CHAPTER 3

Significance of Tourism in Maharashtra
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SIGNIFICANCE OF TOURISM IN MAHARASHTRA

3.0 INTRODUCTION

"The travel is the fourth dimension of modern economics" (Andre Siegfried 1985) The other three dimensions are Land, Labour and Capital. The flow of people, material and ideas take place through transportation and communication. Exchange of goods and products, material and people between regions takes place through transportation. Therefore in modern economics role of transportation or exchange has assumed a paramount significance.

Likewise all events occur in space of which "time" is the fourth dimension, the other three being length, width can be best understood through movement (or travel) in terms of cost and distance. The cost of transportation is one of the major subject of economics and geography. The several models of agriculture, industry and settlements include transportation as one of the elements. Christaller proposes central place theory, with three principles of which one is the principle of transportation to show the distribution of central places. (Christaller 1966) The theory of Alfred Weber (1909) in his book theory of the location of industries emphasized on labour cost and transportations cost. The theory of Von Thunen also considers transportation cost as one of the factors for the intensity of land utilization and type of agriculture to be followed (Von Thunen 1826). The economic, Social, cultural and spiritual inter-relations and interdependence of tourism with their implications have been the subject of investigation of mass tourism. Therefore it becomes pertinent to discuss the multi faceted factors of tourism for its development in Maharashtra.
3.1 ECONOMIC DYNAMICS OF TOURISM

An economic system has a spatial dimension. Economic system is also social system related to attitudes, perception beliefs, habits, motivation and expectation of the community. The economics are all those activities and institutions that play some kind role in the operation and function of economy. The study of economic dynamics of tourism emphasized connections and linkages of man’s activities related to tourism.

It is now agreed that the impact of tourism on economy is much wider and deeper. Likewise the relationship of tourism to economy is constantly changing. It is also a fact that tourism activity can bring about transformation and change in economic development. Tourism activity can contribute to the economic development of a region in three ways.

<table>
<thead>
<tr>
<th>Geographic Terms</th>
<th>Economic Terms</th>
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<td>a) There is a product contribution or Product Mix.</td>
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<td>b) &quot; factor contribution or Product and market mix</td>
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<td>c) &quot; market contribution or Market mix</td>
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A model of tourist industry proposed by Robinson (1976) depicts the demand and supply aspects of tourism as per the model demand starts at origin and supply is created at destination. At the origin tourism as a body and attitudes is related to advertising, transport, tour operators, planning aspects, legal aspects and communications.

The demand aspect of tourism is related to time, culture, scenery, climate at the one hand and money, accommodation and food on the other. The fulfillment of demand aspect at the supply site gives satisfaction to tourists. Thus origin and destination or demand and supply is linked by factors given is the central part of the model known as a "body". (Fig. 3.1) Time and money takes a form of spatial organization at the supply or destination end.
A MODEL OF TOURIST INDUSTRY

DEMAND

TIME

MONEY

ACCOMMODATION

FOOD

TOURIST

A) AS A BODY
B) BEHAVIOURAL ATTITUDES

RECREATIONAL FACILITIES

CULTURE

CLIMATE SCENERY

ADVERTISING & PROMOTION

TRANSPORT

TOUR OPERATORS

NATIONAL ORGANISATION AND PLANNING

LEGAL ASPECTS

COMMUNICATIONS

VENUE OF DISTINATION

CLIMATE SCENERY

CULTURE

ORGANISATION OF REC. FACILITIES

FINANCE

ORGANISATION OF ACCOMMODATION

MANAGEMENT & LABOUR

SUPPLY

fig. 3.1

AFTER H. ROBINSON
Behavioural attitude of a tourist towards physical, cultural, historical (time) enviromental and economic (Money) aspects becomes full pledged elements of spatial organization of tourism at the destination.

The model of tourism reveals that it is a multi-dimensional phenomena. Many and varied activities dependent on tourism make their own separate contribution. These activities though separate are inter-dependent. The weak links in a chain of activities and services adversely affect the progress of otherwise healthy sector of economy. Moreover tourism is primarily a service industry, catering, transport, travel agency are the avenues for employment. Thus the tourism activity is dynamic one. It is influenced by ideas and attitudes and we must be sensitive to changing ideas regarding tourism.

3.1 (A) CONTRIBUTION TO NATIONAL INCOME AND FOREIGN EXCHANGE EARNINGS

The foreign tourists come with hard currencies which they spend in the visiting countries. The estimated foreign exchange earnings from tourists have increased from Rs. 7.7 Crores. in 1951 to Rs. 3318.6 Crores in 1991 in India. (Appendix IV)

From 1951 to 1971 a long span of two decades there is a very slight increase in the earning of foreign exchange through tourism. The take off in earning really started in 1975. It touched a new high in 1991 earning Rs. 3300 crores in foreign currency. Thus from 1975 the growth in foreign exchange earning is truly exponential. The curve of foreign exchange earning (fig. 3.2) shows slight fluctuations between 1980 and 1984. Thereafter it spirals to a record high and touch a point of Rs. 3300 Crores.

Thus tourism is one of the major source of foreign exchange earning in India and
enriching the Indian economy in terms of balance of payments. Within a span of four decades starting from 1951 to 1991. In the first decade of 1951-1960 the increase in earning was 255% with 1951 as base year.

The next decade did not show any significant rise in earning as the curve runs slightly above the base line. The boost for foreign earning really jumps to new high from 1970 to 1980 an increase of 1187% to with 1970 as base year. The last decade (1980-90) there is a phenomenal increase in the total foreign exchange earning for India.

The growth in the foreign exchange earning from tourism has added and still helping to some extent to the national income. Compared to other countries of Europe the tourism sector of the Indian economy is much behind in the foreign exchange earnings.

The curve shows the rise and fall from 1979 to 1985. It can be attributed to the internal political turmoil such as unrest in Punjab, increase ultra activities in Kashmir, terrorist activities in many states and assassination of Indira Gandhi.

The number and volume of tourist and their spending is related to the peace and tranquility in the host country. Thus tourism is most sensitive to the disturbances and unrest in any country. (Fig. 3.2)

The data of foreign exchange earning is available from 1951 to 1989. Reserve Bank of India furnished foreign earning projection for 1990 and 1991 which stood for Rs. 2444 and 3318.6 Crores. (Fig 3.3) This is a short term projection. The author used the following formula to estimate the projection for quinquennial period i.e. for year 1995 and 2000.

The following Geometric extrapolation technique of Projection is used by the author.

\[ P_2 = P_1 (1 + r)^n \]

\[ P_2 = \text{Foreign exchange earning at the end of period.} \]

\[ P_1 = \text{"""" at the start of the period.} \]
\[ r = \text{The average rate of increase per unit of time} \]
\[ n = \text{Number of units of time year} \]

The rate of increase is calculated by

\[ \log P_2 = \log P_1 + n \log (1 + r) \]

The author used the word projection instead of prediction or estimate. The amount of foreign exchange is expected to be correct for 1995 and 2000 if the conditions and assumptions are found matching for the period 1990-1995. (fig 3.2) The projection for 1995 was to the tune of Rs. 5023 crores and for the year 2000 the foreign exchange earning will be around Rs. 10,323 crores. If the rate of increase remains constant the foreign exchange earning will be around Rs. 10,323 crores. If the rate of increase remains constant the foreign exchange earning will be doubled within 5 years. i.e. from 1995 to the close of this century. (Appendix IV)

Using the same data running means on three yearly basis is calculated and the curve is drawn on the same graph (fig 3.3)

During the period of 1979 to 1985 there is a short break in the exact exponential curve in the foreign exchange earning. The curve of running means on three year basis rises above the actual curve shows the "disturbance" or "unrest" on social or political front. The curve of Three yearly average is conspicuous in the same period showing a slight bulge in its concave form. The average curve also gave the projection figures for 1995 at Rs. 3595.20 crores and for year 2000 comes to Rs. 6221.53 crores. The two projections vary in the amount of earning of foreign exchange for year 2000. (Appendix IV)
3.1 (B) TOURISM AND THE DEVELOPMENT OF INFRASTRUCTURE AND SUPER STRUCTURE.

In the absence of basic facilities and amenities, profitable business at the resort or tourist centre can not be undertaken. There must be roads, harbours, railways, airports, water, electricity and other utilities to serve local and regional tourist influx. Such a ground based facilities are known as infrastructure. These are constructed if the place has tourist appeal. Most of the facilities are for tourists though local people use them. Infrastructure must be sufficient to cope up with influx of tourist. Once infrastructure for tourism is developed superstructures in the form of accommodation, hotels, restaurant, terminals are created. For existing resort there should be balance between infrastructure, superstructure and it must be maintained in future. Such a perfect balance exists in most of the tourist centres located at Sahyadri and Satpura ranges. The judicious balance does not exist at religious centres since influx of devotees is concentrated in particular period of time. At Pandharpur - Kashi of the south - superstructure is in excess. Historical centres of Maharashtra infrastructural facilities are in abundance compared in superstructure.

3.1 (C) EMPLOYMENT GENERATION AND TOURISM.

The next major direct economic effect of tourism related to the employment. Being a labour intensive industry tourist industry is a valuable source of employment and employees large number of people and provide a wide range of jobs extending from unskilled to the highly specialised. Many people are employed in management of tourism. In addition to this, there are large numbers of specialists, personnel, required such as accountants, housekeepers and trained guides, cooks, waiters and entertainers. These specialists, in turn
need even larger numbers of semiskilled and unskilled workers such as front-of house personnel, porters, chambermaids, kitchens staffs, gardeners etc. In this way the tourism is also responsible for creating employment outside the industry. For providing goods and services to those who are directly related to tourist industry, many such industries as construction industry, furnishing and equipment industry and also farming and food industry are needed. So the employees in such industries are also indirectly dependent upon the success of tourist industry. Due to increasing demand for the goods and services through tourist industry more and more employment is created in such other industries. The employment is also created through the transportation services for the tourists. Two sorts of organisations handle the tourist traffic, Government agencies and Private agencies. The Government agencies either of the union Government agencies or of the State Governments operate at relatively slow pace and therefore generation of jobs in Government sector is somewhat slow. However, the private tourist agencies operating in this business are quick in responding to the demands of the tourists. Moreover, it is also observed that when compared with local tourists, the foreign tourists make special requirements in regard to lodging, special food (Continental dishes), luxury coaches for transport, services of travel agents and guides etc. They also buy local items of exquisite utility and fashion goods etc., wherever they move around. Thus, for encouraging foreign tourists to visit India and its interior some special arrangements becomes a must. All these activities provide scope for highly skilled and specialised employment.

In tourist industry every attempt is made to attract the tourist from various parts of the country and world. To promote tourism infrastructural facilities becomes important and roads are constructed in remote areas where natural environment is favourable for the
development of tourism. Because of the infrastructural facilities under developed regions get change of development. Such areas become accessible and tourism develops. Due to the increasing tourist traffic employment increases in rural areas and rural areas get stimulus for development.

3.1 (A) ECONOMIC MULTIPLIER AND TOURISM

Identification of a unique place - Historical or Natural - leads to economic development of a region in which this place is located. This acts as an initial trigger for the development of that spot and the region surrounding that spot. The number of tourists and their needs provide stimulus to assemble men and material in a volume compatible to the requirements. The development of any tourist centre is based on decision making process. People’s movement, wages, profits, new business related to tourism takes place at the centre in micro-region. Volume of arrivals of domestic and foreign tourists give initial kick to regional development. There is also increased complexities related to tourism activity.

There are direct and induced expenditure resulting from tourism. Money is circulated many fold, the total effect on the economy is greater than what the tourists have spent. This is called multiplier effect. The sum total of the direct and indirect effects is called "Secondary effect" of tourism. The multiplier effect indicates four types of "flows" in the economy. There is "income multiplier " flow, sales multiplier flows, employments multiplier flows and input multiplier flow. The use of multiplier assist for decisions on tourist developments. The flows measure the impact of change in economy. There are a good methods for the measure of impact of tourism on the host economy (Foster 1985)
Money, sales, inputs all changed hand in many times. It is invested and reinvested in infrastructure and superstructure development of a region in a circular form.

A model of multiplier effect conceived by Pread and given in Loyd and Dicken (1972) for industrial growth has been modified and made applicable for tourism activity. The modified model explains the four types of multiplier effects of tourism which is self explanatory. (fig 3.4)

3.1 (E) THE DEVELOPMENT OF "GROWTH FOCI" AND TOURISM

Tourism activity plays an important role as a region forming element and functions at a micro level. Tourism influences population structure, occupation structure, economic structure, circulation and flow of people. Accelerated rate of intensity of tourism stimulate the region forming process. There are various centres of tourism where infrastructure and superstructure is provided. The micro region with tourist centre will benefit as the region grow and develop. Thus the tourist centre will act as a "growth foci" for the surrounding area (Mishra 1971)

In undeveloped region tourist centre act as innovative and growth promoting "point". Growth foci must function as service centre for the surrounding area. This foci also acts and function as a social interaction point. According to growth foci theory there is a five tier hierarchy i.e. (i) Central tourist centre at the local level (ii) The service centres at the micro regional level and (iii) The growth point at the sub regional level. The other two "Growth Centres" at meso level and above are not relevant to the point in discussion.

There are various tourism centres along western Ghat where regional development took place on micro-level and subregional level. These centres are generative type instead of parasitic.
Model Showing multiplier effects on Tourism (Modified)

A model of the multiplier mechanism and the process of circular and cumulative growth. Based on A Pred (1966) Modified and made applicable to tourism activity by the Author.

Note: Blocks shown by dotted lines is the modification made by the Author.

fig. 3-4
3.2 SOCIAL AND CULTURAL DYNAMICS OF TOURISM

3.2 (A) HUMAN AND CULTURAL RESOURCE DEVELOPMENT

Acquisition of technology, skills, dexterity in art, perfect professionalism, computer electronic technology, and informations are influenced to some extent through tourism activity. In job training craft institutions and various technical training centres are set up to meet the qualitative and quantitative requirements of tourism activity. Tourist activity demands skilled and semi-technical personnel of high standard. In fact tourism activity is itself a creator of skilled human resource.

Cultural resources of Maharashtra act as a positive element for the growth of tourism. Historical monuments, original culture of tribes, Buddhists, Hindu and Jain caves are the major attraction for tourism in Maharashtra. Ancient civilizations and their characteristics are still retained by developing countries like India. This creates attraction for tourists. India is a country of diversely in traditions and customs. Such diversity in culture, language, traditions, beliefs, customs, food, dress act as a powerful lever on motivation towards travel. The volume and direction of tourists is therefore from developed to developing countries. The developed countries are the generators of tourists and developing countries like India are the receivers of tourists.

Promotion of goodwill and friendship between nations can be attributed to tourism activity. Tourism is also a carrier of social education and better understanding among the diverse people in different regions of the country. It also contribute to develop understanding among varied cultural groups and life styles.
3.2 (B) POPULATION DYNAMICS AND TOURISM

Large volume of people temporarily transported to a new locations and territories because of travel motivations. In Spain there is huge exodus of tourists in excess of her own population. Tourism activity affects the composition, structure, density, age and sex composition, urban rural composition and other population characteristics. The tourist centre and adjoining area initiate a change in population dynamics. It also affects volume of urbanization and volume, direction and flow of migration.

People of different races, ideology, nationalities, religions and varied cultural background mingled and exchange ideas. Maharashtra is known for spirit of tolerance. It is a land of saints and there is long and continuous traditions of teaching by saints.

3.3 ENVIRONMENTAL DYNAMICS AND TOURISM.

Tourism is a trade in travel. The commodity sold in this trade costs little or without cost. Tourism consumes scenery, services, food, drinks and guidebooks. This puts no stress on material resources, on the contrary it stimulates other trade and encourage capital investment in the country.

There is a impact of tourism on valued wild life and scenery. This impact varies with density and distribution of population in relation to wild life and forest cover. People frequently visit such areas, there is too many humans and vehicles which destroy nature resources and holiday areas. Such deteriorating conditions are experienced in Tadoba forest and animal reserve. Several measures are adopted to conserve the wild-life in Tadoba.

Adverse impact involves loss of habitat of flora and fauna and eventual destruction by pollution, fire. Animals and birds are disturbed by traffic by tourists.
Tourism activity puts stress and strain on environment. Therefore ecology conservation movement is needed. The idea of tourism attraction management and their protection is essential for posterity. Several countries have taken measures to check uncontrolled and too rapid growth of tourist activity particularly invaluable landscape.

The trend is now to avoid unnecessary large numbers of cheap package tour groups who spend little in the receiving country. High income groups are preferred. Moreover they have no impact on local people because of very high lifestyle.

Life of man has become more mechanical and machine like. Moreover automation is added. Machines of all sorts create noise. The pollution of air, water and land near industrial areas had already crossed tolerable thresholds. Monotony of life creates stress and strain. He desires peaceful atmosphere in the proximity of nature in the remote or adjacent areas.

3.4 SPIRITUAL DYNAMICS OF TOURISM

The tourism is an invisible resource and part of a heritage of manking. Tourism resources of various regions of Maharashtra consist of space, facilities, and values. Therefore historical, cultural and religious centres of tourism are to be conserved for their spiritual significance. In the practice of tourism sanctity of spiritual elements and attributes must be given priority over material and technical elements. Spiritual entity of a space and some places are imbibed in the mental setup of internal tourist in general. Spiritual dynamics and respect the identity of dignity of man as a tourist.

The centre of tourism is a place. The place and attributes of place-space-define geography. In this context place has more substance and unique entity. The place has a
history and meaning. Experiences and aspirations of people are attached to a centre or place. Moreover place is a reality and unity in a real sense. Some feelings are attached to a place. People know the place through sensation, perception and conception. The memory of a place is rooted in the past and will grow in the future. Thus visual perception, movement and thought combine to give a spiritual sense to a tourist centre. Thus tourists seek spiritual fulfilment by visiting such centres. Internal tourism activity in Maharashtra is mostly related to such spiritual satisfaction. The spiritual dynamics of tourism in Maharashtra is discussed in the case study. There is a zone of "Spiritual field" in Vidarbha with a gravity centre at Arvi and Warkhed. (Map 6.4) There are several individual spiritual gravity centres which are attracting people for solace and attainment are Pandharpur, Tuljapur, and many others.
References


