CHAPTER - IX

CONCLUSION AND SUGGESTIONS

9.1 Conclusion
9.2 Suggestions
Chapter IX
Conclusion and Suggestions

9.1 Conclusion

Tourism has emerged as an important industry in Ratnagiri district. Analytical study of further growth and development of tourism in study region has facilitated to frame the conclusions. Perception analysis has mainly contributed to fulfill the study objectives. Major conclusion of the study is as under.

1. **Domestic tourists are playing important role in growth of tourism in Ratnagiri district.**

   Tourism business in Ratnagiri district is mainly depended on domestic tourists at present (Table No.). Temples, beaches and village culture has observed as main source of tourism for country tourists in Ratnagiri district. Tourism for religious purpose is common trend in Indians. Such trend has also observed in Ratnagiri district. Ganpatipule, Pawas, Marleshwar, Shri Parshuram temple & Ganesh temple of Anjarle & Hedvi are observed as favourable religious tourist destinations (Table No.) among domestic tourists. These religious places are attracting Hindu religious tourist at large. Therefore domestic tourists are backbone of tourism industry in Ratnagiri district.

2. **Tourism industry is at initial stage in Ratnagiri district.**

   Numbers of tourist arrivals, types of tourist resources, infrastructure development, growth of service sector and share of tourism industry in total revenue etc. are important indicators of growth & development of tourism. With reference to this tourism development in Ratnagiri district are at initial stage. Numbers of visitors to Ratnagiri district have increased but proportion of FTA is negligible. While, total numbers of hotels & lodges as well as other supporting services including transport and road network is not much developed. Domestic hotels & home stay facilities are sub-standards and temporary by nature. Lack of professionalism and poor infrastructure are major hurdles in growth of tourism in the region. Tourists have expected more recreational facilities especially at Velas, Gangateerth, and Hedvi as well as at Murud.

3. **Total numbers of tourists have increased in Ratnagiri district.**

   Ganpatipule, Marleshwar & Pawas were important tourist destinations in Ratnagiri district. Onward 2000 MTDC & other private organization have taken initiative
to glorify the beauty of Konkan including remote tourist destination of Ratnagiri district. It has resulted in growth of tourist arrivals. In between 2007 to 2013 total numbers of tourist have increased by __%. Guhagar, Dapoli and other remote places have emerged as new tourist destinations for the visitors in Ratnagiri district.

4. **Share of Foreign tourists’ arrival is negligible in Ratnagiri district at Present.**

Natural, cultural & historical resources of Ratnagiri district may induce foreign tourist arrivals; but lack of service network, poor infrastructure and lack of special market consideration are the major reasons for poor response of such tourist. Share of FTA has always remained less than 01% in total numbers of visitors to Ratnagiri district.

5. **Share of revenue from service sector including hotels & transport industries have increased in Ratnagiri district.**

Tourism is contributing as a source of revenue to boost the district economy. Growth of tourism industry is quite slow but this source has mainly emerged during the setback of chemical, fishing & agriculture industry. Today, 30% chemical units in district are defunct and remaining are underutilized, fishing output has also declined; while agricultural yield like mango & cashew is suffering due to climate and market viability. Share of service sector has remained maximum in district revenue; growth of tourism i.e. hotels & transport industry has also proved the importance of service sector in district economy. (Table No.)

6. **Tourism in Ratnagiri is yet to be seasonal by nature.**

Religious fairs and festivals are popular seasons in Ratnagiri district. Monsoon tourism has not much developed in this region. Beach activities are observed totally closed in four months of rainy seasons. Ganesh festival, Diwali Christmas vacation and summer seasons are observed as peak period for tourism in Ratnagiri. In off seasons most of local businessmen are getting engaged in agriculture and other allied activities. Tourism is not full time income source at most of places in Ratnagiri district.

7. **Agricultural is major activity of most of people in Ratnagiri district.**

97.88% Farmers of Ratnagiri district are marginal holder and agriculture is major activities most of these peoples. Total % of working force of Ratnagiri district is engaged in agricultural activities. Only 02% agriculture land is irrigated land while other farmers are depended on rain water. Agriculture output is very less even it could not meet food
need of most of these farmers. Migration of Male population for employment purpose is still continued in Ratnagiri district.

8. **Religious and Natural resources are most preferred tourist resources in Ratnagiri district.**

   Medical tourism, Eco-Tourism, Adventurous Tourism, & Agro Tourism etc. is not much developed in Ratnagiri district. Temples and beaches have remained as major attraction for tourists. Natural, geographical and historical resources of Ratnagiri district have huge potential to develop such other types of tourism in the district. MTDC has recognized 65 destinations as an important tourist places in Ratnagiri district. Out of these total 35 sites are known for religious purpose while 14 sites are known for natural resources.

   According to tourist’s views & their behavioral analysis it has observed that the tourists have visited the various tourist places of the Ratnagiri district either in their vacation period or at the time of festivals. On the basis of study it is being concluded that the around 50% of tourists have visited Ratnagiri district for religious purpose; while 40% tourists have visited for entertainment purpose; especially places in Dapoli & Guhagar tehsils including beaches are mainly favoured for scenic natural resources. It has observed that most of tourists were from service sector; while 36% visitors at Dapoli were farmers and they have visited the place in vacation periods.

9. **Western region has gained more benefits of tourism development in comparison to eastern part of Ratnagiri district.**

   Most of important tourist places in Ratnagiri district has situated to the western part of the districts. Western part of the district has covered by coastal line as a results beaches as well as religious places those are situated close to coastal line are become most favoured places in the district. The length of costal line is 167kms, therefore this region has gaining more economic benefits of tourist traffic than eastern part of the district.

10. **Tourism has developed as secondary income source at most of tourist places in Ratnagiri district.**

    The survey and further analysis has revealed that tourism industry is growing in Ratnagiri district and it has become a first income source for the local people in Murud,
Marleshwar and somehow in Guhagar rather than agriculture which was first income source prior to tourism development in the concern region. In a Marleshwar around 70% of households are observed economically connected with tourism industry. The tourism industry has been developed as source of revenue in terms of taxes and fees to the local government; which was not earlier source of earning in Murud & Marleshwar. It is also observed that the tourism has developed as secondary income source of the local people in Kshetra Parshuram, Hedvi and some of the villages of Dapoli. The study demonstrates that the economy of Ganpatipule has mainly depended upon tourism industry.

11. **Tourism has made moderate impact on Socio-economic development of people in Ratnagiri district**

This study concludes that tourism has moderately contributed on socio-economic development of local people in Ratnagiri district (Table No.). Tourism has offered additional employment opportunities and also influenced living standards of local people. It has resulted in growth of hotels & allied industries as well as mainly contributed for an investment flow in rural areas.

The social impacts of tourism were especially observed in Velas and Dapoli. It has observed that local people are becoming socially aware and coming in organised form to make tourism more responsible & sustainable in this region. Tourists’ care & information centers have established in Dapoli on voluntary basis; whereas hoteliers and other service providers including local urban bank took initiative as an organiser for hospitality training campaigns in Dapoli. These programmes are being organised for local people and intermediaries in Dapoli.

12. **Economic impact of tourism is greater than social impact in Ratnagiri district.**

Tourism has provided various economic benefits in Ratnagiri district including revenue generation, increase in demand for local products as well as new employment opportunities. Social contribution of tourism is also considerable in respect to women empowerment through equal employment opportunities. In addition to this there is huge scope to improve people’s participation in public administration & right for equal distribution of resources as well as there is also scope for sustainable tourism development; in the present tourism development this approach is absent.
13. Tourism has offered employment opportunities to female population in Ratnagiri district.

Tourism has observed more beneficial to female entrepreneurs & workers in Ratnagiri district. Most of domestic hotels & accommodations facilities are owned & operated by female members only. As well as various tourism festivals have stood as an important opportunity to women’s’ SHG to sale their home made products. The proportion of women employers & employees has considerably increased in most of tourist villages onward 2000.

14. Tourism has brought boom in real estate pricing in Ratnagiri district.

Investment in land & properties has become new trend in Ratnagiri district. More than hundred websites and numbers of agents and agencies have become more active as intermediaries in real estate dealing. This trend has mainly developed due to the increasing tourism in region. Farm house, holiday home, bungalow with scenic view & or beach view has stood as important attraction behind such investments. It has resulted for growth of land mafias & regional unrest.

15. Increasing participation of Local people in tourism planning & programming in Ratnagiri district.

This study concludes that local people are become more aware of their role in tourism programming and planning in Ratnagiri district. Local people have become active and well organised at most of places to gain the benefits of tourism. Before 2000 there was only three community based organisations (CBO) directly concern to tourism; today their 42 CBOs those are directly associated with tourism and allied activities (Table No.). Local organisations like Konkas Vikas Pratishthan, Konkan Mitra Sanghatan have shown active involvement in destinations marketing and entrepreneurship development to grab tourism opportunities in the region. Tourism co-operatives and Womens’ SHGs are actively involved in regional policy making, tourism promotion & programming.

16. Lack of professional approach, poor infrastructure & ineffective marketing has affected on growth of tourism in Ratnagiri district.

Tourism is service oriented business. Its sustainability is depended upon healthy practices and quality services. The study has revealed that there is enough scope to train the local people and service providers in respect to tourism hospitality. Especially in
Murud, Guhagar, Lote-Parshuram & Dapoli tourists have expressed their negative impression towards services of local operators. Limited resources, conservative approach, unskilled staff & purely commercial approach are observed as major hurdles in their services.

Infrastructure & strategic marketing are basic requirement for the growth & development of tourism. Ratnagiri district has huge tourism potential but lack of road & transport network, shortage of accommodations; poor services are major drawbacks in growth & development of tourism. Trains do not have state & national connectivity. Airport & marine transport facilities are not available. Public road transport is very poor & less frequent. Accommodation shortage is major issue in Ganpatipule, Murud, Dapoli, Guhagar & in Ratnagiri city.

17. Week end tourism has developed as new trend of tourism in Ratnagiri district.

Most of tourism activities in Ratnagiri district are seasonal. But it has observed that the young generation those who are mainly engaged in IT Industries as well as other private industries in Pune, Mumbai and nearby districts are giving visits to celebrate their weekends in Konkan. Beaches are observed as their favorite destinations for such celebrations. Most of these tourists are giving preferring beaches of Ratnagiri district due to traveling convenience.

The district has developed as weekend tourist destination. This trend has offered additional business opportunities in off period also. An entertainment and leisure has observed as main intention of such weekend celebrators. It may cause cultural conflicts in future; in certain cases local people have expressed their negative opinion to promote such type of tourism in their region. Tourist’s road accidents and sinking incidents especially at Ganpatipule and Guhagar beach is demanding safe and secure tourism policy in the district.

18. Tourists’ safety has emerged as serious issue in beaches tourism.

This study concludes that Beach tourism has developed as second important type of tourism in Ratnagiri district. Total nine beaches are observed as more favoured beaches in study region. But tourists’ safety has become serious issue at most of these beaches including Ganpatipule, Guhagar, Murud, Harnei and Anjarle beaches. During 2007 to 2013 total 41 tourists have lost their life in various beach activities at these
beaches. Ganpatipule & Guhagar are almost unsafe to swim during high tide period. Lack of safety measures are one more important reason for increasing death toll at these beaches.

19. New places are emerging as tourist destinations in Ratnagiri district.

Tawsal beach, Ade beach, Bhudal, Ambavali & Kolisare villages, Temple of Turambav, Jaigad port etc. places as well as Dabhol-Bankot ferry boat services, costal highway & bridges, Khopi-Shirgoan Ghat these places are also emerged as tourist destinations. Tourists are observed in search of such new peaceful destination which are unattemp.

9.2 Suggestions

Socio-economic developments of the people may not be achieved with short term policies and projects; it demands sustainability of the project in terms of economic, social, environment and cultural values. Benefits of any development should be reached to the grass-root level people and such development should be able to satisfy to concern stakeholders. Tourism developments in the Ratanagiri district may sustainable and contributory in socio-economic development of local people if resources are identified and marketed in a realistic manner.

Following suggestions have made in this regard.

1. Host communities involvement, expectations and their socio-economic benefits should be considered while designing and framing regional tourism policies. People of Ratnagiri district have expressed their protests and agitation against several industrial projects like Sterlight Industry, Dabhol power project, HPCL and many more. Therefore while designing any long term development plan like Marin Park, Amusement Park, bird sanctuary public hearing need to be conducted and local communities’ wellbeing should be considered on priority basis.

2. Religious and natural resources are back bone of tourism industry in Ratnagiri district. These resources should be developed on priority basis by providing necessary infrastructure for tourism development in Ratnagiri district. There are numerous destinations like Shree Durgadevi temple of Dabhol, Ganesh temple of Anjarle, Dhootpapeshwar of Rajapur, Tiware waterfall, Rajapur Ganga temple and or Vashishti
backwater project etc. places are become popular due to because tourists voluntary response to these places. But, they do not spend additional money and also avoids stay at these places due to non availability of any infrastructural facilities.

3. The district has noble history. Total 17 forts of districts are sign of various kingdoms. Numerous monuments and historic attractions like; Kasba Sangameshwar, Suwarnadurga of Harnei, Ambolgad of Rajapur, Theba Palace of Ratanagiri, Rasalgad, Mahipatgad of Khed, Masque of Dabhol as well as costal forts of Harnei, Jaigad etc. places should developed as tourism destinations with visual effects by highlighting history of those places. Local people’s involvement should be encouraged in value conservation of these monuments by offering them direct benefits. Most of such monuments have destroyed at local level for personal interest. Local people will conserve these places if they are socio-economically benefited by development of these places.

4. Women’s small saving groups of Ratanagiri district have shown their interest in hospitality sector. But, lack of technical knowledge and absence of professional approach are major hurdles in their contribution. These groups are performing better in various tourism festivals; but their returns are comparatively less even after huge response of tourists. These groups need to be trained properly by providing necessary support to develop professionalism and hospitality approach with the mutual co-operation of MTDC and professional agencies.

5. According to tourists’ response carrying capacities of certain tourist destinations are comparatively less. Such as places like Murud, Dapoli, Guhagar, Ganpatipule, Pawas; where lodging, boarding are not available in sufficient numbers. MTDC may take lead to establish its lodging and boarding sources at these destinations. MTDC should extend its accommodation capacity at Ganapatipule also.

6. Ganpatipule and Guhagar are tourists’ hotspot. These places are known for religious and beach tourism. Increasing death toll at these beaches demanded emergency services and safety measures. A separate and safe swimming zone with net wall is recommended at these beaches. Swimming should not be banned at these beaches; swimming or sun bath is main interest point of tourist at these destinations. These destinations may lose its tourism value if tourists are banned to enter the sea water.
7. Gangateerth is a seasonal tourist destination in Rajapur tehsil. More than 2-3 lakhs tourists visits this place on appearance of natural stream i.e. Ganga of Rajapur. Local businesses are earning maximum income on this occasion. This destination demands supplementary tourist resources like children’s park, Meditation center and Ashram for religious activities. Temple need to be renovated and religious environment need to be maintain as like Swami Swaroopanand Ashram of Pawas to maintain continuous flow of tourists. This will offer regular business opportunity to local people.

8. Narrow roads, lack off short tourist circuits’ i.e. huge distance in two destinations and public parking etc. are the burning issues in tourism developments of Ratanagiri district. These issues recommend; that there should be short inter connections of roads with motor-able bridges on the river and cricks. For example Velas, Kelshi, Anjarle, Harnei to Murud may form one tourists circuit if Kelshi Velas connected by motarable bridge. Similarly; travel to Guhagar via Dapoli & Dabhol may finish within two hours instead of four hours if over bridge is constructed on Dabhol creek. This proposal is pending at ministry level since 2000. Delay in execution of project may adversely affect on budgetary provision.

9. Water sports at Vashishti River and Jaigad Creek, marine transport from Mumbai to Ratanagiri and local level as well as provision of hanging bridge at Marleshwar, Nivali and Sawatsada waterfalls may change tourism scenario of the district.

10. Climate and vegetation of Ratnagiri district is suitable for medical-health tourism. Such developments are absent at present. On the basis of Kerala model naturotherapy centers need to be launched in the district. Ayurvedic product manufacturing units of Kolthare, Guhagar & Awashi are ideal examples of existence such market in the region. encouraged

11. Rope way is especially recommended in Marleshwar valley & at Harnei light house. Marleshwar is second crowded destination after Ganpatipule. Waterfall, cave & deep valley etc. are important tourist attractions in Marleshwar. Ropeway & or Hanging rope bridge is basic requirement at this place for easy access as well as to offer a thrill & to promote adventurous tourism.

Kanakdurg of Harnei port is situated in deep water. Most of tourists want to visit this place. But lack of boating facilities; tourist gave visit to Harnei light house. These
two place can easily connect by rope way. A Museum of great Maratha warriors in the memory of King Shivaji needs to construct at this fort as tourist attraction.

12. Marin Park & Scuba diving with snorkeling facilities have huge potential in Ratnagiri district. These projects will offer easy employment to local people as well as will encourage tourists to extend their stay & to spend more. These projects can attract foreign tourists also.

13. Airport connectivity & tourism purpose special train like ‘Palace on Wheels’ is mainly suggested to increase FTA in Ratnagiri district.

   Special tourism development plan should be lineout in three four phases within a period of five years to stop employment purpose migration of local people towards Mumbai, Pune and abroad. A training institution with professional staff needs to be start to train Local people; especially for those people who are directly connected with tourism services to develop hospitality approach & to develop their entrepreneurship skills.