



A STUDY OF TOURISM BUSINESS IN KONKAN

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Abstract

The employment generated by the tourism business, the nature of employment, the government's efforts to create employment, the impact of policies on professionals and workers, and obstacles and problems in the creation of employment have been studied. The importance of the presented research is to see the economic and social changes caused by the development of the tourism business in Konkan. An attempt has been made to preserve the uniqueness of the research to study their impact on the rural economy in Konkan. It has been seen that the highest number of e-travellers are from five countries namely Korea, Japan, New Zealand, Singapore and the Philippines. In 2015, the highest number of e-travelers was 50371 (31.7%) from USA. It is followed by Germany and Russia. Although e-travelers from New Zealand, Japan, Singapore, Philippines have decreased, the number of e-travellers coming to India continues to increase. This is certainly a remarkable aspect in terms of tourism development.

Tourism is not only limited to earning the country's currency or increasing the national income of the country but is also important for the economic, social and cultural development of the country. After the Second World War, tourism developed rapidly. The main reasons for the rapid development of international tourism are the increasing standard of living of the people, technological changes in means of transportation, new techniques of tourism marketing etc. Tourism has become the need of the hour for people living under a lot of stress in today's world. Tourism is needed to get away from the daily boring busy routine. Due to the increasing number of tourists, many countries are investing a lot of capital in developing infrastructure services for tourism; Therefore, more and more tourists are attracted and in turn, the tourism business is flourishing. Even developing countries are seriously considering the development of tourism, as it is a great means of earning foreign exchange.

Introduction - The development of the tourism business started mainly in the second half of this century. Although tourism as an economic system is a modern industry, the human tradition of travelling for various reasons is very ancient. Since then till today as well as even in the short-term development of the modern tourism industry, the nature of this business is constantly changing. At the very beginning, the nature of tourism was primarily for pleasure.

Fifty years ago these forms changed drastically. After the Second World War, people from highly educated Western countries used to visit domestic and international tourist destinations to see the natural beauty of different places. Of course, the number of tourists was limited in those days. Along with the natural beauty, the purpose of tourism was to enjoy art and foreign places. But three decades ago, the concept of 'tourism' as mere fun and enjoyment was left behind. Today's tourists have a different background. Earlier only rich people of the society used to enjoy travelling, but nowadays even people of normal financial conditions go for tourism. Each of them has different ideas of tourism. Not only this, people cannot afford to spend more time travelling than before. Because economically tourism is becoming expensive day by day. The 'democratization' of tourism has been a hallmark of the past decade. E.g. A few days ago, only rich people could enjoy winter sports competitions in Europe and America. Common people could not afford those competitions financially. Not only this, competitions like horse racing, sailing, shooting, etc., which were previously only available to the rich, are now available to the common people. This is leading to a significant increase in the number of tourists. Sports such as mountain climbing, ice sledding, swimming etc. have become more popular in the last decade. Due to such national and international competitions, the number of tourists is increasing on a large scale. As tourism has been democratized since the last decade, a new concept of 'social tourism' is emerging. With this type of tourism, new centres have emerged in this area. There is a growing tendency among the organizers to provide all kinds of facilities to a large number of tourists in such new and old tourist destinations at special discounted rates. Such a large number of tourists have their own entertainment, food and other facilities. The vehicles are arranged by the group itself. Hence this tourism is called 'social tourism'. Instead of established expensive tourist destinations, these tourists prefer undeveloped, neglected tourist destinations.

Objectives of the Research Paper – The following objectives are set by the researcher.

- 1) To study tourism business in Konkan.
- 2) To study the working of NGOs related to the tourism business.
- 3) To make a comparative study of the tourism industry in Konkan.

Hypotheses – To study the tourism industry in Konkan the following hypotheses have been formulated and tested.

1. Professionals have opportunities to develop tourism businesses.

Questionnaire – The questionnaire is mainly used as a tool for research papers to collect primary information. Information was collected on the basis of a pre-planned questionnaire from the tourist professionals of Palgharthane Raigad Ratnagiri Sindhudurg district in Konkan.

Nature of Tourism -

Tertiary Occupation - Tourism is a tertiary occupation. In this, we do not get natural things from nature and we do not process them. Therefore, tourism is not a primary and secondary occupation; But various services are provided in Pardana and those services are only for tourists. Therefore, tourism is a tertiary business in the sense of providing those services to consumers.

Commercial attitude - Tourism business. Previously not developed commercially, trade, exploration of new territory, introduction of new institutions, visits to religious places etc. Tourism should be done for. Then tourists stay overnight with relatives or friends in villages along the road; But now they stay in hotels and overall food, hotels, travel companies etc. They want to earn money and fame by providing street service everywhere.

Purpose of Tourism - People who go for tourism go with a purpose. E.g. Religious tourism is done to visit a religious place or to spread Rpa. Huan Sang, the Chinese monk, is the pearl of Buddhism; He also came to India to study Buddhist scriptures. Vasco-Dama went in search of new territory.

Tourism Growing Business - Tourism is the fastest-growing business in the world. His dees are spread all over the world. Tourism business is growing at 12 to 15 percent per decade in the world. Increasing infrastructure services for its growth in all countries, combating various marketing gimmicks etc. Efforts are being made. In some countries, tourism ranks second or third. Not every country strives to increase international tourists as it adds foreign exchange.

Business according to Season - Tourism is a business according to season. Winter tourism in some places, summer tourism in others and monsoon tourism in some places; But some puntansthalas are visited in all seasons.

Essential Elements for Tourism -

- 1) Money: Tourism means travel, travel requires money.
- 2) Transport System: Air, rail, road transport etc. to reach the required places of people. There should be an arrangement.

3) Purpose: Education for tourism, adventure work, love of natural beauty, desire to see new regions etc. One has to have the same intention in mind.

4) Time: Taking time for tourism is very important.

5) Other Services: Hotel or accommodation facility, entertainment facility, shopping facility, remote guide etc. Services must be available.

Tourism potential of Maharashtra - Maharashtra is a state that is considered a country in the country and is the third largest state in the country in terms of population and area. Mumbai is the state capital and one of the largest and most industrialized cities in the world. It is also the financial and entertainment capital of the country. Maharashtra is one of the few regions in the world that offers a wide variety of tourist destinations to tourists.

The state is blessed with a 720 km long coastline along with the green Konkan coastline. The mountain ranges of the Western Ghats and the Sahyadris have cooler climates as well as semi-evergreen and deciduous forests and reservoirs. Vidarbha in Maharashtra, blessed with dense forests, has become a sanctuary and nature park for many wildlife with dense forests. Maharashtra is blessed with a rich history, tradition and culture, world-class ancient forts and monuments, ancient cave temples and Yatras attest to this. The state is one of the leading states in India in terms of foreign tourist arrivals (20.8%) and domestic tourist visits (7.2%). Global development and progress on a large scale have had a profound impact on the tourism sector in India (and in Maharashtra). This includes the following, among other points.

1) Increased purchasing power of the middle class and increasing interest in travel (domestic and international).

2) Increase in availability of air travel (airline, airport and route development) as well as a reduction in cost of travel.

3) Increasing attraction among travellers for engaging experiences that are culturally and scenically rich

4) Increasing attraction among travellers for engaging experiences that are culturally and scenically rich

5) Innovative concepts in the field of information technology including the use of mobile phones, creating and sending digital text

6) Importantly, the tourism-based economy has a special place among the heads of state and policymakers

7) Increased investment in tourism infrastructure.

All these aspects indicate a promising possibility of a substantial increase in tourist attraction in the state for international as well as domestic tourists.

Various Projects - Tourism Account/Maharashtra Tourism Development Corporation is keen to take up some high-priority projects on a PPP basis, those projects are as follows,

- 1) Vidarbha, Ratnagiri, Sindhudurg, Aurangabad etc. To develop at least 10 plots in the next five years in the divisions.
- 2) Infrastructure development on Elephanta Island
- 3) Integrated infrastructure development in Sindhudurg and Ratnagiri under the Marine Tourism Project announced by Ministry of Tourism, Government of India
- 4) Development of Jaldurg series of tourist spots along with existing series of forts
- 5) Ajantha and Verul Conservation Project
- 6) Sea World Project (Sea World) on Konkan Coast
- 7) Lonar project as a mega tourist destination
- 8) Development of lake tourism circuit-Nagpur, Chandrapur and Wardha
- 9) Development of roadside facilities along major national and state highways in Maharashtra

Conclusion -

1. Categorizing the facilities generated for the family from income from the tourism business in Konkan, it was found that 28.5% of the sampled professionals have saved as future provision. Also, it was seen that facilities such as the construction of new houses, purchase of household facilities, education of children, motorcycles, and motor cars were generated from income from tourism business.

2. When studying the annual income of tourism professionals in Konkan, it was found that 90.2% of the sample professionals have increased their income by 25 per cent, and 23.8% of the professionals have increased their income. The research found that 9.8% of the sample professionals had no increase in their annual income. It is clear from this that the annual income of most of the businessmen has increased due to tourism. However, 9.8% of the sample could not increase the income of small businessmen.

3. Classification of the income of tourism professionals in Konkan before starting the tourism business revealed that out of a total of 400 tourism professionals up to Rs.50,000, 24.0%, Rs.50,001 to Rs.1,00,000. Up to 36.0%, 1,00,001 to 1,50,000 Rs. The research found that 20.5% of professionals have an annual income of up to Rs. Most professionals have an

income between Rs 50,001 and Rs 100,000. Whereas the number of professionals with an income of Rs 1,50,001 to Rs 2,00,000 is less.

4. Highest i.e. 72.7% workers in the tourism business in the surveyed district opined that the social standard has increased due to the tourism business. However, 27.3% of the workers have expressed regret that there has been no increase in social status.

5. When studying the average expenditure on food of tourism business workers in the surveyed district, it was found that the average expenditure per worker on food before employment was Rs.3775 but currently, the average expenditure per worker on food was found to be Rs.13837. That is, it was found that due to an increase in income, there has been an increase in expenditure.

6. The government is implementing many schemes for the workers in the tourism industry. But not all benefit from these schemes. The research found that 81.2% of the sample workers in the surveyed district of Konkan have benefited from the government schemes but 18.8% of the sample workers have still not benefited from the government schemes.

Recommendations - The following recommendations/measures have been put forward by the researcher for the improvement of the aspects that are weak in the study of the tourism business.

- 1) Women are also included in the tourism business. Preference should be given to women professionals as this will improve their status.
- 2) Basic education facilities should be made available to tourism professionals. In-service training will provide skilled professionals.
- 3) The government should encourage youth in the age group of 15 to 59 to attract them into the tourism business.
- 4) The government must strictly implement laws to stop child labour practices in the tourism business.
- 5) Many tourism professionals have a secondary business along with the tourism business, but for the development of the tourism business, professionals should properly focus on a single business.
- 6) To increase the flow of international tourists, the government should guarantee the safety of the tourists and provide quality facilities to the international tourists.
- 7) The profession should be free from terrorism and violence against women. For this, the government and social organizations must make a concerted effort.

- 8) For the development of the tourism business, central government should establish a tourism development fund and use it.
- 9) The government should determine the policy for permanent employment generation in the tourism business, and provide skilled manpower for the development of the tourism business.
- 10) Citizens and tourism professionals of Konkan should try to eliminate the discrimination between locals and outsiders in the Konkan region.
- 11) Insurance facilities should be made essential and mandatory for tourism professionals.

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