

CHAPTER - I

INTRODUCTION AND RESEARCH METHODOLOGY

1.1 INTRODUCTION :

Tourism has become the key factor and the valuable attributes to the economic prosperity of the most of the developing nations. In recent days tourism has been a rising industry and proving itself as the pivot of vehicle for economic development in a number of countries. Economic development of the nations runs parallel to the development of tourism. Recently, a major portion of the world trade is constituted by tourism industry. Growth rate of tourism is faster than any other trade or good or services in the world economy. It has taken the strong shape of highly organized service sector and industry. Visionary political leaders and business tycoons have been exploiting maximum potentialities of the tourism industry for the development of their economy for the years. Various developing countries are designing their economic planning to exploit the opportunities of tourism. The economy of many countries is depending on tourism. It has become the most reliable economic source for prosperity. Availability of communication means and fast transportation added a kind of splendour to the tourist industry. Globalization and the end of Cold War resulted into the rise of tourist industry all over the world. Tourists search for their destinations according to their demands and tastes. Even, tourist industry continuously reshapes itself according to the changes in the taste of the tourists. Tourism has become the Industry, Science and a Branch of Knowledge during the modern times. Most of the tourists prefer to visit France. In 2009-10, 74.2 lakhs tourists visited France. It is followed by America 54.9 lakh and Spain 52.2 lakhs tourists. In 2009, 50.1 lakhs foreign tourists visited India. France ranks first in the world tourism while the USA rank second and Spain ranks third respectively. India rank 41 in the world tourism. During the 21st century, positive effects of Liberalization, Globalization and Privatization are clearly seen in world economy. However, the Indian have become failure to exploit the emerging opportunities of tourism industry.

Tourism is a multidimensional service industry. In India tourism sector is predominantly a developing sector. It is almost at the primary level. When tourism contributes almost 11 percent of World's Gross Product, Indian tourism industry contributes only 0.3 percent to the World tourism. Indian contribution and participation in tourist industry is definitely insufficient and dissatisfactory. Indians have not yet developed professional attitude towards tourism. Tourism in India may bring about revolution in national economy. India has rich resources, continental size of the nation, variety of life style, culture, languages, variety in climate and traditions, civilization enriched with diversity and unity.

The historical golden age India is capable to attract the world tourists. India has the oldest cultural, historical heritage. It is one of the two most ancient civilizations dating back to minimum 5000 years back. Rich history and mythological survivals are scattered all over the nation. Unfortunately, the Indians have been failure to recognize the strength and potentialities of these enchanting resources which will play the major role in tourism. If Indian economy accepts tourism, it may play a major role in economic, social, and ecological revolution. India has democratic political stability. Apart for its diversity, the nation has a unique unity. Technological development provides availability of telecommunication network. The nation has also adequate surface and air transport network. This sector can support to the economic development. Tourism earns foreign exchange. Tourism accreted employment generation. Tourism earned Rs. 10511 cores foreign exchange during 1997. Gradually it has increased up to Rs. 54,936 cores up to 2009-10.

Tourism may play the vital role in providing proper solutions to the age rooted problems and obstacles to the development in India. India is the world's largest democratic republic. It is more than three times bigger than the second largest republic, United States of America. During the last century, Indian foreign relations are dominated by only political forces. However, tourism may bring about sea changes in international relations. The foreign European rulers had created totally wrong international impression of the nation as the land of snake charmers and illiterate beggars. Tourism may project right image and true picture of the nation. The developed world looks towards all developments of India with certain political bias, prejudices and pre-

occupations. Tourism may become a strong vehicle to promote true ethnical background of Indian development in atomic energy, industrial strategy and economic programmes properly governed by universal concern in Indian philosophy. It will promote the international understanding and will help to remove the prejudices and suspicions in between the neighboring countries.

If traditional Indian social structure suffers of the social rigidity, tourism may bring different cultures, languages, life styles, manners and faiths much closer to the society. Domestic tourism will certainly strengthen the national integration and bring about unity and goodwill among the Indians who are divided into thousand of water-tight compartments of religion, sects, castes, sub-castes, region and language. Domestic tourism may bring the people of different origins, religions and castes together. They will know each other and develop adjustment and tolerance. Tourism offers a readymade solution to the problem of unemployment. Tourism has tremendous potential to provide employment to the millions of Indians in hotels, restaurants, tours, travel agencies and so on. It may contribute to the Indian economy through employment in tourist guidance agencies, entertainment sector, and kitchen industry and so on. Local arts, crafts and other specialties may become the major sources for livelihood. It may stimulate the stagnant rural economy and indirectly contribute to the national economy through foreign exchange.

There are various concepts and types of tourism in India. It consists of eco-tourism, religious tourism, adventure tourism, water tourism, wild tourism, medical tourism and agro tourism. India has the gift of varieties of natural resources if the available natural resources are used for tourism in rural area. Nature tourism always plays significant role in democratization of society. It also helps to develop human resources and employment. Eco-tourism and Nature tourism always extend helping hand to improve economic condition and social communal harmony. Wide range of geographical differences, variety of beautiful natural background and a vast continental country offers tremendous attraction for the nature lovers. Peaceful Himachal Pradesh, Kashmir as Paradise of the earth, vast eternal deserts of Rajasthan, rich intellectual heritage of Bihar and Uttar Pradesh, and beautiful enchanting South India is really the feast for the lovers of nature.

As India is enriched with religious harmony, the most ancient religions flourished in the nation. Indian land is enriched with the most attractive religious temples and shrines of ancient religions such as Jainism, Buddhism, Vedic culture, the Shikhs and Islam. Indians have provided a due attention for protections of these shrines. Foreign tourism will earn foreign exchange while domestic tourism will improve the local conditions. These religious places will again become the source of national harmony and religious unity. Religious tourism will also encourage other developments such as industrial growth, reduction in unemployment, social harmony etc.

Indian have developed a unique medical therapy; Ayuyrveda. There are other well developed local naturopathies which are developed along with Ayuyrveda. Medical tourism may contribute a lot to the development of the rural part of the nation. There are such thousands of unnoted local medical authorities who treat the modern ailments. Such neglected local authorities who are known as *Vaidya*, may earn reliable resources through their traditional information. It is unfortunate that the Indian Peninsula covered by Indian Ocean, Bay of Bengal and Arabic Sea lacks water tourism. Three sides of the nation are surrounded by water. These water resources are exploited only for fishing. Internal water resources like lakes and rivers are also neglected and polluted by human habitation and industries. Rich divine rivers are used only for the primary uses. Water sport tourism will bring about sea changes in this situation. Tourism may become the first economic industry to provide an excellent resource to the fishermen involved in the unprofitable traditional fishing. Water tourism will become parallel activity supporting the traditional fishing.

The vast continental nation offers variety of natural background and even the most tedious geographical parts of the nation may prove fruitful for adventurous tourism. The Himalaya attracts thousands of tourists; other parts of the nation may attract millions of tourists. Dark dense forests, huge waterfalls, bays and oceans, deep caves, wild life, vast eternal deserts, etc. are scattered all over the nation. Those barriers and problems will actually prove the major sources of national development. Only visionary strategy and proper implementation are needs. The researcher believes that the nation has really enough potentialities to transform these resources for the revolutionary changes.

The researcher is well aware of the major weaknesses in general to meet the goals. There is unity among the divert elements. But Indian society is frequently disturbed by communal tension, clashes and social disturbances. Terrorism always becomes the major problem for the development of tourism in India. Jammu and Kashmir are no more safe destinations for the foreign tourist .Natural disasters like earthquake, flood and famines are not managed properly. Natural Disaster Management of the nation frequently fails to monitor such cases. The national activities are black mailed by the workers belonging to the organized sectors. There are various types of Jams by the united workers.

The road condition of the high ways and sub ways are problematic. There is no proper maintenance of the constructed roads. Even the vehicles are not easily available at sites. The Indian fail to provide hygiene of International standard to the foreign tourists. Even, safe drinking water is precious in a number of regions in nation. Rising incidents of contaminated water is so common. Almost every major city of the nation is cursed with un- hygienic slum pockets. These un-attempted factors directly check the flood of foreign tourists to the nation. However, the political leaders, private sectors and local people should overcome these threats to enjoy the fruits of tourism. The nation should compete for capturing the larger and larger share of tourism market. We must quickly improve conditions in proper infrastructure, provision of road construction and regular maintenance, lodging and boarding facilities, and reliable and sustainable communication network.

There are opportunities as well as threats. We should establish agile network of travel agencies, tour operators and promotional agencies to attract domestic as well as foreign tourists with attractive packages. The government must handle seriously the issues of Law and Order. The practical measures to check communal riots, strikes, and other disturbances should be taken to protect the foreign tourists. The nation must provide safety and security to them. There are various kinds of mal-practices to cheat and rob the foreign tourists. The government should seriously look after proper measures to protect the tourists from the cheating, pick-pocketing and thefts. At the same time, anti-social and anti-law activities such as smuggling, drug trafficking and human trafficking should be handled very strictly to maintain the image of the nation.

Indians beggars and shameless touts create negative impression on foreign tourists. There must be proper steps to eradicate them from the tourist sites. It becomes the prime consideration to provide clean and hygienic conditions for the tourists. Tourist's spots must be maintained properly. Bottled hygienic safe drinking water should be made available at tourist sites. Food and Drug Administration should frequently monitor the mechanism, products and system served for tourism. The tourist industry should adopt every possible means such as public relation, advertising, exhibition, television shows, video conferences, promotional programmes and so on to attract the tourist worldwide. Attractive updated innovative packages and programmes should be presented before the tourists. All means of advertising and social media should be effectively used to promote theme based tourism such as eco-tourism, agro-tourism, adventure tourism, heritage tourism, historical and cultural tourism, etc.

Maharashtra state is an emerging centre of tourism in South Asia. Considering the 720 km. sea coast, forts, religious centres, world famous caves, natural resources, wild life, bio-diversity, Maharashtra has the potential of tourism development.

Sindhudurg, one of the districts in Maharashtra is geographically diversified district. The Sindhudurg district has come into existence in 1981 after deviation of Ratnagiri.

Sindhudurg district lies between the 15.37° to 16.40° latitudes and between 74.13° and 74.19° longitudes. The length of sea coast of Sindhudurg is 121 kms. Towards its east there are Sahyadri hill ranges, towards its west Arabian Sea, towards its north Ratnagiri district and towards South Goa State. The area of Sindhudurg district is 52.70 sq. kms.

Sindhudurg district is known as the second paradise in the nation. It is always compared with divine beauty of Kashmir. It has diverse aspects of tourism i.e. temples, caves, forests, forts, rivers and mountain ranges, creeks, lagoons, orchards of coconut, betel nut, mango, cashew, paddy, wild fruits like blackberry, jamun etc. The district has contributed a lot to the Maratha history and national history. The coastal line of the district is embellished with various historical places including forts. The district covers a number of well known temples and religious sacred monuments. Rich cultural heritage is preserved in the families. The best vocal artists, writers, poets, musicians belong to

the lands of Sindhudurg. It is land of Alphanso Mango; well known international brand in fruit market. But yet the overall development of the district is lagging behind.

Sindhudurga district suffers of a number of problems such as social indiscrimination, unemployment, undeveloped agricultural sector, lack of marketing for agro products, unemployment and so on. It is recorded as the Lowest Population Density district in the state. Unemployment drives the poor people to the metropolitan cities for livelihood. Migration of the people to the cities has almost vacated the small villages. Inadequate infrastructure is the common problem for the district. Lack of connecting roads, narrow roads, transportation facilities, lack of medical facilities, and sanitation problems are so common in the district. Government administration tries its best to provide solutions to these diverse hurdles and problems. However, the researcher finds that systematic development of tourism will solve all these above mentioned problems. Development of tourism is closely associated with eradication of problems of the district.

There is favourable atmosphere for the development of tourism in the district. District needs tourism for its own development. In 1997, it is declared as First Tourism District in India. Hence the researcher has selected the research problem, "A critical study of tourism development in Sindhudurg District". Sindhudurg District comprises Eight Blocks i.e. Devgad, Malvan, Vengurla, Sawantwadi, Kudal, Kankavli, Vaibhavwadi and Dodamarg.

Here, this research is an attempt to find out the facts, Govt. provisions and actual expenditure, their results, facilities created as well as an analysis of tourism on this background. This is an analysis and evaluation of tourism attempt during 1997 to 2010.

1.2 WORLD TOURISM AT GLANCE :

Like Indian tourism, history of modern European tourism has its origin in medieval ages. The Europeans undertook religious tours, purely for religious reasons. It was the part of Christianity. Canterbury and other holy shrines were visited by the pilgrims. Ancient European literature glorified pilgrimages. The British invented various types of tours such as Grand Tours which were organized during sixteenth century in England. Health tourism was also popular during eighteenth century. Health tourism

was associated with visits and lodging at spas, healthy destinations, sea waters, mineral waters and medical treatments to the ailments. The British invented Leisure tourism as the effect of financial prosperity resulted from the Industrial revolution. Leisure tourism offered all types of comforts and leisure to the factory owners and traders. The first official travel company, Cox and Kings, was established in 1758. Later the British developed Winter Tourism and organized special tours in Swiss villages. Thomas Cook organized the first mass package tour in the history in 1841. Cook was soon followed by others and tourist industry rapidly developed.

Capitalization, Industrialization, colonization, rapid development in science and technology, spread of railway network encouraged rapid growth of tourism in Europe. Various shipping agencies exploited the opportunity to expand their tourism business all over the world. Twentieth century added colours to tourism development as the number of Europeans used sea routes to cross their traditional limitations. Shipping companies celebrated these new changes in communication. Kinetic mobility in international and domestic tourism was added by the use of air travel after World War II. Tour operators used the air buses for their special package tours.

After Second World War the world is restructured. There were fast changes in the various aspects of human life. Globalization, technological developments, availability of transportation means, and end of Cold War played major roles in modern tourism. The world is coming together rapidly. All the boundary lines of the nations now welcome the tourists. Tourism has reduced international tensions. Neighboring countries co-operate each other for getting advantages of tourism. One of the effects of these changes is the development of domestic and interaction tourism during second half of the twentieth century. Tourism is identical with travel for recreation, leisure or business purposes. Tourism has enormous potentialities on economic front. Primarily, there are two types of tourism; i.e., Domestic Tourism and Foreign Tourism. Foreign Tourism is the rich source for foreign exchange and economic development of the nation. Domestic Tourism works as Growth Driver. Tourism resulted into global exchange of resources, prosperity, wealth and cultural heritage. All the detailed charts and statistics of World Tourism and its contribution are later discussed in detail. However, it is very difficult to assess the market size of tourism because of multi faceted

activities of tourism, various kinds of connections with manufacturing industries and retail market. It becomes extremely difficult to collect data due to its seasonal and unofficial business.

Traditional concept of tourism has undergone tremendous changes during the last few decades. It is no more restricted with business or leisure trips. Variety of motives and variety of types are shaping new tourism industry. There are special concepts in tourism such as Adventure Tourism. It is very popular among the youngsters and involves mountaineering, trekking, and rock climbing, falls from rocks, and travelling into remote hostile areas. Backpacking and Winter backpacking are also the most recent trends in tourism. Agro-tourism offers the first hand experiences of rural life and agricultural origin. It also includes involvement of the tourists in actual farming works. Cultural and heritage tourism are the most popular tourism types during the modern time. Tourists are interested in ancient cultures, civilizations and historical backgrounds. Heritage tourism provides the best opportunity for promoting age gone historical survivals to attract the tourists. It helps the local people to cash their history and culture. Eco-tourism focuses local nature, wild life adventures, flora and fauna. It also preserves the most vulnerable ecological balance. It has proved that it promotes bio-diversity and provides job opportunity to the local people. Various organizations and agencies related to global environment prefer eco-tourism as sustainable development of local nature. Medical tourism is one of the most recent tourism trends. Medical tourism offers options for remedies, treatment and entertainment. Various therapies, ancient treatments, herbal and other types of health related techniques are globalised and promoted for tourism. A number of nations are promoting medical tourism. As it is mentioned earlier, Pilgrimage tourism is the origin of modern tourism industry. It has not lost its relevance and significance. Tourism industry exploits the ancient cultures and civilizations. Various cultural festivals, celebrations, traditional events are promoted to attract the global tourists. Special packages are set up for such promotions. Thus, the modern tourism is growing very fast. There is also rapid change in the taste, likeness and attraction of the tourist. The modern tourism fulfills the changing demands of the fast changing industry. The specialists are appointed to update the industry.

According to the report of World Tourist Organization, 488 billion American dollars were spent in 1978 around the world. It increased to 919 billion American dollars during 1981. Despite the temporary setback to the development of tourism during 1970 to 80, tourism industry is growing very rapidly. Number of nations such as Spain, Australia, Germany, and Italy concentrated on growth of tourism after World War II. For these nations, Tourism has been the major source of hard currency utilized for other development programmes. It has been the raising employment for these nations. Tourism industry dominates economic and political fields of these nations. The development of mass communication directly increased employment in European nations. For example, tourism shared almost 6 percent of national employment in England in 1975. Canadian tourism industry provided more than 10 percent of total employment during 1982. American tourism industry earns more than 105 billion dollars and provided job opportunities for over 5 million Americans during 1983. Tourist industry becomes influencing political lobby for national and international strategies of these nations. Report exposes that tourism earned more profit than other industries such as ornaments, Iron and steel. It provided employment for 5 million citizens. The United Nations Manalia Conference on World Tourism officially accepted the contribution of tourism beyond economic and political gains. According to the estimation of world tourism organization the number of tourists is increasing by 5 percent every year and more than 10 percent in last decade.

Tourism has been unavoidable part and parcel of modern society. Tourism has been studied through all possible angles to exploit economic and social gains to maximum. Tourism has been providing totally new colours and shapes to the traditional communities. Various studies concentrate on the impact of tourism; positive and negative; on national and local levels. It is widely accepted truth by politicians, businessmen and local residents that they cannot ignore the benefits of tourism for their individual and collective development.

According well known world writer Pitters, tourism is an important part of world trade. The importance of tourism is increasing every year. The international turnover of tourism is 26,000 million pound. This is an important sector in world economy. The modern tourism is developing very fast. Any Govt. supports such industry. Tourism is

complementary to enhance living standard and overall progress. France, America and European countries are leading in world tourism.

Tourism relates to all types of travelling to the domestic parts or foreign lands. A traveller may visit the places for pleasure, business or for both of them. Sometimes migration takes place for setting up a new residence and paying taxes in new country. Further, the visitors are divided into Tourists and Excursionists. This bifurcation depends upon practical value of using span of accommodations. The Excursionists are the special tourist who spends time and money while enjoying all the facilities at tourist places. However, as it is mentioned earlier, it is very difficult to obtain the reliable data and records from temporary establishments like guest houses, temporary residence and small hotels. There are various types of tourist depending upon motives of travel and different demands of a tourist place.

1.3 TOURISM IN INDIA AT GLANCE:

Map. No. 1.1



The history of Indian tourism has its origin in the Medieval Pilgrimage. The vast continental nation was divided into a number of regions, kings, rulers and linguistic identity. However, unique religion and different sects brought the nation together. The continental nation possesses thousand of holy temples and pilgrimage centres. Indians all over the nation use to gather together celebrate the religious festivals and ceremonies. Even, holy pilgrimage is indispensable part and parcel of religious practices. So, the Indians undertake religious journey and move around the nation thoroughly. Bharat Yatra is one of the most holy journeys which include visits to all important holy places all over the nation. Naturally, the South meets the North and the West clings the East for religious salvation. Various well known religious gatherings such as Kumbh Mela, Rath Yatra, Amarnath Yatra, Chari-Dham Yatra etc. bring the Indians together. However, the traditional Pilgrimage tourism still continues even during the 21st century. Every temple and holy shrines have Dharmashala and other residential facilities. It was considered holy duties to serve the pilgrimages. 'Athiti Devo Bhav' has been the slogan to welcome the guests. The Indians never took tourism as the source of income or profit. It is taken as the dedication, religious duty. So, religious tourism or pilgrimage tourism is the only practice in the nation. Leisure tourism in India was strictly related to the luxuries of the Royal families where the kings, queens and royal families were involved. Tourism was introduced by the British during the dependence. It was in the form of leisure tourism where the British spent their leisure times in luxurious way. Various sites and destinations were developed during eighteenth and nineteenth centuries. Various destinations in North India, South India were developed. Professional tourism is the gift of twentieth century for the Indians. India realized the benefits of tourism during the middle of twentieth century.

The Tourism development in India has started in 1948. The tourism ministry in India has started in 1967. This is an organized industry. The Tourism development corporation has started in 1966. The tourism policy was announced in 1982, which was tourism year. In 1991 tourism has opened for foreign direct investment.

In 1998 the number of arrival of foreign tourists was 611 million. It was 0.39% in world tourism. In the year 2009 the number of arrival of foreign tourists was 880 million. It was

0.58% in world tourism. The tourism industry was implementing the India tourism campaign. This campaign has implemented through newspapers and advertisement.

National Tourism Policy was designed in the year 2002 by the Government of India. It was designed to encourage the national economy; a prospective driver of economic growth. The major aim of the policy was to project tourism as a major growth engine. It aimed to increase self employment opportunities and contribute to the economic development of the nation. Policy encouraged rural tourism and domestic tourism for tourism development. Policy aimed to project Indian potentialities at global level. Rich Indian Culture, history, heritage, culture and traditional arts are the resources to attract the foreign tourists. Proper projection of attractive Indian resources in global market and establish a global brand. The government made a number of changes in rules and offered considerable concession to the private sector for proper promotion of tourism. The Policy was constituted on seven basics- Welcome, Information, Facilitation, Security, Cooperation, Infrastructure and Cleanliness.

Tourism Ministry has started India tourism plan in 2009. The attractive packages are announced for foreign tourists. The Indian tourism industry is enhancing an important sector of development through increasing GDP, foreign exchange earnings and generation of employment. Tourism industry is a labour intensive industry.

India is emerging as important tourism destination in Asia. The leading tourism states are Goa, Kerala, Gujrath, Maharashtra, Jammu & Kashmir, Tamilnadu. It has been gaining great attraction among the global tourists. It will soon hit its place as one of the major global tourist destination. It is the second highest foreign exchange earning industry in the nation. The government has given a status of Export House to Travel and Tourism Industry. Tourism Ministry has changed the international image of the nation from the land of snake charmers to the modern nation with strong backbone of rich culture. Economic revolution in the nation also encouraged the Domestic Tourism. As the Indians clinched VIP status in IT Industry, visitors and businessmen related to IT Industry contributed a lot for the tourism development in the nation. Tourism industry indirectly encouraged other sectors such as agriculture, horticulture, poultry, handicrafts and construction.

One cannot deny the active participation of the Indian government in the development of tourism. There are Tourism Corporations controlled by each state government. Tourism Development Corporations control chain of hotels, motels, rest houses. They arrange the package tours.

Indian Peninsula offers a wide range of diversity. 28 states and 7 union territories of India are grouped into the different regions. These regions are;

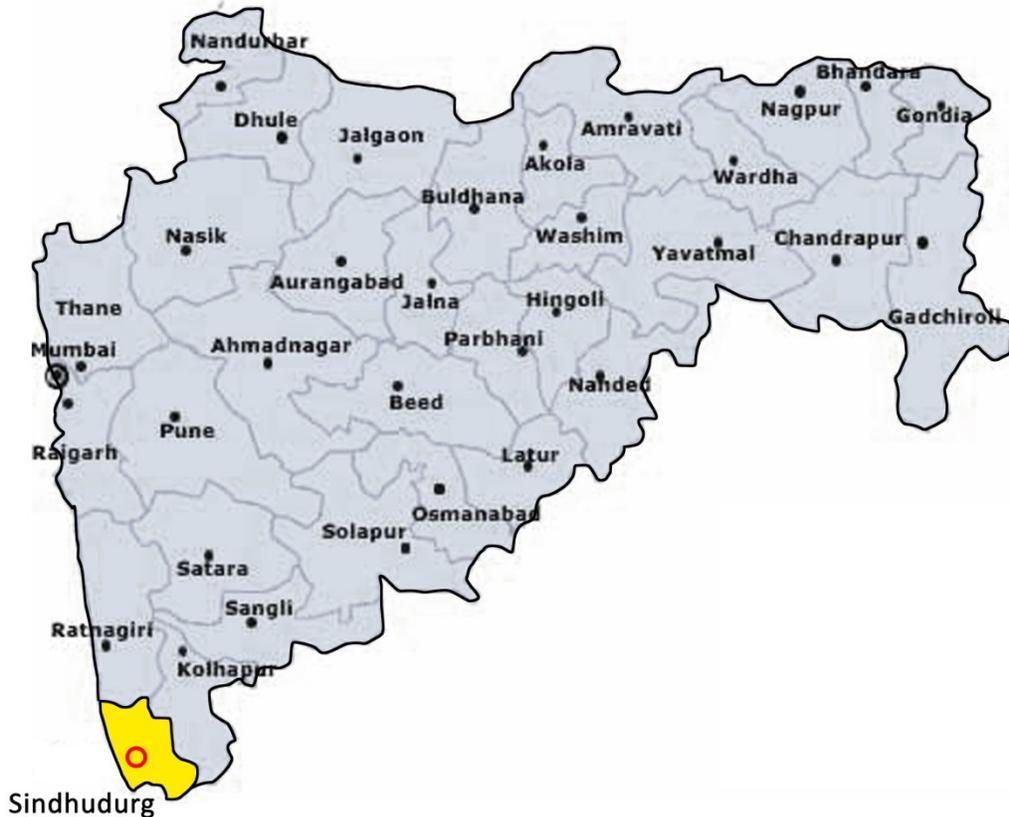
1. The Himalayan range
2. The Plains; Delhi and other Hindi-Speaking states
3. The West region
4. The South region
5. The East region

Himalayan range offers beautiful mountains and hill stations with divine beauty. The Himalaya always remained the major spiritual salvation for the Indians so the mountains are covered with religious shrines. The Himalaya has been the major tourist destination for adventure and spiritual peace. The Plains cover the heart land of the nation. The Hindi Speaking region has a rich cultural and historical background. Two major rivers; the Ganges and the Yamuna flow through the plains. The Plains has shaped Indian history and civilization. The West region covers a vast deserts and beautiful cities like Jodhpur, Udaipur, Jaipur Bikaner etc. The most vibrant Indian city, Mumbai belongs to this region. Goa has always occupied prime important place among the world tourist destination. The South region is full of colourful Hindu temples, backwaters, beaches, tropical forests and heavenly beauty of wide landscapes. The East also records religious shrines such as Puri of Lord Jagannath, Bhubaneshwar etc. Kolkata and Orissa are the major attractions for the tourists. All these regions offer wide range attractions for the tourists. Apart for all these attractive landscapes, the Indian tourist industry remained indifferent to exploit the resources for a long time. These regions have capacity to attract the domestic as well as foreign tourists. The British Government had not paid a proper attention to develop tourism economy for the nation. Tourism in India remained un-professional "Atithi-Devo-Bhava" till independence.

The 50 lakh foreign tourists visit India every year. The number of domestic tourists is 562 lakh. The share of tourism in GDP is 6.23%. This sector will earn 275.5 billion up to 2018. Global tourists visit India particularly for Medical Tourism. Health Care Sector of the nation attracts foreigners from the developing countries on a large scale. Medical Tourism is gaining momentum and it offers one of the best medical facilities in the world. Indian medical tourism has recorded an annual growth of 25%. Various private health care centres provide world class standard medical facilities at affordable prizes. Now a day, traditional Indian therapies continue to attract the global tourists. Indian Ayurveda, Unani, Naturopathy, Homoeopathy, Yoga and Meditations are very popular in tourist industry.

1.4 TOURISM IN MAHARASHTRA STATE AT GLANCE:

Map. 1.2



The Government of Maharashtra has established Maharashtra Tourism Development Corporation (MTDC) in 1975 under the Company Act 1956. It aimed to promote and develop tourism in Maharashtra State. The MTDC is introducing new ideas for the development of tourism. MTDC has started new projects for tourism development i.e. Deccan Odyssey Railway, Scuba Diving, Ajanta and Allora Caves etc. The Ajanta and Allora projects cost Rs. 500 cores. The new concept introduced in eco-tourism in remote area. MTDC has started a new hotel at Ganpatipule. Now there are 300 hotels. Where there is private investment for tourism is shy, there MTDC takes lead. The MTDC takes lead to generate resources for rural development. The locations like Tarkarli, Forest Resorts and Tadoba has enhanced by MTDC.

Maharashtra Tourism Policy aims to enhance the growth of tourism in Maharashtra with the help of experts and local people. The policy also realizes need to attract the

domestic as well as international tourists. There must be up gradation in facilities and commodities provided to the tourist at tourist centres. These facilities must be according to the international standards. It also aims to increase the flow of foreign exchange for the country. Tourism should also promote the local arts, crafts including manufacturing and folk-arts and folklores. Tourist policy aims develop natural and cultural resources with ecological concern. The State government aims infrastructural development, strong information resources and coordination between tourist centres and agencies related to tourism. There are special measures taken to attract the private sector to invest in tourism sector. The State will also take charge to remove practical barriers to infrastructural development and protection of tourist's interest. The State will also organize training programmes and educational syllabi which will meet various demands of new economic system. Such training workshops will prepare a new trained youth to ensure the quality control in this sector. This will directly encourage true involvement of groups, hotels, tour operators and other travel trades. The entire chain involved in this sector will strictly monitor quality of services, faire deal, security and safety of the tourists. The policy aims to enhance the original cultural and natural resources with the help of tourism activities. Maharashtra Tourism Policy is very cautious and sensitive to protect ecological balance of the land.

According to the policy, there will be concentration on few selected sites with high tourism potentials, popular and attractive places, or very sensitive in ecological and cultural factors. The State will encourage and promote tourism at beautiful destinations full of natural resources such as beach, water lakes, mountains, dense forests. At the same time, the government will look after providing infrastructural facilities of international standard while promoting cultural and leisure tourism. The government will also take care to ensure clean, hygienic facilities at such destinations. Entire responsibility to develop adventure tourism and pilgrimage tourism is handed over to Urban Development Department. The Urban Development Department will monitor Pilgrimage tourism i.e., *Yatras* at Jotiba, Jejuri, Nashik, Tryambakeshwar, Shirdi, and Nanded etc. The State will provide funding for infrastructural facilities such as tent resorts, traditional mud huts, camping grounds, organization of caravans, local folk dances, folk dramas and other traditional arts, exhibitions of unconventional arts etc.

Even the State will invest in remote destinations where the private sector is not ready to invest. It is important to provide minimum infrastructural facilities at remote sites having ecological and cultural significance. The existing resources and investments will be handed over to the professionals and private sector to upgrade the facilities.

Thus, various attempts are made to promote the tourism related activities in the state. These activities will cover standard hotels, resorts, cuisine, motels, infrastructure and facilities regarding health clubs, water tanks, ropeways, and water related sports. There will be special arrangement for Exhibition of arts and crafts of local villages, open air theatres, convention centres and heritage spots. The Urban Development Department will ensure the enhancement of cultural and heritage tourism, develop the natural resources, develop the local community, provide essential training of the local people to meet needs of tourism industry and over all participation of the local people in all these tourism development activities. It is widely assumed that tourism disturbs traditional way of life and has adverse effects on culture. The State government will undertake the mass awareness programme for the local people to avoid adverse confrontations and opposition by the local people. Local people will be taken in to confidence well in advance to encourage tourism. The mass awareness programme will remove the prejudices and preoccupations of the locals towards tourism.

The Government of India recently announced National Action Plan. The Action Plan declared the concept of Special Tourism Areas (STA). These Special Tourism Areas will provide lands for hotels and tourism related activities at concessional rates and other facilities. The State government will provide all related basic infrastructure for development of Special Tourism Areas. The Government of India identified a stretch of 84 km long and 1km wide between Vijaydurga and Sindhudurga Forts in Sindhudurga District under Special Tourism Areas. It is decided that the State government and Maharashtra Tourism Development Corporation will also identify Special Tourism Areas and special packages will be offered to the investors. The State government will provide land to the private sector for development of tourism activities and basic infrastructure.

The State government will provide funding for nature conservation and promotion of tourism activities. The State government gives priority to the preservation of ecological

balance. Tourism projects will be permitted only after the close study and enquiry of its environmental impacts. There will be additional responsibility shared by the private sector or investor in regard to proper disposal of solid waste, sewerage, plantation of trees, maintaining hygiene of underground water and protection of wild life. Hill stations are given priority for such planned growth. The major problems such as shortage of water supply, unavailability of electricity and vehicle and road mobility are immediately handled and problems are minimized. The State government will also look after human resource development. The State government will come forward to fund new colleges and new syllabi which will meet the demand of tourism industry. Catering Colleges, Hotel Management Courses, food craft institutes, guide courses and advance courses in tourism sector will be introduced by government and private colleges. Training institutes and colleges will prepare the local people to find jobs in tourism industry. The State government has already designed such training courses including short term and long term certificate programmes.

Modern tourism requires attractive promotion and marketing. The State government will project new themes, concepts, festivals, innovative tourism through adequate international publicity. There are a number of international tourism marketing agencies working at global level. The State government will take help of travel agents, travel operators, hotel chains, private sector involved in tourism and other agencies.

The MTDC is implementing the concepts like eco-tourism, wild life tourism, adventure tourism and agro-tourism. The Government of Maharashtra has selected 300 to 350 destinations for tourism development. These destinations are in remote area and introduced for employment generation. The foreign tourists were visiting only Mumbai. But now a day, they visit various destinations in India. The tourists are experiencing wild tourism in Vidarbha. The tourists are crowding at Ajanta and Allora. MTDC is participating in international show on tourism at Berlin. The Government of Maharashtra has given attention on the development of tourism. The Master Plan also brought about changes in the Land Policy. Special Tourism Areas requires availability of land. The government finalized the policy for leasing out such lands to the private sectors. Special committee is formed for relaxation of development condition and infrastructural activities.

The Government of Maharashtra has announced year 2011 as 'Tourism Year'. There is immense scope for wild tourism, historical forts, pilgrim centres, and beaches in Maharashtra. The provision of Rs. 300 crores was made in the budget of 2011-12 for tourism sector.¹

The Mumbai is economic capital of India. It connected with world due to international airports. The foreign tourists first visit Mumbai. Government had taken initiative to introduce various destinations in Maharashtra to foreign tourists. Restoration and balanced development of National heritage projects of cultural, historical and tourist importance runs accordingly;

- i. Attracting tourists both domestic as well as international; and
- ii. Development of selected tourist sports popular with tourists

Four areas having the highest tourism potential in the state have been identified for infrastructure development on priority basis. These are known as 'A' category tourist places and consist of Ajantha-Ellora, Elephanta, Sindhudurg District and Lonar, which is one of the five meteorite craters in the world. These destinations are of national and international significance. There are 36 other identified destinations, which can be said to have state-wide significance. These are known as B category tourist places. The rest of the state has been placed in C category and has local tourism potential. The commitment of efforts and resources for infrastructure development reflect the perception inherent in the categorization.

1.5 TOURISM IN KONKAN AT GLANCE :

Map No. 1.3



The Konkan region of Maharashtra is a narrow belt between Sahyadri hills and Arabian Sea. The length of west coast of Konkan is 720 kms. The coastal area is naturally very beautiful; The Konkan region comprises Mumbai, Thane, Ratnagiri, Raigad and Sindhudurg. According to the history written by China tourist Yuwan Chaing, Belgaum and Dharwad are also in the Konkan region. In the middle age the Konkan was subdivided in three parts i.e. Tapi to Vasai known as burber, Bankot to Devgad was known as Kirat. The whole Konkan was known as 'Aparant'. According to history of Konkan was under the province of Mourya during 2nd and 3rd b.c. In the 1st century it was under the kingdom of Satwahan. In the 4th and 5th century there was kingdom of Kalchuri. In 6th culture again Mourya, in 7th century Chalukya, Shilahar and Yadav of Deogiri. After that it was under the administration of Chhatrapati Shivaji. The capital of Chhatrapati was at Raigad which is in Konkan. The sea fort Sindhudurg was built by Chh. Shivaji. There was not any development during the British period. In the British period the Konkan region was neglected. After independence the north Konkan i.e. Mumbai, Thane and Raigad became more industrialized districts. The Konkan Railway has started. Due to clean beaches, coconut vineyards, hill ranges of Sahyadri, waterfalls, old temples, ancient forts, rivers like Tansa, Savitri, Vashisthi, Bhogavati, Gad, Gayatri, tourists attracts to the Konkan. Out of the total area of Konkan, more than 40% area is under forests. Many medicinal plants are available in the forests.²

1.6 TOURISM IN SINDHUDURG DISTRICT AT GLANCE :

Sindhudurg district is near to Goa, a tourism state. Hence there is a great opportunity of tourism in Sindhudurg district. Lakhs of tourists visits Goa every year. About 30 to 35% tourists avoid coming due to shortage of accommodation. These tourists can be accommodated in this district and there will be turnover of corers of rupees. After announcement of tourism district, tourism has become a base of development.

The tourists in Goa arrive by railway or airway. But tourists arriving by Goa-Mumbai highway have to stay in Sindhudurg district. Hence the network of infrastructure like transport, accommodation and recreational facilities should be enhanced up to 2020. The Chipi Airport is on the way completion. The tourists coming to Goa via Chipi will first stay in the Sindhudurg. There is lack of industry in Sindhudurg. Private investment is shy in tourist sector. The only investment in Sindhudurg district is in real estate. This is not in favour of tourism sector. The psychology to oppose industry should be changed. The tourist centres in Sindhudurg are on the map of world as well as on the map of India. The festivals like Sindhudurg Festival, Sawantwadi Festival, and Beach-Festivals are organized on other places in the district.

With the tourism destinations the boarding facility is also on the way of development. It takes care of likes and dislikes of tourists. The private tourists companies from Mumbai, Pune, Belgaum, Kolhapur, Bangalore and Delhi are organizing tours in Sindhudurg. The communication will increase, their expectations will be fulfilled and the tourism will develop. Along with the development of infrastructure, trained human resource is also developing. The institutions like Taj are availing opportunities to the students in Sindhudurg. The tour organizer, hospitality management, skilled cooks are emerging. The hotels like Bhalekar, Vishranti, Vitthal Kamat, Sadhale Mess are furnishing with available in Malvan. This is an alarming stage in tourism. In coming days, tourists on large scale will attract to the Sindhudurg. Houseboat facility has started at Malvan.

There is scope to develop Disney and Essel World and amusement parks at Malvan and Devgad. Such attempt is needed. Tourism industry will boost employment

generation and increase standard of living. Hence there should be the psychology of promoting new opportunities.³

The very word Sindhudurg conjures up memories of virgin silver white beaches, pristine blue waters, undulating palms singing to the tune of flowing sea breeze, serene quaint temples, sturdy forts reviving forgotten history, inviting lakes, mouth watering Konkani delicacies, musical, and at times cynical cheek in tongue Malvani dialect, hoards of traditional art and folklore, woodcraft and colourful toys, tasty Alphanso mangoes, cashew nuts, kokum curry, colourful flowers with heady scents the list is unending, stimulating every sense organ. Any visitor to Sindhudurg district always goes back promising himself that he must come back again, and with more time in hand. The land is as if a dream that God himself dreamt came true.

Tourism is recognized as an occupation all over the world. In fact, the economy of several countries rests on tourism. This is one occupation that can be developed without disturbing the environment or local culture, but can provide means of livelihood to the local people. Hence, recognizing the tourism potential of this place, the Government of Maharashtra has declared this district as 'Tourism District'. This is therefore, the first District in India which has Government approval to be declared as a Tourism District.

The District has the potential to please every type of tourist. For nature lovers it is a trove of scenic beauty with beaches, water bodies, greenery and lush jungles; for history lovers there is a chain of hill forts, sea forts, land forts with interesting anecdotes of bravery and events, for the adventurous tourist there are numerous wonderful treks, waterfalls with bathing facilities, snorkelling and hiking facilities, for religious tourist there are numerous beautiful historic temples, saints' muths, sites of penance of several revered saints, for art lovers there are several traditional arts well preserved like the Dashavtar, Chitrakathi, wood craft, puppets, etc., for gourmet lovers it is feast of Konkani delicacies made in coconut gravies, for a lazing tourist it is miles of sands, dozing under the palm trees on swings, while the sea breeze brings in peace and serenity. These qualities have made this a favourite tourist spot not only for the nation, but also found its place on the world tourism map. The luxury tourist train run by

Maharashtra Tourism Development Corporation (MTDC) - the Deccan Odyssey which comes here has allowed thousands of foreigners to visit this land and spread its fame all over.

The place is well connected through Mumbai - Goa highway and Konkan Railway. Apart from this, there are several Ghat roads such as Amboli, Phonda, Gaganbavda, Bhuibavada Ghats that connect the region to Belgaum, Kolhapur and Pune. The District has tried to live up to its slogan of "A road where there is a village, and state transport facility where there is a road!" This network of roads provides convenience of transport. The Dabolim (Goa) airport is the nearest airport. The Greenfield Airport is planned at Chipi - Parule and is expected to become functional soon. Once this happens it is bound to boost the tourism in this district by several folds. Apart from this one can easily hire private vehicles locally for easy travel.

Another major need of any tourist is decent lodging and boarding facility. In this regard the district is making rapid strides. The MTDC has initiated the 'bed and breakfast' scheme with the co-operation of the local people. Numerous such centres have been started where the local people provide good bedrooms with water, electricity, bathrooms and toilet facility. This is a unique arrangement, as the tourist stays there more as a guest than a mere visitor. The centres also provide breakfast, lunch and dinner to the guest. Thus a visitor to this place can avail of a firsthand feel of the local traditions, cuisines and warm hospitality at very affordable cost. This scheme is gaining much popularity. There is a welcome exchange of culture both ways and more important it can provide additional source of income to the local people. The number of hotels and lodgings are also on the rise.

Along with forts, beaches, temples and other sites, recently a new area has been initiated through the MTDC. The visitors are given a chance to observe the underwater world through snorkelling. At present this facility is available at Malvan at a very affordable cost, and with the guidance of trained personnel. What is more important about snorkelling is that one does not need to know how to swim to go underwater. The sea affords a wonderful bio-diversity of flora and fauna that is breathtaking and

awesome and is a facility that is much appreciated by the tourists who have availed of this scheme.

Thus, Sindhudurg has now become a centre of attraction for the tourist. This tourism guide is specially devised by the Government to provide an in depth information of the District to the tourist. The main intention of this booklet is that more and more people should come here and enjoy the sights and hospitality, carry the name of this district far and wide and generate a source of income to the local people.

- **State Tourism Policy and Tourism in Sindhudurga District -**

State Tourism Policy The tourism policy of the state aims at achieving a planned growth in tourism, generating employment, protecting natural & cultural resources in an ecologically sustainable manner and promoting arts & handicrafts of different regions in the State. It has entrusted all commercial & promotional activities to Maharashtra Tourism Development Corporation (MTDC), which has identified four thrust areas having highest tourism potential. These are Ajantha-Ellora, Elephanta, Sindhudurg District and Lonar crater. MTDC is also taking initiative in developing Forest tourism. The state has formulated and adopted a policy for tourism development (1993) in consultation with the representative of the travel trade, travel writers and Central govt. agencies.

Objectives of the Maharashtra tourism policy (a) Bring about planned tourism growth with the help of experts and local participation (b) Disseminate information on tourism attractions and provide visitors with an enriching experience (c) Upgrade existing tourism facilities (d) Provide tourism facilities of international standards in select areas (e) Provide facilities for youth and budget tourists (f) Provide recreational facilities near major business, industrial and urban centers (g) Earn more foreign exchange for the country (h) Generate employment, especially in the interior areas of the state (i) Protect its natural and cultural resources with integrated development in an ecologically sustainable manner (j) Promote its arts and crafts including handicrafts and handlooms and folk arts.

- **Role of state govt. in tourism development -**

1. The state government will function as a catalyst and confine its efforts to infrastructure development, dissemination of information and coordination of sectoral activities to create conditions for attracting substantial private sector investment in the tourism sector.
2. It is not the job of state agencies to run hotels and tourist buses and gradually the state will withdraw from such operations and hand them over to the professionals in the tourism industry.
3. The state will also provide fiscal incentives, assist in providing suitable sites and remove bottlenecks, especially those connected with infrastructure development.
4. The state accords high priority to manpower development and protection of the interests of the tourists. It will set up or assist in setting up training institutions and suitable systems for ensuring quality control in tourism services.
5. It will encourage more active participation of voluntary groups and the associations of hoteliers, the travel trade and tour operators in ensuring that tourists are provided a fair deal.
6. The state will ensure that its natural and cultural resources will be enhanced with the help of tourism activities and nothing that disturbs the ecological balance will be permitted.
7. Maharashtra tourism development corporation (MTDC) has been established under companies act for systematic development of tourism. The corporation receives from the state government financial assistance in the form of share capital contribution. The state government has entrusted all commercial and promotional tourism activities to this corporation.
8. MTDC supplements its resources through institutional finance. Government gives grant in aid to the Directorate of tourism. In an effort to tap the tourism potential, Govt. of India has identified certain thrust areas as shown below:

Unique Features of District :

1. "Paradise on Earth" part of Konkan region and the western coast, the district has been declared as Tourism and Eco sensitive District, the major thrust is going to be in the direction of tourism development.
2. Sindhudurg is strategically located in the Konkan region of Maharashtra with picturesque stretch of land on the west coast of India, gifted with the beautiful seashore, mighty mountains and serene beauty of the nature.
3. Sindhudurg has the highest green cover in Maharashtra and was declared the country's first eco-tourism district in 1997. Forests in Sindhudurg are crucial wildlife corridors that connect the Anshi-Dandeli Tiger Reserve in the south with the Sahyadri Tiger Project in the north.
4. Sindhudurg district falls in west coast plain and Ghat Region in Sub Tropical Zone and is predominantly agrarian economy (west coast has declared as World heritage site) The various features which govern the physiographic and landscape of the district. The small hilly ranges running the east-west and north-south, divides the whole district in 6 rivers and 14 creeks, creating some plateaus nearer the coastline.
5. There are seven major rivers in the district. Important rivers are 1) Terekhol 2) Gad 3) Devgad 4) Karli 5) Vaghotan.
6. The district has a long coastline of nearly 128 km and 14 creeks. The district has a highly uneven terrain and very narrow riverine plains that fringe the coastline. All the rivers in the district originate from the Sahyadri range and merge in the Arabian Sea. The important rivers are Vaghotan, Karli, Terekhol, Sukhasanta, Gadkhalawal, Achare, and Mochemad. The creeks of Achare, Mochemad and Devgad are important from the navigation point of view.
7. Sindhudurg district is the second in India to achieve 100 per cent literacy. This Konkan region of Maharashtra is also known as land of warriors with major contribution from by its inceptor Shivaji Maharaj.
8. This region is still unexplored and serene. The nature tourism here is the most enjoyable experience, as the district is famous for its natural beauty like beaches,

backwater, waterfalls and 'lakes: To Explore most scenic beaches in India, to delight your taste buds with Malvani cuisine, to watch dolphins dancing on wave tunes, to watch beautiful, corals and varieties of fish and also famous tropical fruits like Alphonso mangoes, cashews, Jamuns etc.

9. The district has huge resource base and enjoys distinction of producing best qualities of mango, cashew and kokam. Besides agriculture and horticulture, people are also engaged in agro/ fruit processing, forest based products, village and cottage industries and other service industries.

● **Historical Background :**

1. The Pandavas, are said to have passed through this region in the 13th year of their exile and had settled in this area for some time. The Raja of this region Veerat Ray had accompanied them in the famous war at Kurukshetra with the Kauravas.
2. In the second century A.D. The great empire of Mauryas annexed the entire Konkan Coast. In the middle of the sixth century, kings of the Maurya and Nala dynasties appear to have been ruling in the Konkan. The district of Ratnagiri was under the Silahars and the capital of their kingdom was probably Goa and later it may have been transferred to a more central place in the vicinity of Ratnagiri or Kharepatan.
3. The history of north western Karnataka which was the corridor for historical dynasties to enter into Kokan area. Goa area has equal importance in the historical upheavals of southern Kokan. During the Silahar rule temples have been built in this region. Second important cultural phase is of Peshwas when number of temples came up.
4. Chandrapur was one of the most ancient towns in Kokan, probably founded by Chandraditya a son of the Chalukya king Pulakeshin II. The 16th century saw the advent and rise of Portuguese power on the west coast of India and Sindhudurg was no exception. The sultan lost hold on the district in 1675 with the rise of Shivaji leading finally into the hands of Marathas. Marathas continued to the district till 1817 i.e. when the struggle between the British and the Peshawas came to an end

and the whole of Konkan was transferred to the British. In 1819 South Konkan was formed as separate district with its headquarters first at Bankot and later at Ratnagiri. Three northern subdivisions were transferred to Thane District in 1830 and the district was reduced to a sub collectorate level under Thane district.

5. In 1832, it was again made a full-fledged district and named as Ratnagiri district. In the year 1945, a new Mahal (tahsil) called Kankavli Mahal (tahsil) was formed. The former Indian state of Sawantwadi was merged with the district and the taluka boundaries were reorganized in the year 1949. In the same year the new taluka of the Sawantwadi was created and two new mahals (areas) namely Kudal and Lanja were formed.
6. With the reorganization of the states in 1956, the district was included in the Bombay state and since 1960; it forms a part of Maharashtra. The name of the district has been adopted from the famous sea fort of Sindhudurg. This was built by Shivaji Maharaj near Malvan and it literally means 'Sea Fort'. Its construction started on November 25, 1664 and after 3 years it was completed in such a fashion that it could not be seen easily by the enemy coming from the Arabian Sea.

The district Sindhudurg came into being on 1st May 1981 by bifurcating Ratnagiri district. The taluka's of Kankavli, Kudal, Sawantwadi, Vengurla, Malvan and Devgad of old Ratnagiri district, Vaibhavwadi of Kolhapur district have been brought together to form Sindhudurg district. Sawantwadi taluka was rearranged and Dodamarg taluka was created. The Sindhudurg district is bounded on the south by Karnataka and Goa States.

- **Criticality :**

Sindhudurg district has announced as tourism district in 1997 by Central Govt. The funds for said purpose were made available by the State and Central Govt. time to time. But due to lack of future policy and master plan, the development is very slow. The research has attempted to focus on what are the hurdles in the tourism development and what should be done to fast development.

1.7 PROBLEM ON HAND :

The Sindhudurg District is tourism District. It has announced as tourism district in 1999. The Central and State Govt. authorities have made available funds time to time. But there was not any consistency in the efforts. There was lack of future plan and perspective master plan. Hence, the development policy doesn't have a direction. The problem in hand is that - what are the hurdles in the tourism development of Sindhudurg district. The researcher has tried to find out the problems of slow development and what are the critical reasons behind the slow development of tourism, as well as what should be done for the fast development.

The major hurdles in the development of the district move around the traditional geographical, economic, educational and cultural aspects of Konkan life. The district records as the lowest population density district in the state. The district remains far away from the industrial revolution enjoyed by the nation. Entire economy of the district depends upon only two sectors; Mango Grooving and Fishing. These two sectors are depended upon the blessing of whims of the nature. Mango grooving and fishing are seasonal activities. There is no worthy work for the youth for the entire year. The agricultural sector remains undeveloped. No proper care is taken for the irrigation of land. Vast land lays undeveloped for the years. It is almost stamped that farming is unprofitable business. It is unable to feed the members of the family. There is no nearby market to sell agricultural products. The land which faces maximum rain fall in the state, suffers of sanctity of water during the summer. It naturally results into gross migration of the people in search of livelihood. Almost every house shares its members in metropolis. The district is stuffed with either old people or unemployed youth. It has remorse effect on the anti-social activities. The Konkan is the home of largest number of people living Bellow Poverty Line.

Social Reformation in the nation that took at the beginning of the last century has nothing to do with the Konkan land. People are divided into water tight compartments of religion and castes. There is social rigidity seen in the district. Majority of people follow their routine economic activities allotted to them by caste system. Education system is unable to help them to solve the realistic problems. There is no sufficient infrastructure of roads, electricity and health related services. Highways and sub ways are not

constructed and maintained properly. Even, the revolution of telecommunication failed to reach the Konkan; *Konkan is Out Of Range* for telecommunication.

The researcher finds out the remedy for all theses above mentioned age rooted problems in development of tourism. Konkan and Goa are very similar in quality of land, atmosphere, flora and fauna. District of Sindhudurg actually surpasses Goa in a number of aspects. However, Goan economy took the State of Goa at sublimed level. Tourism has helped number of states to improve their economy. The poorest nations are enjoying the fruits of tourism development. Compared to other nations and states, Sindhudurga district has a lot to offer for tourism. The researcher has taken a detailed survey of the strength of Sindhudurg district. He finds out that the development of tourism will run parallel to development of the district.

All above mentioned barriers will be naturally eradicated through tourism. Tourism is directly connected with economic growth and prosperity of the region. It will create a lot of job opportunities. Tourism related industry will be flourished as the instant need of the new economy. It will directly check the migration. More ever, Sindhudurg will offer better job opportunities for other district. Improvement in infrastructure will also reduce tremendous pressure on district administration. While providing basic infrastructural facilities to tourism industry (constructed roads, medical facilities, electricity, telecommunication etc.), the local people will be naturally benefitted with it. And all these activities will also help the local people to develop their undeveloped land. There will be agricultural revolution in the district. The agricultural products will get ready made market through tourism. New cultures, civilizations, language and life style will work as catalysts to bring about changes in social rigidity. Social conditions will be improved gradually.

The researcher finds out the prospect of development, economic growth and cultural reformation in development of tourism industry in district.

1.8 OBJECTIVES OF THE STUDY / RESEARCH OBJECTIVES:

1. Take review of Government efforts for the tourism development of Sindhudurg district (1997 to 2010)

2. To find out problems in the development of tourism in Sindhudurg district and suggest measures.
3. To review to rural development through tourism development in Sindhudurg district.
4. To study the employment opportunities and future potential through tourism in the district.
5. To study the selected destinations of tourism and types of tourism.
6. To understand tourism industry in the district.
7. To study the contribution of tourism in rural development.
8. To study the arrived occupations through the tourism.
9. To search the new opportunities of tourism sector in the district.
10. To review the district tourism and people's participation.
11. To study the overall development of the Sindhudurg district.

1.9 HYPOTHESES OF THE STUDY :

1. Sindhudurg district has announced as tourism district,
2. There should be overall development of rural area due to tourism development.
3. The Government agency i.e. MTDC is working for tourism development in Maharashtra.
4. It is possible to create self-employment and eradicate unemployment through tourism.
5. Tourism earns foreign exchange.
6. Tourism industry will enhance the standard of living and social status.
7. Allied occupation created through tourism will create market for local products.
8. There are diversified tourism resources in Sindhudurg district.
9. There is immense scope for new concepts of tourism like agro-tourism.

10. The tourism is a basic factor for rural development of Sindhudurg district.

1.10 RESEARCH METHODOLOGY :

• Tools of the Data Collection :

PRIMARY DATA :

1. Observation –

The observation method has used to collect data about tourist destinations and their occupational structure.

The researcher visited various tourist destinations in Goa and Kerala to study tourism development.

The researcher visited a number of tourist centres in Sindhudurga district.

2. Interview -

The primary data through structured interview schedule has collected from –

1. Govt. officials,
2. Hotel industry,
3. tour organizers
4. Domestic tourists,
5. Foreign tourists, and
6. Tourist professionals including agencies, cooks, etc.

3. Discussions -

The primary data has collected through conducting discussions with study groups which has sustained the research efforts.

Discussion with teacher teaching Tourism at Under Graduate level

Officers belong to Maharashtra Tourism Development Corporation.

4. Questionnaire -

The structured questionnaire has used for hotel owners, MTDC officials, residents at tourist centres, tourists, tour organizer and allied entrepreneurs to collect primary data.

5. Photographs of tourist destinations.

SECONDARY DATA :

The following sources are used to collect secondary data.

1. Literature – Books, journals, newspapers, research on tourism.
2. Documents – Govt. circulars, reports etc.
3. Records of Grampanchayat.
4. Internet and E-media.

1.11 TOOLS OF ANALYSIS :

The simple statistical tools like average, percentage, ratios, and frequency, co-relation has used to draw inferences from collected data.

1.12 RESEARCH METHODOLOGY ADOPTED:

The researcher has adopted exploratory and descriptive research methodology for the research entitled 'A Critical Study of Tourism Development in Sindhudurg District (1997-2010)'. The exploratory research is undertaken for the introduction of problems in the tourism of Sindhudurg district. This research methodology has adopted for the formation of research problem, objectives of the study and formulation of hypothesis. For the said purpose researcher has taken survey of concern literature and the survey of experience.

Along with the exploratory research the research has adopted the descriptive method of research. By this way the researcher has presented the present status of the tourism in the Sindhudurg district. Accordingly he has represented the gradual developments of tourism infrastructure in Sindhudurg district. The analysis of Primary and Secondary data he has focused on the problems and suggested measures to solve the problems. Accordingly he has elaborated a future plan for the tourism development in Sindhudurg district.

1.13 SCOPE OF RESEARCH WORK :

The geographical limitation of the study is Sindhudurg district. It is a detailed review of tourism in Sindhudurg. The present status and potential opportunities of employment and other development of facilities has carefully studied. The researcher discusses various types of tourism and possible sites for such tourism in Sindhudurga district.

Various themes of tourism may be adopted and accepted in the district along with careful consideration over strengths and weaknesses. There is a detailed study of the possible effects of tourism on society, economy, culture, arts and other factors.

The researcher also states precautions for new concepts of tourism. For example, nature tourism may have adverse effects on the conservation of nature. It may lead to the serious ecological problems. Heritage tourism may actually corrupt original culture and heritage of local community. The researcher provides solutions to these possible threats to the development. When we design a plan to develop Konkan in Paradise, we must prepare ourselves to face the danger of the Serpent that will also enter to corrupt the Paradise. The researcher indirectly warns ant-social, criminal activities related to the growth of tourism. This is an attempt to review the scope of tourism in Sindhudurg district. Tourism is a base factor of economic development.

The researcher has closely followed the latest literature available to study tourism practice all over the world. He has painstakingly collected required data for his study. He tried to apply those latest themes and concepts used in world tourism to the present conditions of Sindhudurga district. However, there is further scope for application of latest technology and concepts for the development of tourism in district. The further study on this topic may cover innovative themes of adventure tourism, water sports tourism, and eco-tourism and so on.

There are a number of unidentified waterfalls, beautiful sites, isolated temples and excellent hills waiting for development. The further research should explore such sites and should put forth suggestions for development. The research may also concentrate on negative sides and effects of tourism on society along with recommendations for avoiding them. For such research project the evils in tourism such as smuggling, drug trafficking, human trafficking should be cautiously studied and suggestions along with recommendations may be elaborated. Such research work may help the administration to keep their tourist Paradise safe and secure where no Serpent may enter. Such research studies may lead the district of Sindhudurg to become number one destination for world tourist industry.

1.14 LIMITATIONS OF THE STUDY :

The researcher selected the topic, "Critical Study of Tourism Development in Sindhudurga District (1997 to 2010)." Naturally, his research moves around development of tourism during limited period. During the recent years, the State Government and Central Government have adopted a new national tourist policy for development of tourism. Limitation of certain span lays down a number of limitations. As the title itself suggests, there is geographical limitations to his study. All his study concentrates on limited geographical region. While going through reading of references and collected data, he utilized the concepts and themes which are suitable to Sindhudurga district. There are various factors responsible for the development of the district. However, he prefers tourism as the significant factor for changes. He interprets the economic, social, cultural and natural problems according to his views. Even the solutions for these problems concentrate on tourism development in district.

1. The geographical limitation of the study is Sindhudurg district.
2. The study is limited to analysis the role tourism in the development of Sindhudurg district.
3. The time limitation of study is 1997 to 2010 for the Government efforts.
4. The selected destinations have been taken into consideration.

1.15 CHAPTER SCHEME :

1. Introduction and Research Methodology.
2. The review of literature.
3. Analysis of present status of tourism in Sindhudurg district.
4. A profile of the Sindhudurg district.
5. Future scope for tourism in Sindhudurg district.
6. Conclusion and Suggestions.

