ABSTRACT

Research Title:
“A Study on tourism development in Vasai Taluka”

Tourism can contribute majorly for the growth and development of the economy of the country. It also can contribute a lot for the employment generation and eradicate poverty in the country. A major role can be played by tourism in promoting quick, sustainable and inclusive economic growth and development of Vasai Taluka. It has better prospects for promoting pro-poor growth than other sectors as tourism involves hotel, resort, tour operators, transport, shopping, food and beverage, entertainment, retail shops, hospitality services, banking, insurance, communication, tourist Guide, etc. which definitely provide all sorts of benefits to all categories of people of the society. Tourism has become one of the largest employment generators not only in India but also across the World. Generally in tourism sector seventy eight jobs are created for every million rupee investment as compared to forty five jobs in any manufacturing sector. Total 10.7% of the work force in the world is contributed today by the tourism industry. Now In the World, India is emerging as a major force in tourism industry and becoming one of the important tourist destinations. Tourist centres of Vasai Taluka is having a very strong cultural and religious heritage is able to attract tourist from various parts of the country and also from World. There is presence of beautiful beaches, temples, waterfall, historical monuments, medical centres, spa and presence of good environment supporting a lot for the growth and development of tourism Vasai Taluka. Due to tourism local areas services have improved which is helping the region to grow. The research objective is to to find out the growth of tourism sector in Vasai Taluka and to know the different contributors for this growth. For the study sample of 1356 respondents were collected from tourists, hotels, resorts, tour operators and local people by using questionnaires. Questionnaires are made differently for the taken five categories. For the research the researcher has utilized a multi stage sampling procedure for the respondents. The data has been collected by using Stratified random sampling method. The findings showed because of the presence various tourist spots in Vasai Taluka which is helping and contributing a lot for the development and growth of tourism in this region. There are also other factors present here in the Taluka whose contribution is quite large for the
development of tourism in this part of the World. One of the major contributors for this is the presence of good environment. Due to very comfortable environment throughout the year helping immensely for tourism. Tourist generally loves to travel to the place which is having very conducive environment. The transportation facility of the place is quite good. All the tourist centres are well connected by either roadways or by railways. Domestic and international airport is within in 30 kilometres and a tourist can come by using waterways due to the presence of Arabian Sea. There are more large number of hotels, resorts and tour operators are working in Vasai Taluka are their numbers are more than three hundred which is helping a lot and providing scope and opportunities to the local people to get employed with them and also creating revenues for locals and also to the government. The future of the place for tourism is quite bright due to the available facilities given by the tourist centres as well as what to be given in future as been decided by the local government has decided to implement in future. It is recommended that there is also a lot to be done to increase tourist traffic of the region by focusing more on tourism marketing which is a little bit less done here. That can be possible by selecting a proper way of communication mode to convey the exact information what is needed to be given to tourist. There is also need to have a better safety and security measures for tourist. If any mishap will happen then immediate action needed to be taken by police. Improvement in emergency services and it is to be of twenty four into seven type of service. Need of infrastructural growth and development especially making available pure drinking water at the tourist location. Need to have a peaceful environment which is present here but nit is required to remain the same. Need to focus on sustainable tourism policy to be created and also required to be implemented soon. Focus to be given on eco-tourism which is need of the time. Need to educate local people on the topic why they have to treat outsiders as their own people and giving respect to them. Everyone should understand the slogan “ATITHI DEVO BHAVA” means “GUEST IS GOD”. Just like incredible India we all have to chant “INCREDIBLE VASAI TALUKA AND ITS TOURIST CENTRES”. If all these can be done in a planned manner then nobody can stop tourist places of Vasai Taluka to become as leading tourist destinations not only of India but also of the World.