Chapter-I
INTRODUCTION

1.1 General Introduction

Tourism development is essential for economic growth, political legitimation, social integration and rural development especially in developing countries like India where 21.9 percent population lives under poverty and 28 percent people unemployed (Economic Survey, 2013). It receives increasing attention as a major source for employment generation. With considering the significance of tourism it becomes a need of modern society and support to practices for sustainable development therefore, tourism is recognized as economically crucial and environmentally friendly activity. Tourism regards as a passport to peace and promotes spiritual development both at regional and intra-regional level. “The world is becoming a global village in which people of different countries feel like neighbors. Moreover, modern transport facilities have reduced distance and enable people to appreciate each other, exchange ideas and commerce. Thus, tourism helps to overcome real prejudices and foster bonds and promote world peace” (Sharma, 1998). Tourism in India has sprung up in recent past though it has a long history after liberalization of Indian economy transportation, telecommunication, accommodation and positive government policies. The survey undertaken by Conde Nast Traveller Magazine in 2006 has ranked India fourth favourable country for holidays. Tourism in India has grown substantially over the last decade. The foreign arrival of tourists have increased by 15 percent and contributes one fifth of national income.

1.2 Review of Literature

Many geographers have studied the tourism activity. In Britain, significant research in this regards was undertaken by Gilbert in 1939 on development of British seaside resorts. His early study has laid the foundation for further research. Alexander (1953), Wolfe (1967), Mitchell (1969). During 1980 monographs are published by Cohen (1972), Jackson (1972), Pigram (1974), Kaspar (1975), Robinson (1976), Leiper (1979), Pearce (1981) and Mathieson and Wall (1982) and Smith (1983), Mc Intosh (1984), Mill and Morison (1985) on various aspects of tourism studied. Cohen (1972) has identified four types of tourists and argued that tourists can be classified into organized mass, individual mass, explorers and the drifters. Mathieson, A and Wall, G (1983) in their book “Tourism-economic, physical and
social impacts” and has described usual habitat and requirement of tourists and assessed economic, physical and social impact. Douglas Pierce in 1987 has studied systematic and comprehensive manner of geographical dimensions of tourism and has explained geographical perspective contributing for planning and development. Richede Gisbert (1987) has focused on pilgrimage tour of Lourdes and has evaluated the impact of pilgrims on demographic and economic structure of tour. He found out changes in occupational structure and shifting from primary to tertiary sector.

Dieke Peter U. C. (1993) has examined tourism development in Kenya and Gambia and identified general planning and policy principles for wider use of tourism. He highlighted the need for planning for considerable caution in monitoring and reviewing the effects of tourism. Suna-wi, Jim and Edward Kim Y. J. have examined the situation of marine tourism and evaluated potential for the development of sustainable coastal and marine tourism in Korea. Peter Mike and Weiermair Kalus (2000) have studied general changes in tourism and leisure behavior which observed globally and distinguished between global and regional changes in tourism behaviour C. Van Vuren and Elmarie Slabbert (2011) have studied travel behaviour and specifically the travel motivation of tourists in South Africa.

Azizan Marzuki (2011) has examined the development of tourism and its economic and socio-cultural impact on local residents and identified the impact on tourism development for Lankawi island, Malaysia. Margaret Deery, Leo Jago and Liz Fredline (2012) have examined the social impact of tourism on host communities and provided an alternative conceptual framework to the predominance of quantitative methods. Kayoko Ishii (2012) has focused on economic benefits of ethnic tourism on households in local minority community and focused on division of level and power dynamics of gender complementarity. Ji Yun Yu and Tae Gyou Ko (2012) have studied the various factors related to perception and possible participation in medical tourism by Chinese, Japanese and Korean tourists for Jeju island in Korea aiming to identify cultural differences among them and how these differences affect their pursuit of medical tourism. Melphon Angwenyi Mayaka and Prasad Haushila (2012) have examined the current situation of tourism in Kenya based on secondary sources and found out centripetal force as key challenges and opportunities facing Kenya’s tourism. In India, Kaul, R. N. (1985) wrote book entitled, “Dynamics of tourism-A Trilogy” where he has provided basic information on tourism and infrastructural facilities, management and marketing. Arulraj, A and Prabhahara, B, (2010) have

Mhaske, P. H. has carried out his research on development of tourism-A case study of Ahmadnager in 2004 and has explained the need for tourism development in study region by taking examples of Shirdi, Shani-Signapur and Kalsubai. Meena Potdar (2004) has assessed the development of tourism in South Kokan and studied various attractions for tourism. Ranbir Singh (2006) has conducted study on tourism development for beas valley. Vaiphei Thathang has made detailed tourism study of Nepal and assessed the impact of tourism on economy, society and environment since 1980. Sutheeshna, B. S. has made systematic and comprehensive study and study the tourism development of beaches in Goa and Kerala. Pandey, R. K. (2007) has focused on pilgrim tourism in Mathura district.

Ghada Abd-Alla Mohamed, 2007 has assess tourists’ expectations and perceptions of services provided by travel agent and his main focus on to findout the relationship between service factors and overall satisfaction of tourists. Mohammed Eraki (2007), has studied the tourism development in Egypt with assessment of tourism impacts on the local community. Chauhan Vinay and Khanna Suvidha (2009) have highlighted contribution of tourism in Kashmir in term of residents’ and tourists’ perception and found significant contribution towards peace building in Kashmir, India. Silva, C.P. Alves, F. and Rocha R. (2007) have stress the validity of carrying capacity concept as applied to beaches with regards to coastal tourism. Wineaster Anderson (2011) has explored the Socio-economic implications of enclave tourism in Zanzibar and attempted to analyse tourist expenditure in relation to tourist demographic characteristics.

Fawaz Alhammad (2012) has investigated the attitude of local community in Jordanion city, Sharareh and Badaruddin Mohamed (2013) have review local perception on tourism development and its process and explain the social exchange theory. Bagchi Jayeeta (2013) has examine the impact of tourism on the economy,
physical environment and socio-cultural conditions of Mandarmont, Bakkhali-Frazergani and Digha breaches of East Midinipur and South 24 Pargana districts in West Bengal respectively. Haiyan song, Gang Li, Robert and Jason. L’s empirical study has indicated test two step tourist satisfaction index, namely, sectoral level satisfaction indexes based on a structural equation model and overall tourists satisfaction index through factor analysis. Yim King Penny and Xiangping Li (2013) have studied tourism development in Macao by assessing the impacts of tourism. Tourist satisfaction and community involment in tourism planning.

Haiyan Song, Robert Vander, Gang Li and Jason L. Chen have studied tourist satisfaction assessment system basically based on dual models, tourist satisfaction and its key antecedents and consequences. Kate Sullivan, Lalith de Silva, Alan White and Marvyn Wijeratne (1995) have provided information to tourism and unnecessary environmental problems in coastal tourism in book Environmental Guidelines for Coastal Tourism Development in Sri Lanka.

1.3 Concept of Tourism

The term tourism is derived from the French word ‘Tour’ which means a journey from one place to another place. It is a movement of leisure time involving movement of journey or stay at new destinations. Tourism is a complex, prismatic and dynamic phenomenon. The economists treat tourism term as inter-connected processes especially economic ones that come into play through influx, temporary residence and dispersal of strangers (Herman, V. Shullard, 1990). According to Swiss professors, Hunziker and Kranf (1942) “Tourism is the totality of relationship arising from the travel and stay of strangers provided the stay does not imply establishment of permanent residence and remunerated activity.” (Foster Douglas, 1984). “Tourism denotes the temporary, short-term movement of people to other destination outside the place where they normally live and work and their activities during their stay at these destinations” (Barkart and Medlik, 1974). Tourism is a products of tourist host interaction that needs attraction, accommodation, accessibility, amenities and advertisement.

1.4 Definition of Tourist

It was observed that nineteenth century aristocratic people of Europe have organized institutional travelling for the sake of educational and experimental purpose. Now-a-days, term tourist is used to travel for pleasure or education but not for financial benefits. In 1937, Statistical Experts Committee of League of United
Nation has recommended following definition, “Tourist” means persons travelling for a period of twentyfour hours or more in a country other than that in which he usually resides” (Robinson, 1976). Department of Tourism, Government of India has adopted following definition, “A foreign tourist is a person visiting India on foreign passport, staying at least 24 hours in India. The purpose of journey can be of different, namely, leisure-recreation, holiday, health, study, religion and sports, business, family mission and meeting. The following are not regarded as “Foreign Tourist” who are coming to establish residence in the country arriving with or without a contact to take up an occupation or engage in activities that receive remuneration from the country and temporary visitors staying less than 24 hours in the country (including travelers on cruises). The seven characteristics of tourism-travel are intended to delineate the tourists by distinguishing from other travelers by Cohen.

1. Temporary to distinguish it from the permanent travel of tramp and nomad;
2. Voluntary to distinguish it from forced travel of exile and refugee;
3. Round trip to distinguish it from one-way journey of migrant;
4. Relatively long to distinguish it from trip of the excursionist;
5. Non-recurrent to distinguish it from recurrent trips of holiday house owner;
6. Non-instrumental to distinguish it from travel as a means to another end of business traveler, traveling sales representative and pilgrims, and,
7. For novelty and change to distinguish it from travel for other purposes such as study.

1.5 Study Region

Raigad district is situated in west part in Maharashtra state covering 7152 square kilometers area. This study region extends from 17°51’ to 19°18’ north latitudes and between 72°51’ to 73°40’ east longitudes (Fig.-1.1) stretching along 240 kilometers narrow strip of land between the Arabian Sea and Western Ghat. According to 2011 Census, total population of study region is 2,635,394 persons (1,117,628 male) and (1,090,301 female). Administratively, study region is divided into fifteen tahsils, namely, Alibag, Uran, Panvel, Pen, Karjat, Khalapur, Sudhagad, Rohe, Murud, Mahad, Mangaon, Tale, Shrivardhan, Mhasale and Poladpur. There are 26 urban centers and 1960 villages in this district. The density of population is 368 persons per square kilometer in 2011.
Fig.-1.1

Location of Study Region
The annual growth rate of population has 2.20 percent. 24.22 percent population lives in urban area and 75.78 percent in rural area. The entire district is divided into three physiographic regions, highland of Sahyadris, central plain and lowland region. The study region experiences hot and humid climate. The maximum temperature during hot season is 40° centigrades and mean minimum temperature varies from 17° and 20° centigrades. The average annual rainfall is 3029 millimeters. Medium black soil, shallow black soil, saline alkaline soil, red-sandy soils and lateritic soils are major soil types in study region. The area under forest is 2,076 square kilometers accounting 29.00 percent. Agriculture is main occupation and rice is major crop. In 2010, net sown area was 1.58 lakh hectares and net irrigated (12,211 hectares). There are 82 small irrigation projects. The total length of is road 5663.14 kilometers and railway has 299.34 kilometers length in study region. Uran is known as container traffic port besides has 15 minor ports in study region. Matheran, Alibag, Murud-Janjira, Harihareshwar, Mahad, Pali, Elephanta Caves, Mahad (famous for Genesh Temple); Karnala Bird Sanctuary, Nagaon Beach and Unhere Hot Spring are noted tourist centers. Besides many potential tourist centers are found for tourism in study region.

1.6 Objectives

This study has undertaken to assess the tourism development in Raigad district by examining following sub-objectives:

i) Assessing physical and socio-economic condition of study region.

ii) Examining existing tourist centres and available facilities.

iii) Assessing tourists’ behaviors and patterns of expenditure.

iv) Analysing the socio-economic, cultural and environmental impact on local community in study region.

v) Preparing Tourism Development Model for better tourism development in study region.

1.7 Database and Methodology

The data from primary and secondary sources have been gathered for present study. The secondary data was collected from District Census Handbook about for 1991, 2001 and 2011 regarding male, female, density, sex ratio, literacy, occupational structure. India Tourism Statistics for 2001 to 2012 have used for arrival of tourists and employment involved in tourism sector. Socio-economic Abstract, Raigad District (2001 to 2013), Reports of World Tourism Organization (2012) Statistical
Abstract of India (2011) have been used in present study. Toposheet No. 47 A, 47B, 47C, 47E, 47F, 47G, 47I, 47J, 47K and satellite imagery such as LANDSAT TM 148-047, 147-047 and 147-046 are also utilized. The texts of published and unpublished reports, books, research books, journals, magazines, newspapers and websites have referred for interpreting the text. An in-depth study has carried out for Matheran, Murud-Janjira, Alibag, Harihareshwar and Mahad tourist centres by using questionnaires. The questionnaires consists the question on names, origin, age, sex, religion, income number of visits, accommodation, transportation facilities, attractiveness, source of information, motivation, problems and suggestion to improve the undertaken tourists sites. Prepared questionnaires were filled by the tourist, the residents and private intermediaries such as hoteliers or resort owners in the Raigad district. The data regarding tourists were collected in 2013 and total 2000 questionnaires were administrated to tourists, 400 for each site. 750 questionnaires to local people (residents) of sample tourist centers were randomly selected for the assessment of tourism impacts.

The study of tourist satisfaction was computed by using of Satisfaction Index for selected sample centers. An Assessment Scale was applied to assess the impact on employment, income infrastructure and standard of living. The obtained primary and secondary data has been meticulously tabulated and process. The pattern of expenditure of tourists is computed by applying Awazi’s methodology and Travel Circuit Approach (TCA) was employed to demarcate the tourist zones in study region. In addition to this, data were presented in form of maps graphs and diagrams in present study.

1.8 Choice of Study Region

Raigad district has been selected for this study because of many reasons. Firstly, this region has not been studied by geographers from tourism point of view. Secondly, the researcher belongs to this study region and is enable to get information easily on tourism aspect. Thirdly, study region lies proximity of Mumbai metropolitan area. Fourthly, old sites and tourist centers have been renovated by Government of Maharashtra resulting increase of tourists flow in this region. In addition to this, Government of Maharashtra has identified Alibag, Murud, Shrivardhan and Uran tahsils for better development for tourism and therefore, has great potentiality in this region.
1.9 Organization of Text

The proposed study is arranged into six chapters. The opening chapter puts forths objectives of study, concept of tourism, definition of tourists, data sources and methodology, literature review and organization of text. The second chapter has described physical and cultural background of study region related to location, physiography, drainage, geology, climate, soils, natural vegetation, transport, economy and population. The third chapter is devoted to examine the existing tourism activities of major tourists centers and domestic and foreign tourists arrival. Case studies of Matheran, Alibag, Murud-Janjira, Mahad, and Harihareshwar have evaluated in chapter four. The chapter five has assessed socio-cultural, economic and environmental impact tourism in study region besides this, tourism circuit zones have identified and finally, last chapter has presented summery and conclusions based on texts of earlier chapters and suggestions have given for tourism development in study region.

1.10 Limitations of Study

The present study is largely based on primary data. The assessment of tourists is rather difficult task due to lack of tourist information from Government and Private Agencies. During interview, tourists were hesitated to fill up questionnaires especially on income aspect and had some bias of information. Hence, some relevant data could not be collected and not been able to incorporate in text.