journey through Maharashtra and Goa.

On a 720 kms long strip between the Western Ghats and the Arabian Sea, lie a host of hidden beaches and creeks. Only a few of them are known to the regular beach hopper. These solitary beaches, alongside the wild and verdant Western Ghats, are a quiet alternative to the more boisterous goan counterpart. During a drive between Mumbai, Ratnagiri, and Goa, one can spot dozens of unexplored beaches with white sands, turquoise blue sea and calm and cooperative people.

There is no dearth of beautiful things to buy in Maharashtra: Kolhapuri-Saaj and Chappals, Paithani-Sari, Solapuri-Chaddar, Irkali-Sari, Sawantwadi-toys, Warli- Paintings etc.
1.2.1 TOURISM POTENTIAL IN MAHARASHTRA

Maharashtra is the third state of India, both in area and population, located on the western coast of India with a 720 km long coastline along the lush green Konkan region. Nestled in the Western Ghats and the Sahyadri mountain range are several hill stations and water reservoirs with semi-evergreen and deciduous forests. The Vidarbha region of Maharashtra, with its dense forest, is home to several wildlife sanctuaries and nature parks. Thus all three regions of Maharashtra offer considerable tourism potential. Maharashtra abounds in 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. So, the campaign slogan for Maharashtra Tourism is “MAHARASHTRA UNLIMITED!”

1.2.2 TOURISM TRENDS

The domestic tourists visiting Maharashtra doubled during the last decade, from ₹ 41.29 lakh in 1991 to ₹ 84.8 lakh in 2001. But total number of tourists’ arrivals in the state of Maharashtra during period of 1st July 2009 to 30th June 2010 was ₹ 114.78 million. Out of the total number of visitors, domestic tourists in Maharashtra accounted for 98 per cent (₹ 112.65 million). Total number of foreign tourist arrivals in Maharashtra at the same period was ₹ 2.13 million. Foreign tourists in Maharashtra accounted for only 2 per cent of the total tourists but in the month of January 2010 about 241555 foreign tourists visiting to Maharashtra. They most visited destination is Juhu beach in Mumbai. About 11 per cent of the total number of domestic tourists visited to the
state during in the month of January 2010. As a result there is rapid increase in number of domestic and foreign tourist in the state.

The rapid growth in domestic tourism can be attributed to the ever increasing middle class; increase in disposable income, improved facilities, stress on urban families, improved connectivity to tourists’ destinations, etc. The foreign tourists come to Mumbai as an entry point to India and proceed to various other states. There is need and scope to attract these visitors into Maharashtra to the various destinations.

1.2.3 MAHARASHTRA’S 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.

Tourism has the potential to change the economic face of a region. The benefits of planned tourism development are manifold. Promotions of tourism would bring many direct and indirect benefits to the people. Some of the direct benefits accruing to the local community of a region as a result of tourism development are-

- Employment opportunities in tourism and hospitality sector
- Development of private enterprise
- Improved the standard of living
- Social upliftment and improvement in quality of life
- Better education and training
- Sustainable environmental practices
- Foreign exchange earning
- Invisible export
Some of the indirect benefits accruing to the local community of a region as a result of tourism development are:

- Infrastructure development – power, water, sanitation, hospitals, roads, etc
- Employment in infrastructure sector
- Economic upliftment due to income multiplier effect

The main features of the policy areas under-

**Highlights of the Tourism Policy**

1. Development of infrastructure for tourism and tourist destination.

2. Providing fast and safe tracks with highway based facilities to reach various tourist places of the state.

3. Determining development rules for the development of tourist destination and nearby tourism.

4. Strengthen the existing scheme of accommodation and breakfast.

5. Development of entertainment, folk art and adventurous facilities at tourist destination.

6. Availing support from private sector for the development of State Tourism.

7. Developing and decorating world heritage destination of the State.

8. Giving extra age weight to the folk art music, sculpture art museum and food culture of Maharashtra in respect to tourism.

9. Making efforts for handicrafts as a tourism object.

10. Making circle wise development of pilgrim places.
11. Developing and executing integrated action plan for the development of forts of Maharashtra.

12. Formulating eco-tourism policy of the State.

13. Providing information technology infrastructure to facilitate tourists.

14. Forming additional tourism information centers.

15. Making awareness of tourism and related benefits.

16. Giving preferences to law, order and tourist safety.

17. Providing training to Government and private sector people on ‘Atithi Devo Bhava’ approach.

18. Developing relationship among the various sectors of tourism under the co-ordination of MTDCs.

19. Determining the role and need of the expert as per the requirements of Tourism Corporation and other institutions.

20. Establishment of nodal office at Delhi and publicity of the State Tourism.

21. Introducing single window scheme to approve various projects of the State collecting statistical data related to tourism.

1.3 TOURISM IN RAIGAD DISTRICT

The Raigad district has great potential for tourism resources; it has a treasure of tourist places. The main attraction of Raigad district is Raigad Fort, beautiful beaches, natural scenery, caves, monuments and towns. The Raigad Fort at Raigad is located in Mahad tehsil was the capital of the great Maratha King Chhatrapati Shivaji Maharaj. The district has number of the loveliest beaches in India. Well-known beaches
are Alibag, Akshi, Nagaon, Kashid, Kihim, Murud, Saswane, Varsoli, Shrivardhan, Harihareshwar, etc are the best beaches on the western coast of Arabian Sea. Tourists throughout their visit the historical forts of Raigad, Kolaba fort, Janjira fort, caves, pilgrimage centers, natural scenery and hill stations. Konkan Railway plays an important role for the development of tourism in the district and for which the work has already been started and will help in changing the face of the entire district.

Raigad district is one of the most industrialized districts in the country. Industries based on natural gas have been thriving in the district. Rice is an important crop in the district. Therefore, there are rice mills at many places. There is a rice flakes or poha factory at Pen tehsil. There are industries for processing fruits such as mangoes, jackfruits, etc. Making of earthen pots, papads, patravali, incense sticks and also casework, leather work, making brooms etc are the cottage industries run in various tehsils of the Raigad district. The ‘Rotha’ areca nut of Shrivardhan is well known and is in demand throughout India and is also exported.

Marathi is the local language of Koli and Agri communities in the district and rice & fish curry are quite popular dishes in the district and bhakari is made from rice flour. Ganeshostsava, Shimga (Holi), Diwali, Ramnavami, Dasara, Narali Pourmina, Hanuman Jayanti, Muharram, Shiv Jayanti, Ambedkar Jayanti etc are the important religious festivals celebrated in Konkan. But Gauri-Ganpati and Shimga are the most important festivals of the district. Elephanta festival and Murud-Janjira Paryatan Mahotsav are celebrated in the district.

Raigad district is endowed with four major economic resources viz. agriculture, maritime fishery, abundance of mineral deposits and tourism activity. The district is famous for paddy and large areas of land have
been brought under paddy cultivation. In addition to that, there are attractive plantations of coconut (*Cocos nucifera L*), ratambi (*Garcinia indica*), areca nut (*Areca catechy L*) which are attractive destinations for the tourists. Fishing is the main activity of Koli community, and the coast of district is rich in fish and other marine organisms e.g. Prawns (*Penaeus monodon*), Pomfret (*Stromateus argenteus*), Jitada (*Lates calcarifer*), Mandeli (*Coilica dussumieri*), Karli (*Chirocerius dorab*), Bombil (*Harpodon nehereus*), Bangda (*Rastrelliger kanagurta*), which are available in large number near the coast.

UNESCO declared the Gharapuri or Elephanta Caves as one of the world heritage sites are the beautiful landscape of the district. The caves have imposing examples of early rock-out architecture. The temple was excavated sometimes in the 8th century, the Rashtrakuta Kings who ruled the area between AD 757-973; and has beautiful carvings sculptures and the temple of the Hindu God, Lord Shiva. A Matheran Hill station is truly a unique place as it is ‘pollution free town’. Toy train is one of the attractions of tourist. A rich cultural heritage of unique local folk arts, handicrafts, foods and festivals, rich marine and biotic life are resources available for the ideal tourism in the district. Therefore, it reveals that there is a tremendous scope for tourism development in the Raigad district.

**1.4 THE CHOICE OF THE TOPIC**

Raigad district is one of the important and solitary districts not only in Maharashtra but also in India. The district is very close to Mumbai, the capital of Maharashtra. It also reveals a treasure of great tourism resources. Geographically the Raigad district has considerable varieties in relief, climate and socio-economic status. The district is a narrow strip
with hilly and rugged topographic feature. The district has vast and great tourism potential of different socio-cultural and historical backgrounds in all of its fifteen tehsils. The tourism of district is depending on natural as well as cultural resources, JNPT is a tourist destination and attraction for tourist. The district consists of natural beauty of landscape in the Sahyadri mountain range. Beaches have developed along the western coast of district. World heritage caves, pleasure hill stations, religious places, delicious food, bird sanctuary, wildlife, tourism festivals, monuments, historical forts, marine biodiversity and lifestyle of the local people provide a beautiful attraction for tourists. The Raigad district has a great potential for the better development of tourism. At present there is no proper geographical investigation of Raigad district to analyze the present status. This is essential for better development of tourism in the Raigad district. Tourism can generate employment opportunities for the local people and plays a vital role in the development of tourism and in the economic development of the district. So this topic is selected for detail research.

1.5 OBJECTIVES

The major objectives of the study are to make a geographical investigation of tourism in the Raigad district. Following are the specific objectives of the study-

1) To examine the factors which are responsible for the development of tourism in the study region.

2) To assess the transportation and accommodation facilities in the study region.

3) To assess the socio-cultural impact of tourism upon a few tourist places.
4) To identify new locations having tourism potential and to suggest a strategy for the development of concerned tourist places.

5) To explore the major problems of tourist places in the study region.

6) To suggest a remedial measures for the development of tourism in the study region.

1.6 HYPOTHESIS

Physical setting and infrastructural facilities are play an important role in the development of tourism.

1.7 DATA BASE AND METHODOLOGY

The present study is based on the data collected from primary and secondary sources. Primary data was collected through intensive field work by visiting various destinations in the study region.

1. Questionnaire was prepared and filled up by the tourists and the local people at the tourist places in the study region.

2. Tourist, local people, tourist guide and tourism related authorities were interviewed.

3. Arc GIS, Global Mapper software are used for the preparation of maps.

Secondary data was collected through District Census Hand Book, Sandarbha Maharashtra, District Gazetteer, Published and unpublished materials, Travel books, newspapers, periodicals, etc. Different statistical methods and cartographic techniques are used wherever necessary.

A random sample survey of tourist was conducted during the year 2009. The information related to geographical background, origin of
tourists, economic status, mode of transport, infrastructural facilities etc used by tourists, was collected through the questionnaire. The behavioural attitude of tourist at tourist destination in Raigad district and tourist’s opinion and impact of tourism on residents are calculated with the help of percentage method.

From the point of tourist, Satisfaction Index and Likert Scale methods can be applied. For the assessment of behavioural and functional attitude of the tourists, levels of tourist satisfaction was calculated by applying the following formula:

\[ \text{St}_i = \frac{\sum \text{Mi} \cdot \text{Ni}}{N} \]

Where, \( \text{St}_i \) = Satisfaction Index for the ‘\( i \)'th factor.

\( \text{Mi} \) = Numerical values for particular level of satisfaction for the ‘\( i \)'th factor.

\( \text{Ni} \) = Number of respondents deriving the particular level of satisfaction for the ‘\( i \)'th factor.

\( N \) = Total number of respondents for that factor for all level of satisfaction.

For the measurement of economic, socio-cultural and physical impacts of tourists on residents can be measured by a seven point Likert Scale. The details of methodology, whenever required had used and discussed in appropriate chapter. The collected information is finally tabulated, analyzed and the result presented in the form of maps, tables, photographs etc. It should be easier to analyze and draw conclusion from them.
1.8 REVIEW OF LITERATURE

The literatures on the various aspects of tourism are quite enough. But literature on the various aspects of travel, tourism, recreational and hospitality are found only in the western country. Many scholars have written books dealing with their views with different issues of tourism.

A book written by Cooper C. (1999) entitled ‘Tourism Principles and Practices’ was elaborating theoretical framework of tourism. He underlined concept and indicators of tourism demands. He also emphasized on economic, environmental and socio-cultural impact on tourism development. He highlights issues pertinent to the future of tourism development.

Romila Chawla (2003) wrote an important book entitled ‘Tourism in the 21st Century’. She emphasized on important features of the tourism industry, its contribution to the national integration and creation of harmonious social and cultural environment and also suggests the promotion of arts, crafts and culture and brings about prosperity and sustainable development. Twenty first century is the age of information technology and tourism. She gives aspects and challenges of tourism in the Twenty first century.

J. K. Sharma (2000) wrote his famous book ‘Tourism Planning and Development: A New Perspectives’. He attempts the basic foundations of tourism planning and development caters to tourism designers, planners and developers of varied experiences and knowledge for planning of tourism industry in near future. He describes the concept of tourism planning, approaches, techniques and principles applied at various levels. He emphases on integrated approach and incremental increase in quality of tourism services and effective management of tourism. He gives
transportation, services, information and promotion, physical environment and tourism organizations as the basic components for tourism planning and development in a particular region. He not only attempts to present an alternative tourism planning and development process which is sustainable, but also recommends for conceptualizing sustainable development.

Dr. O. P. Kandari and Ashish Chandra (2004) wrote a book entitled ‘Tourism Development Principles and Practices’. He noted that planning and assessment are important parts of sustainable development of tourism. He focused on issues of tourism development, particularly from economic, ethnic and environmental perspectives and also explained the Goals and strategies for effective tourism practices, I identified and key issues of carrying capacity and community participation. He also stated that role of tourism in rural development is fundamentally an economic one and can help to sustain and improve the quality of life in rural areas.

M.A. Khan (2005) wrote a book on ‘Principles of Tourism Development’ which deals with hotel industry and tourism, these are the two significant sectors of modern day economy, tourists are honored guests and the hotels offer them the demanded hospitality. He also focused on the role of information technology in tourism industry.

Manish Ratti (2007), in his ‘Tourism Planning and Development’ book which deals with the tourism industry also provides a number of job opportunities to the local people, adverse effect on the destinations; it contains vital information on tourism planning and management, crucial issues are given an elaborate treatment.

Dr. Kulwant Singh Pathania and Dr. Arun Kumar (2008), ‘Tourism in India’ focused on all aspects related to the tourism and outdoor
recreations as resources based have been useful for the development of any tourist destination in India.

Dr. M.M. Khan (2009), wrote an important book series on ‘Encyclopedia of Tourism’. He emphasized on theoretical framework of tourism development such as fundamental aspects, salient features and various organization. He gives the role of tourism organization at the international and national levels for the development and promotion of tourism industry, all phenomenon has been explained in Vol-I. In Vol-II, he stated the origin of tourism, types of tour operations, system of social organizations, different theories of criminality, relation between tourism and hotel industry. Vol - IV deals with the basic aspects of ticketing and booking, global ticketing, complete history of ticketing and booking of air, rail, water and road transportation for travelling.

M. B. Potdar (2003) in her research work (Unpublished doctoral Thesis) entitled ‘Tourism Development in South Konkan’ reveals a treasure of tourism, beaches, horticulture, scenic beauty, historical monuments, temples and churches, local folk arts, handicrafts, food and festivals, biotic life are the resources available for ideal tourism in South Konkan. Therefore there is tremendous scope for tourism development in South Konkan. She studied economic and socio-cultural impact on local people by considering case studies in study region. In her research work, she lighted on some problems and suggested remedial measures for better development of tourism in south Konkan.

Subhash N. Nikam (2003), has presented in his research work (unpublished doctoral thesis) entitled ‘Potential and Prospects for Tourism Development in Nasik District’. His attempt has been made to understand for the tourism development by considering four case studies
and find out the potential and prospects for the planning at different destinations in the district. His also gave valuable suggestions for tourism development in the Nasik district.

These studies have been beneficial to the researcher for identification of potentials and prospects for tourism development in the context of Raigad district.

1.9 DESIGN OF THE RESEARCH WORK

The entire research work is organized into six chapters

The first chapter entitled ‘INTRODUCTION’ deals with the concept of tourism, the status of tourism in India as well as in Maharashtra; it also contain objectives, data base and methodology, review of literature and design of research work.

The second chapter is concerned with ‘GEOGRAPHICAL BACKGROUND’. It elaborates about the region, physiographic features, water resources, forest and natural vegetation, climate wildlife, fishes, population characteristics, occupational structure, infrastructural facilities such as transportation and communication, accommodation, health and other facilities.

The third chapter is entitled as ‘DISTRIBUTION OF TOURIST PLACES IN RAIGAD DISTRICT’. It includes detail information like cultural, historical, religious and geographical features with basic facilities, which are essential for tourists. It includes beaches, religious places, hot springs, hill stations, forts, caves etc.

The fourth chapter is concerned with ‘FUNCTIONAL AND BEHAVIOURAL CHARACTERISTICS OF TOURISTS’. In this chapter functional characteristic of the tourist, demographic
characteristics, economic status of tourists, intension of tourist, tourist expenditure, tourist opinion about facilities and finally tourist satisfaction index is calculated to present their views.

The fifth chapter entitled with ‘ECONOMIC, SOCIO-CULTURAL AND PHYSICAL IMPACT OF TOURISM’ (A case study of Elephanta Caves, Matheran, Janjira Fort (Rajpuri village) and Pali). It is concerned with economic, socio-cultural and physical impact of tourism on the residents. These impacts have been measured by ‘Likert scale’, for this impact, questionnaire was prepared and filled up by the tourist.

The Sixth chapter ‘SUMMERY, CONCLUSION AND SUGGESTIONS’, deals with the conclusion and suggestions with very brief summary.
REFERENCES


