Chapter 2

Research Design

Selection of problem
Hypothesis
Objectives of the study
Field Work
Research Methodology
Limitation and Constraints
RESEARCH DESIGN

Tourism being a multi-faceted and multidimensional service industry is globally, appreciated for its enormous benefits. With all its socio-economic, cultural and ecological implications, vis-à-vis, the tremendous growth potential, this industry can certainly play a pivotal role, particularly in the development of poorer economies like India. The developing countries are generally exposed to more or less, similar generic problems like trade deficit, unemployment, weak infrastructure, lack of social awareness, meager investment in industrial and technological fronts due to financial constraints, steady degradation of natural and cultural heritage and, deficiency in economic, geology and basic minerals in majority areas, etc. Naturally, gap between the developed and developing countries in terms of socio-economic progress is bound to further widen over time. In this context, tourism, on account of its multifarious advantages, to a greater extent, can come to the rescue of the latter, in view of the facts that, (i) every country has its own unique touristic appeal (resources base), and that, (ii) the infrastructural requirements of tourism developments are more or less same as that of the general developments, (iii) there are varied forms of tourism which can be promoted with lesser investment and, (iv) tourism may prove to be a single solution to the manifold problems being faced by the developing countries.

For India, it is high time to strategically promote tourism, especially in the light of the following facts:

- Majority part of the country is suffering from economic backwardness and poor infrastructure.

- The problem of unemployment has already reached to threatening propositions.

- The country, for obvious, constraints, is not in an ideal situation to compete with the affluent economies on industrial and technological fronts.
- It has unique and a most diverse tourist resource treasure, as well as, a long and prestigious tradition of tourism in the form of pilgrimages.

- The International Tourism trends are steadily changing in favour of Asia-Oceania region where India is a prominent entity-politically, socio-culturally as also in terms of geographic area and size of population.

- Tourism can significantly contribute in creating employment opportunities, improving living standard, infusing social awareness and in the improvement of infrastructure besides protection, preservation and conservation of natural and cultural heritage.

- Since every part of the country has its own distinctive exclusive touristic appeal, tourism if promoted judiciously, can act as an agent of holistic development to the respective regions.

That India has rich tourist resource potential is acknowledged and appreciated beyond any doubt. However the country has not optimally used its potential despite continuous efforts. Several writers both in India and abroad have made critical assessment of this fact. The main reason behind this debacle definitely is the lack of systematic and integrated tourism development approach. Besides the fact that no policy framework exists to develop tourist infrastructure in a systematic way, work to create positive image, understand tourist demand, market innovatively and create new and alternate tourist destinations is certainly lacking in the country. In this context, the study of potential tourist resources in different regions of the country vis-à-vis the dynamically changing tourist demands has become all the ore important. This will further help to frame both short and long term plans and develop policies that go in hand with them. Therefore the first step in developing tourism in our country is definitely the study of potential tourist resources and this study is a pioneering work in Vidarbha region.
STATEMENT OF THE PROBLEM

The problem under investigation can be stated as:

“Potential for Tourism Development in Vidarbha Region (Maharashtra).”

HYPOTHESIS

Vidarbha is bestowed with all bounties of nature except snow-clad mountains and beaches. Similarly, it is dotted with monuments of historical importance and places of worship of different religions. The rich cultural heritage of this region is sufficient enough to pull in tourist from India and abroad. Each of its fairs and festival comes with a special and seasonal mood that shall certainly be cherished by the visitors. The variety of art, music, dance, drama and other forms of performing art has a mass appeal and worth giving a try. Its strategic central location between the four metros is its core strength. It can be easily promoted as “half-way destination” between two metros. Its proximity to major industrial townships and well connectivity by both rail and road can serve as major fillip to the tourism industry. The remoteness of the region can itself be a unique tourism product, which no other region can boast of. Thus we can summarise:

1. Vidarbha region is endowed with natural beauty and it can provide all kinds of geographical variety except snow – clad mountains and beaches.

2. Tourism is not doing well in this region despite its rich potential for business.

3. Lack of infrastructure and coordinated effort are not fielding expected results.

4. The tourist resources are not optimally used.

5. Tourism can be an engine of economic growth in this region and at the same time open avenues of employment.
6. Government, both at the center and the state (Maharashtra) have a step motherly attitude towards tourism industry in general and Vidarbha region in particular.

7. There is inadequate and insufficient information regarding the touristic potential of this region.

OBJECTIVES OF THE STUDY

1. To make a comparative study of the state of Tourist Development between Maharashtra (Mumbai Side) and Vidarbha (Nagpur Side).

2. To identify and enlist Potential Tourist destinations for priority development.

3. To study the state of existing Tourism Infrastructure.

4. To examine the existing resource use patterns with regard to tourism in Vidarbha region.

5. To understand the emerging demand patterns with regard to domestic and international tourism in global context and accordingly cross-examine the underlying prospects in Vidarbha region.

6. To understand the major problems/constraints faced by the tourists during their travel/stay in the region.

7. To critically analyze the prevailing planning and policy framework with respect to Vidarbha region.

8. To study the reasons for poor performance of tourism in this region.

9. To propose viable recommendations for development of tourism in Vidarbha region.

10. To suggest tourism marketing/promotion strategies,

METHODOLOGY

1. Both Primary and Secondary sources of Information were used to collect as and where required.

2. Since not much publication is available on the tourist resources of this region a physical survey was undertaken.
3. Information were collected from official records such as district or taluka office, tribal development centers etc.
4. Cooperation of specialized institutions such as Vidarbha Economic Development (VED), Vidarbha Development Board (VDB), and universities were sought.
5. An enquiry was done with local people and concerned officials to find out places hidden in the lap of nature or in myths and legends.
6. Opinions of the experts in the field of tourism industry as well as experts on Vidarbha region were sought.
7. Relevant information from websites was collected.
8. Govt. of Maharashtra publication like Lokrajya, Manas, and State Gazetteer etc were consulted.
9. Information was also collected from other relevant sources like Maharashtra Tourism Development Corporation etc.

BIBLIOGRAPHIC SEARCH

Over the years, tourism has established itself as the fastest growing industry in the world. But study of tourism as a subject needs extensive research because of its multidisciplinary aspect. Thanks to the interest shown and researches done in the subject worldwide, a good deal of literature on different perspectives of travel and tourism is now available. But there are obvious constraints before tourism is established as a ‘disciplinary frame-work’, namely: (i) tourism as a subject is still in its nascent phase of development, (ii) each aspect of tourism touches the domain of many other disciplines thereby making it really complex subject of study.

In the context of present study, which in itself is not only multi-disciplinary but is also specific to a particular geographic region, scarcity of literature was greatly felt. The scholar not only had to consult literature on concepts, philosophies, impacts and trends in the context of world and Indian tourism but also refer literature on historical, religious and cultural aspects, including
historical sites, monuments, fairs, festivals, folk traditions, folk lores and legends etc. thus, while the works of Hollowly (1983), Witt and Mautinho (1989), Mill (1990), Smith (1989), Pearce(1981), Bouyden (1978), Robinson (1976), Lungberg(1974), Holloway and Plant (1990) and McIntosh (1986), have been very useful with regard to conceptual and philosophical abstraction on tourism, the successive reports of WTO, PATA and Department of Tourism (Government of India) provided vital information on tourist traffic trends in India and international context. Likewise the study of Bhatia (1978), Seth (2000), Kaul (1985), Negi (1982), Usha Bala (1990) and Selvan (1989), proved considerably useful in understanding the structure as well as the performance of Indian tourism. The researcher has been guided by many published works of many eminent researchers, viz. Chopra Pran (2002), Fredriksson, K. Dube, A., Milton, D.J. and Balasundaram, M.S. 1973, Fudali, R.F. Milton, D.J., Fredriksson, K. and Dube, A. 1980, Chon, Kye-Sung, and Michael D. Olsen (1990), De Kadt, E. (1979), Gunn, Clare A. (1994), Hunt, John D. & Layne, Donlynne (1991), in interpretation of the term tourist resource potential. Further, the scholarly contributions of Ferrario (1989), Anand (1991), Brooke and Buckley (1991), Seth (1985), Parsad (1967) and Meinung (1989), proved to be buding force to the researcher in understanding the micro-aspects of infrastructural needs of any destination. There is still an extreme dearth or systematic information on socio-economic historical and religious perspectives of the study area. History of Vidarbha and historical significance of various monuments and sites have been largely derived on the basis of Chitale (2002), Hasnain (2001), Fadke (1999), Kolte (1996). The information thus derived has also been authenticated with the available archaeological references, as far as possible. Cunningham (1972), Deshpande P.S., Sawant Ramesh. (1998), Mandlik Prof. Chandrakant (1995), Indurkar Udayan (2003), Tavade Dr. Mohan, Sawant Sambhajirao, Amrute Prof. V.G. (2001), Deogaonkar Shailaja (1989), Kolte V.B (1989), Jamkhedkar (1974) have specially been useful, not only in terms of authentic acting the historical accounts but providing clues in case of the otherwise missing historical links.
Of course, there has been no specific study on cultural tourism resources of India in general and that of Vidarbha, in particular. The newspaper articles of Pawar Vijay(01.03.2004, Lokmat), Pimpalkhute Prof. Madhav(01.01.03, Deshonnati), Sewalkar Ram(13.02.03, Lokmat), Uttarvar Ramesh(07.08.03, Lokmat), Khiratkar Praveen(08.08.03, Lokmat), Kulkarni Dutta (27.10.02, Janmadhyam), Pandhripande Sopan (23.11.03 Manthan, Lokmat), Jhade Vikas (27.03.03, Lokmat vishesh), Rout N.V. (31.07.03 Deshonnati), Gadhkari Madhurika (08.08.99 Akshar Ranga) were of much help in giving a shape to the touristic personality of Vidarbha. The comprehensive studies on one or the other aspects of tourism in Vidarbha are so far credited to Dr.Shripad K.Chitale (1997), Dr.P.N.Falke (1998) and Ad.Y.M.Kale(1994).

Apart from the above sources, the research papers contributed in the Tourism Journals like Annals of Tourism research, Tourism Management and Particularly Tourism Recreation Research, have been very useful. Indarama, Swagat, Destination India, Tourism and Wild life, and the like popular tourism magazines, too, have been quite helpful at times, obviously, the scholar has had to extensively depend on the research papers and popular articles of a number of authors on fairs, festivals, folk dances, art, craft, jewelry, folk traditions, folk theatre and the like themes with relation to Vidarbha region, published in books, journals and magazines. Besides Internet was a great tool of help for collection of information.

**ORGANISATION OF THE REPORT**
This study has been divided into nine chapters. Chapter I is Introduction, dealing with the conceptual frame-work of tourism, its growth in present, past and future perceptives, tourism potential of India. The historical background takes us on a journey down the timeline of Vidarbha.
Chapter II, is the backbone of the whole study as it outlines the research design. It covers, selection of problem, hypothesis, objective of the study, fieldwork, research methodology, limitation and constraints.

Chapter III, describes the highs and lows of Vidarbha region as it explains the geographic personality of the region. It gives the physical features, topography, weather phenomenon, forest and mineral resources, population and settlement, education, economy and the like aspects.

Chapter IV, sketches the touristic personality of Vidarbha region. It has been further subdivided into man-made tourist attractions and the natural tourist places. Man made attractions cover historical places, pilgrimage centers, monuments, museums, reservoirs and dams etc. Similarly the natural attractions includes flora, fauna, hills, caves, springs, lakes, waterfalls etc. It also paints the kaleidoscope of the beautiful living culture of this region i.e. traditional performing art like dance, drama; music – vocal and instrumental; tribal and folk culture; fairs and festivals; costume, cuisine and the like topics. It also describes the existing tourist infrastructure and traffic trends. While it gives the current resource use pattern at the same time it also enlists and evaluates the resource potential. The chapter ends with giving the Unique Selling Point (USP) of the region that can act as a catalyst for fuelling the tourism promotion in the region.

Chapter V, undertakes case studies of two natural wonders of the Vidarbha region. While Chikhaldara is the only hill station in the region, Lonar has the distinction of being the largest impact crater in the world in basaltic rock. The first case study reveals that Chikhaldara has lot more to offer than just a hill station. The remains of Gavilgargh fort, Melghat-Kolkaz-Simadoh sanctuaries adds to the beauty of Chikhaldara. The second case study uncovers the mystery of the extra terrestrial body that visited Vidarbha some 25,000 years
ago. It also gives us the reasons why world’s top institutions like NASA has started taking interest in Lonar lake.

Chapter VI, entitled, Reviews and Assessment, actually covers interpretation of the findings. At the same time it reviews the ongoing efforts by private and public sector enterprises. It also makes a critical evaluation of government policies. Further it enlists the strengths, weakness, opportunities and threats.

Chapter VII, chalks out a strategy for tourism promotion in the Vidarbha region. The strategy includes identification of priority market, infrastructure development, local participation, training and awareness. The chapter also discusses ideas for promotional campaigns that can give Vidarbha its justified place in the tourist map of India.

Chapter VIII, gives a conclusion to the study and the scholar has also rendered her valuable recommendation that can turn the potential of the region into real tourist assets thereby having a multiplier effect in economy and employment.

Chapter IX, is a list of bibliography and references that were referred to while undertaking the study.

SIGNIFICANCE OF THE STUDY
The present research work, would be a landmark in computation of Tourist profile of Vidarbha region, as there is very little, if any, previous study done on this area in the context of Tourism, which just goes on to show the sorry state of affairs, especially since the region in question is extremely rich in both manmade and natural tourist resources. The researcher hopes to contribute towards generation of literature on the region, at the same time proposing strategies to develop the tourism potential of the region. The research also undertakes two special case studies of Chikhaldara and Lonar, two unique tourist destinations of the region. The former, the only hill station of the
region and the latter which houses World's largest impact crater on basaltic rock. The tourist traffic trend, scope, accessibility, amenities etc in the region are given special importance in the study.

LIMITATIONS AND CONSTRAINTS

Research is a process with never ending scope. Study of a region and that to, from tourism point of view, is particularly a complicated process, owing to complex, multi-disciplinary and non–quantifiable nature of the subject. Here, much depends on individual perceptions, value system and interpretations, which obviously differs from person to person. While working on the present research problem, the researcher, besides the above constraints had many other limitations, some situational and few self imposed.

1. Due to extreme dearth of authentic and systematic information on the region, the scholar had to depend on mythological sources, lore and legends.

2. Extensive field study would have yielded authentic and vital information about various potential tourist resources but the same was not possible on account of the size of study area vis-à-vis, time and money constraints.

3. Likewise authentic data on the existing resource use – patterns i.e. the visitor trends to different sites and events was neither available nor possible to collect.

4. Feed back from the effective and potential tourists, tourism developers, private sector tourism enterprises through structured questionnaire and on-the-spot interview would have helped in quantifying the relative appeal of various tourist resources, but the same was not easily possible owing to the comprehensive nature of the study and other obvious constraints.
5. There has not been a model study available on the subject particularly in Indian context and thus, at times the scholar has to depend on her own perceptions.

6. Many performing art forms had either vanished altogether or radically transformed. Likewise, the mode, tradition and even sprit of festivities, too, have considerably changed over the years and the process continues. Since not much literary account is available on these aspects, the same could not be covered the way they should have been. On the whole, the present study can be taken as a pilot work on tourism resources of Vidarbha region, leaving considerable scope for study to the future scholars.