SUSTAINABLE TOURISM DEVELOPMENT IN KONKAN REGION OF MAHARASHTRA (WITH SPECIAL REFERENCE TO SINDHUDURG DISTRICT)

A thesis Submitted to,

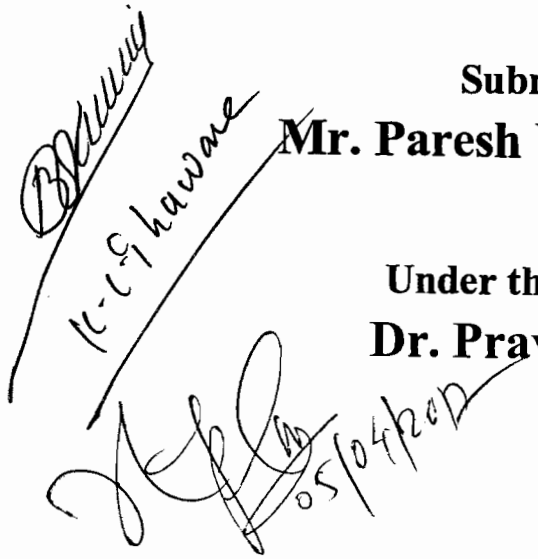
Tilak Maharashtra Vidyapeeth, Pune

For the Degree of

Doctor of Philosophy (Ph.D.)

In Economics Subject

Under the Board of Moral and Social Sciences Studies



Submitted By,

Mr. Paresh Vidyadhar Joshi

Under the guidance of,

Dr. Praveen Jadhav

October, 2016

C E R T I F I C A T E

This is to certify that the thesis entitled **"SUSTAINABLE TOURISM DEVELOPMENT IN KONKAN REGION OF MAHARASHTRA (WITH SPECIAL REFERENCE TO SINDHUDURG DISTRICT)"** which is being submitted herewith for the award of the Degree of Vidyavachaspati (Ph.D.) in Economics of Tilak Maharashtra Vidyapeeth, Pune is the result of original research work completed by **Shri Paresh Vidyadhar Joshi** under my supervision and guidance. To the best of my knowledge and belief the work incorporated in this thesis has not formed the basis for the award of any Degree or similar title of this or any other University or examining body upon him.

Research Guide
Dr. Praveen Jadhav
Head,
P.G. Department of Economics
Tilak Maharashtra Vidyapeeth

Place: Pune

Date:

DECLARATION

I hereby declare that the thesis entitled **"SUSTAINABLE TOURISM DEVELOPMENT IN KONKAN REGION OF MAHARASHTRA (WITH SPECIAL REFERENCE TO SINDHUDURG DISTRICT)"** completed and written by me has not previously formed the basis for the award of any Degree or other similar title upon me of this or any other Vidyapeeth or examining body.

Research Student

Mr. Paresh Vidyadhar Joshi

Place: Pune

Date:

ACKNOWLEDGEMENT

It is by the blessing of lord “Shri Ganesha” that I have been able to complete my research work successfully and present this piece of work.

It is immense pleasure to express my deepest sense of gratitude and whole hearted thanks, humble indebtedness and respect to my Honorable research guide Dr. Praveen Jadhav, Head, P.G. Department of Economics, Tilak Maharashtra Vidyapeeth, Pune for his invaluable guidance, sustained interest, talented and versatile advice, inspiring encouragement and kind treatment during the present investigation.

The words of my command are inadequate to convey the depth of my feelings of gratitude to Dr. Milind Bhujbal, Assistant Professor, Department of Agricultural Economics, College of Agribusiness Management, Narayangaon, Mr. Sharad Kharmale, Assistant Registrar, College of Agribusiness Management, Narayangaon for their valuable guidance and kind co-operation during course of my investigation.

I take this opportunity to express my heartfelt thanks to Hon. Namdevrao Marathe, Chairman, Brahmaneshwar Shaikshnik Samajik Unnati Mandal, Phondaghat and Hon. Mrs. Vidya Rane-Patil, Director, Brahmaneshwar Shaikshnik Samajik Unnati Mandal, Phondaghat for their constant support and inspiration during research work.

I place my cordial thanks to Mr. Prasad Khambal, Mr. Yogesh Pednekar, Mr. Milind Korgaonkar, Mr. Smit Kadam, Mr. Ramchandra Loke, Mr. Sunit Mirashi and all the other staff members of Shramsafalya shikshan Sankul, Phondaghat for their kind help rendered to me during my research work.

No words could justice to express my deepest sence of gratitude and respect towards my beloved baba, Shri. Vidyadhar A. Joshi, Aai Sou. Sulekha V. Joshi, My dada, Anant, and my loving wife Mugdha who have been inexhaustible sources of inspiration to me and their blessings, love and affection have brought the cherished expectation true.

On a personal note I could not found a word in my diction to translate my heartfelt gratitude and respect to my beloved friend Kedar, cousins Mr. Gurunath Joshi, Mr. Sudhir Joshi, Mr. Aba Joshi and Mr. Anand Joshi and Mr./Mrs. Sunil Pangam for their help during my research work.

I express my special thanks to all staff members of Vidarbh Konkan Gramin Bank- Kankavli Branch for financial support.

I am very much thankful to local authorities, MTDC officials and my entire respondent in study area for providing me requisite information related to research work without which, investigation is not possible.

Last but not least, I would like to express my sincere thanks to all my friends and well wishers

Place : Pune

Date: **(Paresh V. Joshi)**

TABLE OF CONTENTS

Chapter No.	Title	Page No.
	Acknowledgments	**i**
	Table of Contents	**iii**
	List of Tables	**ix**
	List of Figures	**xiv**
	List of Appendices	**xvi**
Chapter I	**Introduction to Tourism and its Development**	**1**
1.1	Introduction	1
1.2	Tourism concept and meaning	1
1.3	Definitions of tourism	2
1.4	Forms of Tourism	3
1.5	International Tourism Growth	3
1.5.1	International Tourist arrivals	4
1.5.2	International Tourism Receipt	7
1.5.3	International Tourist arrivals worldwide and by regions	9
1.5.4	International tourism receipt worldwide and by regions	11
1.5.5	Share of Top 10 countries of the world in international tourist arrival and in international tourism receipt	13
1.6	Development of tourism in India	16
1.6.1	Inbound tourism in India	16
1.6.1.1	Foreign Tourist Arrivals (FTA's) in India	16
1.6.1.2	Seasonality in foreign tourist Arrivals	18
1.6.1.3	Major source countries for FTAs in India	20
1.6.1.4	Major foreign tourist receiving states of India	22
1.6.1.5	Mode of travel of foreign tourist arrivals in India	24
1.6.1.6	Share of India in international tourist arrivals in world and Asia and the Pacific region	26
1.6.1.7	Foreign exchange earnings (FEE) from tourism in India	28
1.6.1.8	Share of India in international tourism receipt in world and Asia and the Pacific region	30
1.6.2	Outbound tourism in India	33
1.6.3	Domestic Tourism in India	34
1.6.4	Tourism infrastructure in India	38
Chapter II	**Research Design**	**44**
2.1	Research Problem	44
2.2	Objectives	46
2.3	Hypothesis	46
2.4	Significance of the Study	47
2.5	Limitations	47
2.6	Research Methodology	48
2.6.1	Selection of Study Area	48
2.6.2	Selection of tourist sites	49

2.6.3	Selection of the sample	50
2.6.3.1	Local Residents	50
2.6.3.2	Tourism professionals	50
2.6.3.3	Tourists	51
2.7	Data Collection and analysis	51
2.7.1	Data collection	51
2.7.1.1	Primary Data	51
2.7.1.2	Secondary Data	51
2.7.2	Data Analysis	52
2.8	Chapter Scheme	53
Chapter III	**Review of Literature**	**58**
3.1	Introduction	58
3.2	International literature on tourism	58
3.3	Literature on tourism at the national level	66
Chapter IV	**Concept of Sustainable Tourism Development and Theoretical Background of the Study**	**89**
4.1	Introduction	89
4.2	Impacts of tourism	89
4.2.1	Negative Economic impacts	89
4.2.2	Negative Social impacts	90
4.2.3	Negative Cultural impacts	90
4.2.4	Negative Environmental impacts	90
4.3	Sustainable Development of Tourism	91
4.3.1	Historical background, Concept and definition of sustainable tourism	91
4.3.2	Principles of sustainable tourism	93
4.4	Theoretical Background of the study	95
4.4.1	Social Exchange Theory (SET)	95
4.4.2	Doxey's Irridex Model	97
4.4.3	Tourism Life Cycle Theory	98
Chapter V	**Socio-Economic Profile of Sindhudurg District**	**105**
5.1	Socio-Economic Background of Sindhudurg District	105
5.1.1	Location	105
5.1.2	Boundaries	106
5.1.3	Topography	106
5.1.4	Soils	106
5.1.5	Rivers	107
5.1.6	Climate	107
5.1.7	Rainfall	107
5.1.8	Area and population	108
5.1.9	Workers	108
5.1.10	Residential houses	108
5.1.11	Land utilization	109
5.1.12	Banks	110
5.1.13	Self Help Group	110

5.1.14	Health Facility	111
5.1.15	Educational Facility	111
5.1.16	Agricultural and Horticultural crop production	111
5.1.17	Fish Production	112
5.1.18	Agro Industries	112
5.1.19	Transport and communication	112
5.2	Tourism Potential of Sindhudurg District	113
5.3	Development of Tourism Places in Sindhudurg District	114
Chapter VI	**Planning for sustainable tourism development**	**118**
6.1	Introduction	118
6.2	Tourism planning process	118
6.3	Planning for sustainable tourism development	120
6.4	Characteristics of sustainable tourism planning	120
6.4.1	Public participation	120
6.4.2	Local benefit	121
6.4.3	Resource and environmentally based conservation	121
6.4.4	The sustainable tourism management	122
6.4.5	Educative purpose	122
6.4.6	Building satisfaction for the tourists	123
6.5	Components of sustainable tourism planning	124
6.5.1	Community participation promotion	124
6.5.2	Development of specialized tourism pattern	126
6.5.3	Tourism resource conservation	129
6.5.4	Developing service capacity of the local community	130
6.5.5	Sustainable tourism marketing management	133
6.5.6	Study the carrying capacity of destination	134
6.6	Stakeholders networking model for sustainable tourism development	135
Chapter VII	**Analysis and Interpretation of Data**	**143**
7.1	Introduction	143
7.2	Category-I: Study of Locals Residents	143
7.2.1	Demographic profile of the local residents	144
7.2.1.1	Age wise distribution of local residents	144
7.2.1.2	Gender of local residents	144
7.2.1.3	Marital status of local residents	145
7.2.1.4	Education qualification of local residents	145
7.2.1.5	Occupation of local residents	145
7.2.1.6	Major source of income of local residents	146
7.2.1.7	Annual income of the local residents	147
7.2.1.8	Awareness of local residents about Sindhudurg as a tourism tourist	147
7.2.1.9	Local participation in tourism activity	148
7.2.2	Local residents and positive economic impact	149
7.2.2.1	Number of respondents showing positive economic impact	149
7.2.2.2	Descriptive statistics for positive economic impact	150

7.2.2.3	One Sample T tests for positive economic impact	152
7.2.2.4	Two Sample T test and ANOVA test for positive economic impact	152
7.2.3	Local residents and negative economic impact	157
7.2.3.1	Number of respondent showing negative economic impact	157
7.2.3.2	Descriptive statistics for negative economic impact	158
7.2.3.3	One sample T test for negative economic impact	159
7.2.3.4	Two sample T test and ANOVA Test for negative economic impact	159
7.2.4	Local residents and positive socio-cultural impact	163
7.2.4.1	Number of respondent showing positive socio-cultural impact	163
7.2.4.2	Descriptive statistics for positive socio-cultural impact	165
7.2.4.3	One sample T test for positive socio-cultural impact	167
7.2.4.4	Two sample T test and ANOVA Test for positive socio-cultural impact	167
7.2.5	Local residents and negative socio-cultural impact	171
7.2.5.1	Number of respondent showing negative socio-cultural impact	171
7.2.5.2	Descriptive statistics for negative socio-cultural impact	172
7.2.5.3	One sample T test for negative socio-cultural impact	174
7.2.5.4	Two sample T test and ANOVA Test for negative socio-cultural impact	175
7.2.6	Local residents and positive environmental impact	179
7.2.6.1	Number of respondent showing positive environmental impact	179
7.2.6.2	Descriptive statistics for positive environmental impact	180
7.2.6.3	One sample T test for positive environmental impact	181
7.2.6.4	Two sample T test and ANOVA Test for positive environmental impact	181
7.2.7	Local residents and negative environmental impact	185
7.2.7.1	Number of respondents showing negative environmental impact	185
7.2.7.2	Descriptive statistics for negative environmental impact	186
7.2.7.3	One sample T test for negative environmental impact	187
7.2.7.4	Two sample T test and ANOVA Test for negative environmental impact	188
7.3	Category-II: Study of Tourists Respondents	192
7.3.1	Demographic and visitation profile of the tourist respondents	192
7.3.1.1	Age wise distribution of tourists	192
7.3.1.2	Marital status of tourist respondents	193
7.3.1.3	Education qualification of tourists	193
7.3.1.4	Occupation of tourists	194
7.3.1.5	Annual income of the tourist respondents	194

7.3.1.6	Travelling pattern of the tourists	195
7.3.1.7	Source of information for tourists about Sindhudurg	195
7.3.1.8	Mode of transport used by the tourists	196
7.3.1.9	Entry point of tourists to Sindhudurg	196
7.3.1.10	Purpose of tourists to visit Sindhudurg	197
7.3.1.11	Frequency of tourists visits to Sindhudurg	198
7.3.1.12	Accommodation type used by the tourists	198
7.3.1.13	Duration of tourists stay	199
7.3.1.14	No. of tourist interested to revisit to Sindhudurg	199
7.3.1.15	Expenditure of tourists	200
7.3.2	Tourists respondents and tourism potential of Sindhudurg district	201
7.3.2.1	Number of tourists responded towards tourism potential of Sindhudurg	201
7.3.2.2	One sample T test for tourism potential of Sindhudurg	205
7.3.2.3	ANOVA Test to analyse tourism potential	205
7.4	Category-III: Study of Tourism Professionals	210
7.4.1	Accommodation unit	211
7.4.1.1	Type of room, bed capacity and facilities in accommodation unit	211
7.4.1.2	Percentage occupancy and room rent	212
7.4.1.3	Employment in accommodation unit	213
7.4.1.4	Sources of raw material	213
7.4.1.5	Marketing and booking facilities	214
7.4.1.6	Awareness about tourism policy	214
7.4.2	Non-accommodation unit	214
7.4.2.1	Employment in non-accommodation unit	215
7.4.2.2	Average number of customer and income per day	216
7.4.2.3	Sources of raw material	216
7.4.2.4	Marketing and booking facilities	217
7.4.2.5	Awareness about tourism policy	217
7.4.3	Tourism professional and varied impact of tourism development	217
7.4.3.1	Number of tourism professional showing varied impact of tourism development	217
7.4.3.2	One sample T test for varied tourism impact	222
7.4.3.3	ANOVA Analysis	222
7.5	Fulfillment of objectives	223
7.5.1	To study the potential of study area for sustainable tourism development	223
7.5.2	To study the economic impacts of tourism in the study area	224
7.5.2.1	Positive economic impact	224
7.5.2.2	Negative economic impact	224
7.5.3	To assess the socio-cultural impact of tourism in the study area	225

7.5.3.1	Positive socio-cultural impact	225
7.5.3.2	Negative socio-cultural impact	225
7.5.4	To study the environmental impact of tourism in the study area	226
7.5.4.1	Positive environmental impact	226
7.5.4.2	Negative environmental impact	226
7.5.5	To find out whether tourism development in study area is sustainable	227
7.5.6	To suggest some sustainable tourism development plans for the study area	227
7.6	Position of hypothesis	228
Chapter VIII	**Summary, Conclusion and Recommendations**	**231**
8.1	Introduction	231
8.2	Summary of findings	231
8.3	Conclusion	245
8.4	Recommendations	248
	Scope for the Future Study	**252**
	Bibliography	**253**
	Appendices	**264**

LIST OF TABLES

Sr. No.	Table No.	Title of Table	Page No.
1	1.1	International Tourist Arrivals (world) 2000-2014	04
2	1.2	International Tourism Receipt, 2000-2013	07
3	1.3	International Tourist arrivals worldwide and by regions 2010-2013 (In millions)	10
4	1.4	International Tourism Receipt worldwide and by regions 2010-2014 (Receipts in US $ Billions)	12
5	1.5	Rank and percentage share of Top 10 countries of the world in International Tourist Arrival in 2014	14
6	1.6	Rank and percentage share of Top 10 countries of the world in International Tourism Receipt in 2014	15
7	1.7	Foreign Tourist Arrivals (FTAs) in India, 2000-2014	17
8	1.8	Month-wise Foreign Tourist Arrival (FTAs) in India, 2013-14	19
9	1.9	Top 10 Source Countries for Foreign Tourist Arrivals (FTAs) in India, 2014	21
10	1.10	Share of Top 10 States/UTs of India in Number of Foreign Tourist Visits in 2014	23
11	1.11	Mode of Travel of Foreign Tourist Arrivals (FTAs) in India	25
12	1.12	Share of India in International Tourist Arrivals in World and Asia & the Pacific Region, 2000-2014	26
13	1.13	Foreign Exchange Earning (FEE) from Tourism in India, 2000-2014	28
14	1.14	Share of India in International Tourism Receipt in World and Asia & the Pacific Region, 2000-2014	31
15	1.15	Number of Indian Nationals Departures (INDs) from India, 2000-2014	33
16	1.16	Number of Domestic Tourist Visits to all States/UTs in India, 2000-2014	35
17	1.17	Share of Top 10 States/UTs of India in Number of Domestic Tourist Visits in 2014	37

18	1.18	Numbers of Approved Hotels and Availability of Hotel Rooms in the Country, as on 31 December 2014	39
19	1.19	Numbers of Operators Approved by the Ministry of Tourism in the Country, as on 31st December 2014	39
20	1.20	Scheme-Wise Plan Allocations and Expenditure 2014-2015	40
21	2.1	Selection of Tourist Sites	49
22	2.2	Classification Tourism Business Professionals	50
23	2.3	Chapter scheme of the thesis	54
24	5.1	Land utilization pattern of Sindhudurg district	109
25	5.2	Present status of development of tourism places in Sindhudurg district	114
26	7.1	Age of Local Residents	144
27	7.2	Sex of Local Residents	144
28	7.3	Marital Status of Local Residents	145
29	7.4	Educational Qualification of Local Residents	145
30	7.5	Occupation of local residents	146
31	7.6	Major source of income of local residents	146
32	7.7	Annual income of the local residents	147
32	7.8	Awareness of local residents about Sindhudurg as a tourism district	148
33	7.9	No of local residents engaged in tourism activity	148
34	7.10	Number of respondents showing positive economic impact	149
35	7.11	Descriptive statistics for positive economic impact	151
36	7.12	Groups of the local residents	152
37	7.13	Two sample T test analysis	153
38	7.14	Descriptive statistics for location wise groups	154
39	7.15	ANOVA Table	154
40	7.16	Descriptive statistics for education wise groups	155
41	7.17	ANOVA Table	155
42	7.18	Descriptive statistics for occupation wise groups	156
43	7.19	ANOVA Table	156
44	7.20	Number of respondents showing negative economic impact of tourism development	157

45	7.21	Descriptive statistics for negative economic impact	158
46	7.22	Two sample T test analysis	160
47	7.23	Descriptive statistics for location wise groups	161
48	7.24	ANOVA Table	161
49	7.25	Descriptive statistics for education wise groups	162
50	7.26	ANOVA Table	162
51	7.27	Descriptive statistics for occupation wise groups	163
52	7.28	ANOVA Table	163
53	7.29	Number of respondents showing positive socio-cultural impact of tourism development	164
54	7.30	Descriptive statistics for positive socio-cultural impact	166
55	7.31	Two sample T test analysis	168
56	7.32	Descriptive statistics for location wise groups	168
57	7.33	ANOVA Table	169
58	7.34	Descriptive statistics for education wise groups	169
59	7.35	ANOVA Table	170
60	7.36	Descriptive statistics for occupation wise groups	170
61	7.37	ANOVA Table	171
62	7.38	Number of respondents showing negative socio-cultural impact of tourism development	172
63	7.39	Descriptive statistics for negative socio-cultural impact	173
64	7.40	Two sample T test analysis	175
65	7.41	Descriptive statistics for location wise groups	176
66	7.42	ANOVA Table	176
67	7.43	Descriptive statistics for education wise groups	177
68	7.44	ANOVA Table	177
69	7.45	Descriptive statistics for occupation wise groups	178
70	7.46	ANOVA Table	178
71	7.47	Number of respondents showing positive environmental impact of tourism development	179
72	7.48	Descriptive statistics for positive environmental impact	180
73	7.49	Two sample T test analysis	182

74	7.50	Descriptive statistics for location wise groups	183
75	7.51	ANOVA Table	183
76	7.52	Descriptive statistics for education wise groups	184
77	7.53	ANOVA Table	184
78	7.54	Descriptive statistics for occupation wise groups	185
79	7.55	ANOVA Table	185
80	7.56	Number of respondents showing negative environmental impact of tourism development	186
81	7.57	Descriptive statistics for negative environmental impact	187
82	7.58	Two sample T test analysis	188
83	7.59	Descriptive statistics for location wise groups	189
84	7.60	ANOVA Table	190
85	7.61	Descriptive statistics for education wise groups	190
86	7.62	ANOVA Table	190
87	7.63	Descriptive statistics for occupation wise groups	191
88	7.64	ANOVA Table	191
89	7.65	Age of Tourist Respondents	193
90	7.66	Marital status of tourist respondents	193
91	7.67	Educational Qualification of Tourist Respondents	193
92	7.68	Occupation of Tourist Respondents	194
93	7.69	Annual income of tourists	194
94	7.70	Travelling pattern of tourists	195
95	7.71	Source of information for tourists about Sindhudurg	195
96	7.72	Mode of transport used by the tourists	196
97	7.73	Entry point of tourists to Sindhudurg	197
98	7.74	Purpose of tourists to visit Sindhudurg	197
99	7.75	Frequency of tourists visits to Sindhudurg	198
100	7.76	Accommodation type used by the tourists	198
101	7.77	Duration of tourists stay	199
102	7.78	No of tourists interested to revisit	199
103	7.79	Per day expenditure of tourists (In Rs.)	200
104	7.80	Per day expenditure pattern of tourists	200

105	7.81	Number of tourists showing tourism potential of Sindhudurg district	201
106	7.82	Descriptive statistics for tourism potential of Sindhudurg district	202
107	7.83	Groups of the tourists' respondents	205
108	7.84	Descriptive statistics for age wise groups	206
109	7.85	ANOVA Table	207
110	7.86	Descriptive statistics for location wise groups	207
111	7.87	ANOVA Table	208
112	7.88	Descriptive statistics for educational groups	208
113	7.89	ANOVA Table	208
114	7.90	Descriptive statistics for occupation wise groups	209
115	7.91	ANOVA Table	209
116	7.92	Category of Tourism Professionals	210
117	7.93	Place of origin of employees in accommodation unit	213
118	7.94	Place of origin of employees in non-accommodation unit	215
119	7.95	Number of tourism professionals showing varied impact of tourism development	217
120	7.96	Descriptive statistics for varied tourism impact by tourism professionals	219
121	7.97	Positive impact of tourism development	221
122	7.98	Negative impact of tourism development	221
123	7.99	Descriptive statistics for category of tourism professionals	222
124	7.100	ANOVA Table	223

LIST OF FIGURES

Sr. No.	Figure No.	Title of Figure	Page No.
1	1.1	Trend in International Tourist Arrivals (world) 2000-2013	05
2	1.2	Trend in international tourism receipt (US $ Billion) 200-2013	09
3	1.3	International tourist arrivals by regions with percentage share in world during 2014	11
4	1.4	Percentage shares of regions in international tourism receipt in 2013	13
5	1.5	Percentage shares of top 10 countries of the world in international tourist arrival in 2014	15
6	1.6	Percentage shares of top 10 countries of the world in international tourism receipt in 2014	16
7	1.7	Trend in foreign tourist arrivals (FTAs) in India, 2000-2013	18
8	1.8	Month-wise Foreign Tourist Arrival (FTAs) in India, 2013-14	19
9	1.9	Percentage shares of top 10 source countries for foreign tourist arrivals (FTAs) in India, 2014	22
10	1.10	Percentage share of top 10 States/UTs of India in number of foreign tourist visits in 2014	24
11	1.11	Percent distribution of foreign tourist arrivals (FTAs) by mode of travel in India	25
12	1.12	Trend in percentage share of India in international tourist arrivals in world and Asia and the Pacific region 2000-2014	27
13	1.13	Foreign Exchange Earning (FEE) from tourism in India, 2000-2014 (in US$ million)	29
14	1.14	Foreign Exchange Earning (FEE) from tourism in India, 2000-2014 (in Rs, Crore)	30
15	1.15	Trend in percentage share of India in international tourism receipt in world and Asia and the Pacific region 2000-2014	32
16	1.16	Number of Indian Nationals Departures (INDs) from India, 2000-2014	34
17	1.17	Trend in Number of Domestic Tourist Visits to all States/UTs in India, 2000-2014	36

18	1.18	Percentage Share of Top 10 States/UTs of India in Number of Domestic Tourist Visits in 2014	38
19	4.1	Doxey's Irridex Model	97
20	4.2	Tourism Area Life Cycle	99
21	5.1	Land utilization pattern of Sindhudurg district	110
22	5.2	Tahsil wise no of sanctioned tourism development project	115
23	5.3	Tahsil wise Expenditure incurred on tourism development	116
24	6.1	Networking of Stakeholders for sustainable tourism development	136

LIST OF APPENDICES

Sr. No.	Appendix No.	Title of Appendix	Page No.
1	I	Sindhudurg District Tourism Map	264
2	II	Information of tourist places, art, culture and tradition of Sindhudurg district.	265
3	III	Photographs	281
4	IV	List of the Bed & Breakfast type accommodation unit	299
5	V	Questionnaire for Local Residents	308
6	VI	Questionnaire for tourist	312
7	VII	Questionnaire for accommodation units	318
8	VIII	Questionnaire for non-accommodation units	322

CHAPTER I

INTRODUCTION TO TOURISM AND ITS DEVELOPMENT

1.1 Introduction:

Since from the ancient time, travel and tourism were one of the important social activities for the human being. Human being is always in search of new places for entertainment as well for peace. Now a days travel and tourism become easier due to advancement in technology. This technological advancement calls for the changes in the tourism industry which makes it rapidly growing industry of the world. The growth of this industry is become rapid due to increasing income level, increased leisure time and reduction in the cost of traveling. As large no of people travel across the world there is huge investment in this industry worldwide. Every country has sets his own standards for tourism development and try to grab the opportunity of foreign currencies by developing their destinations as per international standards.

In this chapter concept of tourism was discussed by considering the different perspectives and forms of tourism also the various definitions of tourism were mentioned. This chapter gives in detailed picture of recent tourism growth at international as well as at national level in terms of tourist arrivals and tourism receipt.

1.2 Tourism concept and meaning:

The word tourism has its own development, which roots are dipped into a very ancient history. According to Jews the word 'Torah' found similar to tour which means study or search. According to Latin, the original word ‘Tornos’ means a round wheel like instrument was found close to tourism. With reference to Sanskrit language ‘Paryatan’ means travelling for recreation or to study something. ‘Deshatan’ word used to describe travelling activity for earning money and ‘Tirthatan’ is the third

parallel word for tourism which explains the travelling activity for religious purpose. (Talwar, 2006)[1]

From geographical perspective, tourism is related with geographical location, climate, the landscape, the environment and the physical planning of a place. From sociological perspective tourism is considered as a social activity. It is nothing but interaction between different cultures and communities. From the historical perspective tourism is as study of the factors which are responsible for the initiation of tourism to a particular destination. Managerial perspective considered tourism as an industry and therefore helps to incorporate managerial skills in order to be properly managed. This perspectives studies different management functions like planning, co-ordination, controlling, directing, staffing and so on in relation with tourism industry. From an economic sense tourism is a major source of income generation, foreign exchange earnings and of employment. (www.academia.edu)[2]

1.3 Definition of tourism:

The World Tourism Organization (UNWTO) gives a comprehensive view about explaining the term tourism "Any person residing within a country, irrespective of nationality, traveling to place within this country other than his usual place of residence for a period of not less than 24 hours or one night for a purpose other than the exercise of remunerated activity in the place visited. The motives for such travel may be leisure (recreation, holidays, health, studies, religion, and sports): business, family, mission, and meeting". (Talwar, 2006)[1]

Burkart and Medik (1974)[3] offer a comprehensive, yet simple set of principles defining tourism:

- Tourism is a phenomenon as well as amalgamation of relationships.

- It has two elements, travelling to destinations as a dynamic element and stay at a destination as a static element.
- It is an activity of temporary and short term movement that takes place away from the normal place of residence and work.
- It does not involve travelling for taking up permanent residence or for employment as a source of income. (Edward, 2005) [4]

1.4 Forms of Tourism:

In 1994, the UNWTO[5] identified three forms of tourism in its recommendations on tourism statistics.

1. **Domestic Tourism**, involves travelling within the country of nationality for tourism.
2. **Inbound Tourism**, involving citizen of other country traveling in the given country.
3. **Outbound Tourism**, refers to traveling to another country for tourism.

These three basic forms of tourism can be combined in various ways to derive the following categories of tourism.

A) Internal tourism, includes domestic and inbound tourism;

B) National tourism, combines domestic and outbound tourism;

C) International tourism is a study of inbound and outbound tourism.

1.5 International Tourism Growth:

Tourism has emerged as a force that influenced almost every aspect of life. It has developed as one of the important tool for socio-economic growth. It contributes in poverty alleviation, eliminating economic disparities, reducing social inequalities and so much. Beside tourism has emerged as a source of wealth generation for the rich as well as poor countries. Tourism is also working as a peace manger while

creating a global and regional socio-political environment for peaceful co-exist of the cultures and societies. It can be known as a means to strike equilibrium of global peace process through development. (Sharma 2012)[6]

1.5.1 International Tourist arrivals:

WTO's Tourism statistics are published in Tourism Highlights released annually on the occasion of World Tourism Day-27th September. It provides a set of data and trends for international tourism. World Tourism Barometer provides the Information on short term tourism data and trends. Instead of giving country wise data, WTO publishes region and sub region wise data. Six regions are recognized viz, Europe, Asia and the Pacific, South Asia, Americas, Africa and Middle East. (K. Rajesh 2009) [7]

Table 1.1: International Tourist Arrivals (world) 2000-2014

Year	International Tourist Arrival (In Millions)	Annual Growth Change rate over previous year (%)
2000	683.3	7.8
2001	683.4	0.2
2002	703.2	2.9
2003	691.0	-1.7
2004	762.0	10.3
2005	798.0	5.4
2006	846.0	5.3
2007	894.0	5.7
2008	917.0	2.6
2009	885.0	-3.8
2010	949.0	7.2
2011	995.0	4.8
2012	1035.0	4.0
2013	1087.0	5.0
2014	1133.0	4.2

(**Source:** India Tourism Statistics 2013, India tourism Statistics at a glance-2014 UNWTO Tourism Highlights 2015 Edition)

The international tourism has been unfrequented growth over the years. During 1992-2014 international tourist arrivals grew from 435 million to 1133 million showing a percentage change of 160% for a period around 20 years. In fact the growth rate as compare to last year was 4.2 percent.

Table 1.1 shows the International Tourist Arrivals (in million) and respective growth rate i.e. change rate over the previous year. The data was collected for the year 2000-2014. As per the table it was noticed that the international tourist arrivals grew from 683.3 million in 2000 to 1133.0 million in 2014. There was a steady growth in international tourist arrivals except the years 2003 and 2009. During this year negative growth was observed with respect to the previous year. After 2000, the maximum growth was observed during 2004 i.e. 762.0 million with annual growth of 10.03 percent.

Figure 1.1: Trend in International Tourist Arrivals (world) 2000-2013



(**Source:** India Tourism Statistics 2013, India tourism Statistics at a glance-2014 UNWTO Tourism Highlights 2015 Edition)

Figure 1.1 explains the trend in international tourist arrival worldwide during the period 2000-2014. The data from the Table 1.1 can be better understood with the help of following graph. During 2002 and 2003 there was a decreasing trend, from 2003 onwards up to 2008 continuously increasing trend, again decline in 2009 and then increases with a fluctuating rate.

This was very important to note here that in the year 2003 the flow of international tourist arrival was reduced to 691.0 million from 703.2million in 2002 with growth rate of -1.7 percent but immediately in 2004 the flow of international tourist arrival was increased by 10.3 percent. The same condition was observed in the year 2009, in this year international tourist arrival reduced by -3.8 percent and regain its position in 2010 with annual growth rate of 7.2 percent, with 949.0 million international tourist arrivals. But it was also observed that after 2010 international tourist arrival was increased by decreasing rate i.e. 4.8 percent in 2011 and 4.0 percent in 2012. The growth rate was slightly increased by 1.0 percent in 2013 i.e. 5.0 percent annual growth was observed with 1087.0 million international tourist arrivals with respect to previous year. Very meager growth was observed during the year 2001, i.e. 683.4 million international tourist arrivals with growth rate of 0.2 percent.

The international tourism developed certain characteristics over the years were mentioned below:

- There is a constant growth of international tourism with minor interruptions. This phenomenon is an expression of increasing influence of tourism in the world economy and greater recognition from the communities and tourists.
- The growth is constant but the growth rate fluctuates. This happens due to occurrence of unforeseen situations like terrorism, decline in the value of dollar, petrol and oil factor etc.

The phenomenon of tourism is even more remarkable in terms of growth, spread and diversification. The fast growth and spread not only resulted in the globalization of people movements as never, before but also contributed in creating a vibrant industry and opportunities for millions of people and its generated economic significance too.

1.5.2 International Tourism Receipt:

International tourism receipts are a major source of earning for most of the countries in the world. Table 1.2 shows the international tourism receipts for the selected year 2000 - 2014.

Table 1.2: International Tourism Receipt, 2000-2013

Year	International Tourism Receipt (In US $ Billion)	Annual Growth (%)
2000	475.3	4.3
2001	463.8	-2.4
2002	481.9	3.9
2003	529.3	9.8
2004	633.2	19.6
2005	679.6	7.3
2006	744.0	9.5
2007	857.0	15.2
2008	939.0	9.6
2009	853.0	-9.4
2010	931.0	9.1
2011	1042.0	12.0
2012	1078.0	3.4
2013	1197.0	11.0
2014	1245.0	4.0

(**Source:** India Tourism Statistics 2013, India tourism Statistics at a glance-2014 UNWTO Tourism Highlights 2015 Edition)

Now a day's tourism is a fastest growing industry therefore both the developed and developing countries are relying heavily on tourism. They have promoted and supported tourism on a large scale. Tourism adds foreign exchange earning to the country. Spending done by visitors on their visits generate income for both public and private sectors, besides affecting wages and employment opportunities. This income can be used to develop the tourism infrastructure as well as for the countries developmental plan. Destination countries count receipts from international tourists as a export earnings.

It can be seen from the above table that international tourism receipts increased from US$ 475.3 billion in 2000 to US$1245.0 billion in 2014. The highest growth in tourism receipt was observed in the year 2004, i.e. 19.6 percent with US$ 633.2 billion, this was due to rapidly increase in the tourist arrivals. Negative growth in international tourism receipt -2.4 percent and -9.4 percent were observed in the year 2001 and 2009 respectively.

In the year 2003 international tourist arrivals showed the negative growth of -1.7 percent over the previous year but the tourism receipt showed the positive growth of 9.8 percent. In the year 2011 tourism receipt showed the growth of 12.0 percent but in the later year's upto 2013 the growth was at slower rates, 3.4 percent and 11.0 percent in the year 2012 and 2013 respectively. In general international tourism receipts increases constantly over the year but the growth rate is fluctuating considerably.

Figure 1.2 shows the trend in international tourism receipt in US$ Billion. Decline trend observed during 2001 and in 2009. Increasing trend with maximum growth rate over the previous year was observed during 2004 and in 2007.

Figure 1.2: Trend in international tourism receipt (US $ Billion) 200-2013



(**Source:** India Tourism Statistics 2013, India tourism Statistics at a glance-2014 UNWTO Tourism Highlights 2015 Edition)

1.5.3 International Tourist arrivals worldwide and by regions:

Table 1.3 presents the international tourist arrivals worldwide and by region during the year 2010, 2011, 2012, 2013 and 2014. The contribution of South Asia was not shown separately. In certain analysis, due to the very small figure, UNWTO merge the contribution of South Asia with the Asia and the Pacific region.

International tourist arrival grew by 4.3 percent in 2014 and reached a record of 1133 million arrivals worldwide up from 1087 million in 2013, when the 1 billion mark was exceeded for the first time ever. Despite a global economy in low gear, demand for international tourism exceeded expectations, with an additional 46 million international tourists traveling internationally in 2014. In 2012, world tourism continued to rebound from the setbacks of 2008-09, suffered due to the global financial visits and economic recession.

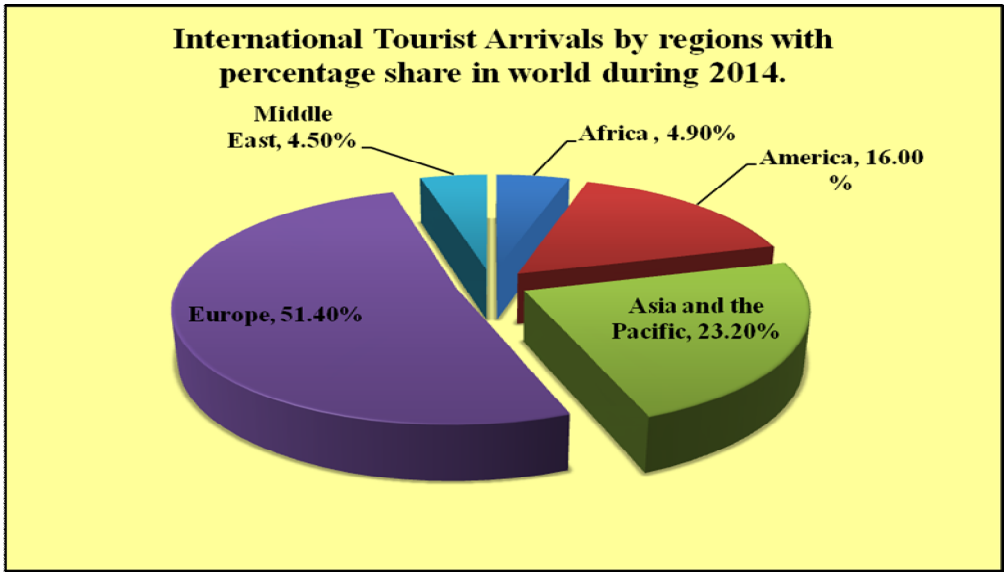
Table 1.3: International Tourist arrivals worldwide and by regions 2010-2013 (In millions)

Sr. No.	Region	2010	2011	2012	2013	2014
1.	**World** Arrivals	949.0	995.0	1035.0	1087.0	1133.0
	% Annual Change	7.23	4.85	4.02	4.6	4.3
2.	**Africa** Arrivals	49.9	49.4	52.4	54.4	55.7
	% Annual Change	8.71	-1.00	6.07	4.7	2.4
	% Share in world	5.3	5.00	5.10	5.00	4.9
3.	**America** Arrivals	150.6	156.0	163.1	167.5	181.0
	% Annual Change	6.14	3.72	4.55	3.1	8.0
	% Share in world	15.8	15.7	15.8	15.4	16.0
4.	**Asia and the Pacific** Arrivals	205.1	218.2	233.6	249.8	263.3
	% Annual Change	13.25	6.39	7.06	6.8	5.4
	% Share in world	21.6	21.9	22.6	22.98	23.2
5.	**Europe** Arrivals	485.6	516.4	534.2	566.4	581.8
	% Annual Change	4.75	6.36	3.45	4.9	2.7
	% Share in world	51.6	51.9	51.6	52.10	51.4
6.	**Middle East** Arrivals	58.2	54.9	52.0	48.4	51.0
	% Annual Change	11.67	-5.67	-5.28	-3.1	5.4
	% Share in world	6.1	5.5	5.00	4.45	4.5

(Source: India Tourism Statistics 2013, UNWTO Tourism Highlights 2015)

Following figure 1.3 gives the pictorial view of percentage share of various regions in the word in international tourist arrivals in 2014. Europe is the major region in international tourist arrival, receiving 51.4% of the international tourist. Middle East countries receiving only 4.45% of the international tourist and ranks last. In 2015 growth is expected to continue at a sustained rate of 3% to 4% worldwide.

Figure 1.3: International tourist arrivals by regions with percentage share in world during 2014



(**Source:** India Tourism Statistics 2013, India tourism Statistics at a glance-2014 UNWTO Tourism Highlights 2015 Edition)

1.5.4 International tourism receipt worldwide and by regions:

Table 1.4 shows the international tourism receipt worldwide and by regions during the year 2010-2014.

It was observed from the table that international tourism receipts increased from US$ 931.0 billion in 2010 to US$ 1245.0 billion in 2014. The maximum receipt were recorded by the European region, US$ 508.9 billion in 2014 with 3.6 percent annual change over the previous year 2013, US$ 491.7 billion. The market share of Europe in the world was 40.9 percent in 2014. Europe ranked first in international tourism receipt over the year from 2010 to 2014. This was followed by Asia and the Pacific with a receipt of US$ 376.8 billion in 2014. The market share of this region in the world was 30.3 percent; the growth in tourism receipt was achieved with a growth rate of 4.1 percent over the previous year 2013, where tourism receipts were US$ 360.7 billion.

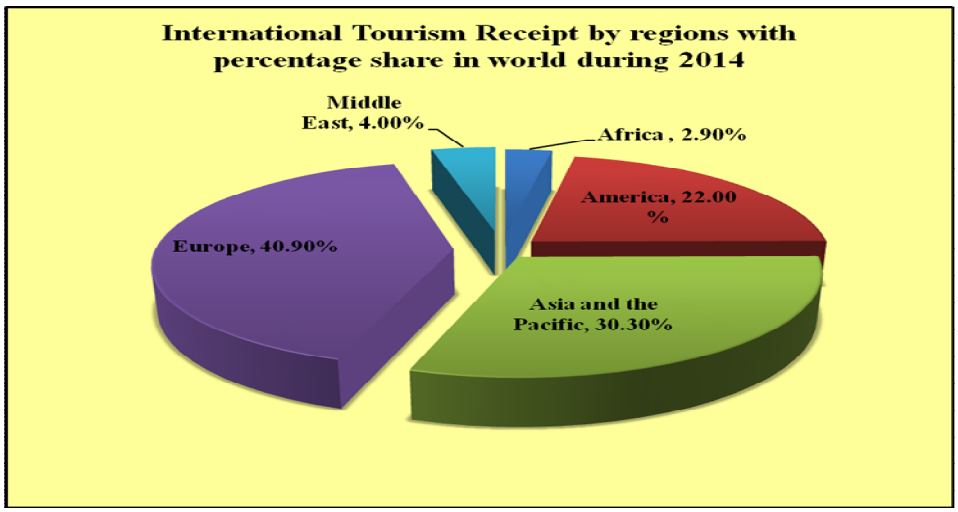
Table 1.4: International Tourism Receipt worldwide and by regions 2010-2014 (Receipts in US $ Billions)

Sr. No.	Region	2010	2011	2012	2013	2014
1.	**World** Receipt	931.0	1042.0	1078	1197.0	1245.0
	% Annual Change	9.1	12.0	3.4	5.1	3.7
2.	**Africa** Receipt	30.4	32.7	34.3	35.5	36.4
	% Annual Change	7.0	7.6	4.89	2.6	2.9
	% Share in world	3.3	3.1	3.2	2.9	2.9
3.	**America** Receipt	180.7	197.9	212.9	264.2	274.0
	% Annual Change	8.7	9.5	7.6	4.7	3.1
	% Share in world	19.5	19.0	19.7	19.8	22.0
4.	**Asia and the Pacific** Receipt	255.3	298.6	329.1	360.7	376.8
	% Annual Change	25.0	17.0	10.2	8.6	4.1
	% Share in world	27.5	28.7	30.5	30.9	30.3
5.	**Europe** Receipt	409.3	466.7	454.0	491.7	508.9
	% Annual Change	-0.7	14.0	-2.7	4.2	3.6
	% Share in world	44.2	44.8	42.11	42.2	40.9
6.	**Middle East** Receipt	51.7	46.4	47.5	45.2	49.3
	% Annual Change	22.5	-10.3	2.4	-6.9	5.7
	% Share in world	5.6	4.5	4.4	4.0	4.0

(Source: India Tourism Statistics 2012, UNWTO Tourism Highlights 2014 Edition)

American received US$ 274.0 billion in 2014 with a growth rate of 3.1 percent and market share of 22.0 percent. Middle East and Africa recorded some what different trend in international tourism receipts i.e. US$ 49.3 billion and US$ 36.4 billion respectively in 2014. The market share of Middle East was 4.0 percent and Africa was 2.9 percent in 2014.

Figure 1.4: Percentage shares of regions in international tourism receipt in 2013.



(**Source:** India Tourism Statistics 2013, India tourism Statistics at a glance-2014 UNWTO Tourism Highlights 2015 Edition)

The above Figure 1.4 clearly showed wide disparity in tourism receipts among the different regions. It may be noted that American with only 16.0 percent share of international tourist arrivals in world have obtained a 22.0 percent share in international tourism receipt during 2014. It may be due to the fact that the geographical vastness of the region compels the foreign tourists to prolong their stay there.

1.5.5 Share of Top 10 countries of the world in international tourist arrival and in international tourism receipt:

Table 1.5 and 1.6 presents the data on rank and percentage share of top 10 countries of the world in international tourist arrivals and international tourism receipt.

In 2014, France was at 1st position in the ranking of international tourist arrivals with 83.8 million tourists, and at 3rd position in international tourism receipts with US$ 57.4 billion. The United States ranked 1st in receipts with US$ 177.2 billion, and 2nd in arrivals with 74.8 million tourists. Spain was at 2nd position in tourism

receipt with US$ 65.2 billion and occupies the 3rd position in arrivals with 65 million tourists. China was at 4th position both in arrivals (55.6 million) and in receipts (US$ 56.9 billion) showing 10% growth in 2014.

Italy was at 5th rank in international tourist arrivals and 7th in international tourism receipts. Turkey was at 6th place in arrivals and 12th in receipts, followed by Germany (7th in arrivals and 8th in earnings). The United Kingdom ranked 8th in arrivals.

Table 1.5: Rank and percentage share of Top 10 countries of the world in International Tourist Arrival in 2014

Rank in 2014	Country	International Tourist Arrival in 2014 (In millions)	Percentage Share in world 2013 (%)
1.	**France**	83.8	7.40
2.	**United States**	74.8	6.60
3.	**Spain**	65.0	5.74
4.	**China**	55.6	4.91
5.	**Italy**	48.6	4.29
6.	**Turkey**	39.8	3.51
7.	**Germany**	33.0	2.91
8.	**United Kingdom**	32.6	2.88
9.	**Russian Federations**	29.8	2.63
10.	**Mexico**	29.3	2.59

(Source: India Tourism Statistics 2013, India tourism Statistics at a glance-2014)

The Russian Federation was at 9th place in arrivals. In 2014, in the ranking by arrivals, Mexico upgraded five places and re-enter in to the Top 10 at 10th position. In the ranking by tourism receipts, United Kingdom moved up to 6th position, France and Macao (China) both moved down to 3rd and 5th position and Thailand moved down to 9th position respectively.

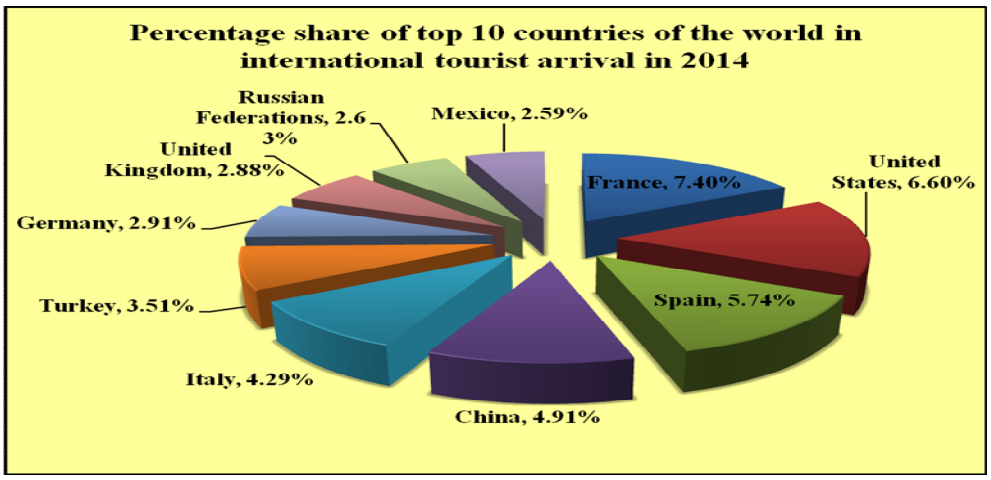
Table 1.6: Rank and percentage share of Top 10 countries of the world in International Tourism Receipt in 2014.

Rank in 2013	Country	International Tourism Receipt in 2014 (In US$ Billions)	Percentage Share in world 2014 (%)
1.	**United States**	177.2	14.20
2.	**Spain**	65.2	5.22
3.	**France**	57.4	4.60
4.	**China**	56.9	4.56
5.	**Maccao (China)**	50.8	4.07
6.	**United Kingdom**	45.9	3.68
7.	**Italy**	45.5	3.65
8.	**Germany**	43.3	3.47
9.	**Thailand**	38.4	3.08
10.	**Hong Kong (China)**	38.4	3.08

(Source: India Tourism Statistics 2013, India tourism Statistics at a glance-2014)

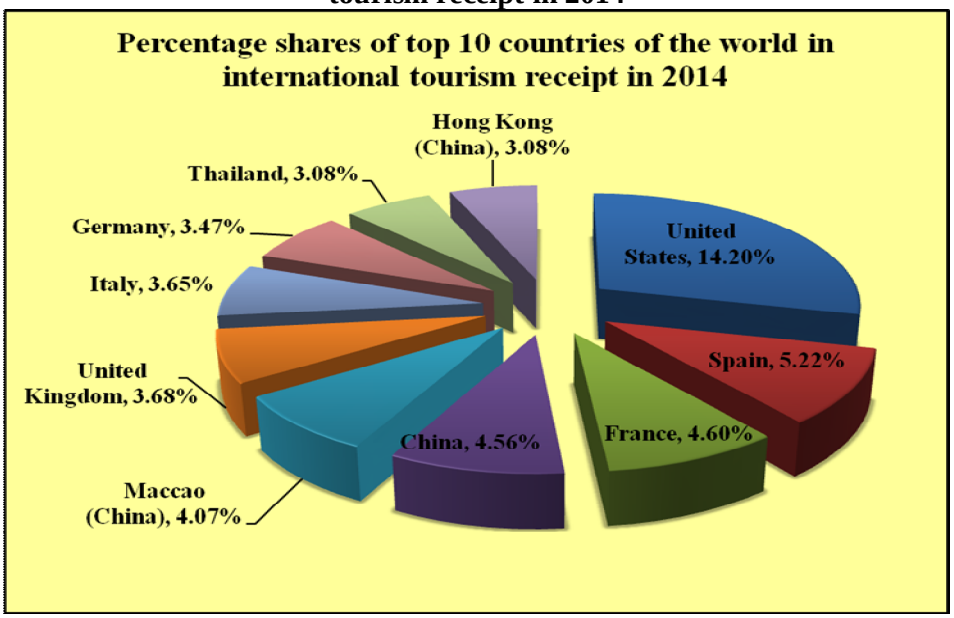
Following figure 1.5 presents the data on percentage share of top ten countries of the world in international tourist arrival in 2014.

Figure 1.5: Percentage shares of top 10 countries of the world in international tourist arrival in 2014



(**Source:** India Tourism Statistics 2013, India tourism Statistics at a glance-2014 UNWTO Tourism Highlights 2015 Edition)

Figure 1.6: Percentage shares of top 10 countries of the world in international tourism receipt in 2014



(**Source:** India Tourism Statistics 2013, India tourism Statistics at a glance-2014 UNWTO Tourism Highlights 2015 Edition)

1.6 Development of tourism in India:

The development of tourism in India can be understood through a segment wise assessment. These segment are viz, Inbound tourism, Outbound tourism and Domestic tourism. In developing countries like India, tourism is the major sector of national economy. It has became the fastest growing service industry in the country with great potential for its future expansion and diversification

1.6.1 Inbound tourism in India:

1.6.1.1 Foreign Tourist Arrivals (FTA's) in India:

The Table 1.7 shows the foreign tourists arrivals (FTA's) in India during the period 2000-2014 with respective growth rates over the previous year.

It is observed from the table that, there was a fluctuating growth in terms of foreign tourist's arrivals in India. During the years 2000-2002 there was continuous decline trend observed in number of FTA's in India, with a growth rate changed from 6.7%, -4.2% and – 6.0% in the year 2000, 2001 and 2002 respectively. Year 2003 and

20004 shows the better performance in FTA, with respect to previous year. In the year 2004, highest growth rate was recorded i.e. of 26.8% over the previous year. The FTA's reached to 3.46 million in this year. From the year 2003 to 2005 there was a constant growth in FTA's in India. The FTA's reached to 5.28 million in 2005 from 2.73 million in 2003, but the important thing to be noted here that the growth rate was increasing slightly. In the year 2008 FTA's increased with decreasing rate of 4.00% over the previous year where the growth rate of 14.3% was observed.

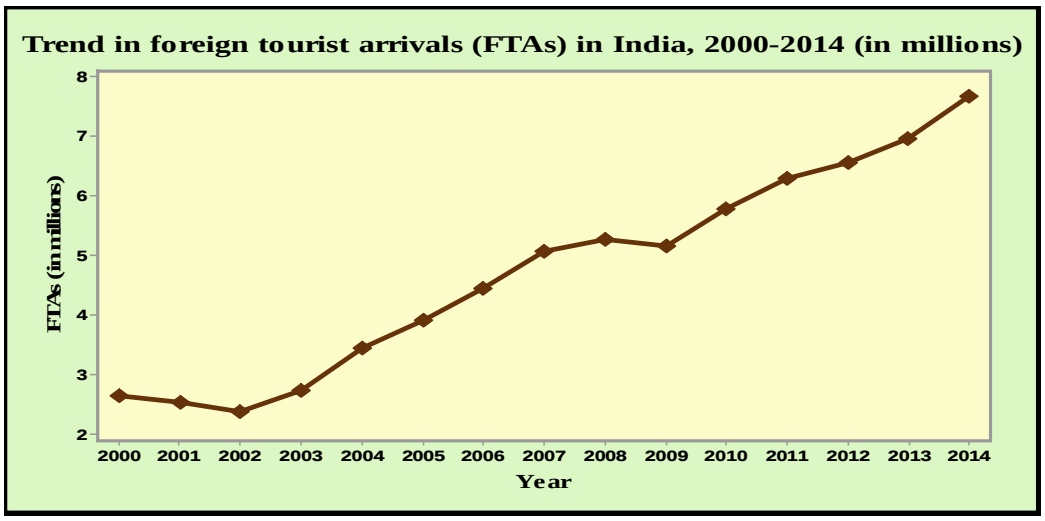
Table 1.7: Foreign Tourist Arrivals (FTAs) in India, 2000-2014

Year	FTAs in India (In Million)	Percentage change over the previous year (%)
2000	2.65	6.7
2001	2.54	-4.2
2002	2.38	-6.0
2003	2.73	14.3
2004	3.46	26.8
2005	3.92	13.3
2006	4.45	13.5
2007	5.08	14.3
2008	5.28	4.00
2009	5.17	-2.2
2010	5.78	11.8
2011	6.31	9.20
2012	6.58	4.30
2013	6.97	5.9
2014	7.68	10.2

(Source: India Tourism Statistics 2013, India tourism Statistics at a glance-2014)

This growth in FTA was set back in 2009, in this year 5.17 million FTA was recorded with negative annual growth of -2.2, over the previous year. This was mainly due to the recession in global economy and the rapid spread of H1N1 virus. After that growth in FTA's was recorded but with fluctuating annual growth. The FTA's was reached to 7.68 million in 2014 with 10.2% annual growth rate over the previous year. In 2010 the growth rate was 8.11% increased to 9.20% in 2011, decline to 4.30 in 2012 and again rise by 5.9 % in 2013 respectively over the previous years.

Figure 1.7: Trend in foreign tourist arrivals (FTAs) in India, 2000-2013



(**Source:** India Tourism Statistics 2013, India tourism Statistics at a glance-2014 UNWTO Tourism Highlights 2015 Edition)

By studying Table 1.7 and Figure 1.7 it was concluded that the FTA's was reached to 7.68 million in 2014 with fluctuating growth rates. This fluctuating growth rate was observed due to changes in the global economy and structural changes in the global socio-political economy.

1.6.1.2 Seasonality in foreign tourist Arrivals:

The seasonal (month wise) distribution of FTA's in India for the period of 2013 and 2014 was presented in Table 1.8.

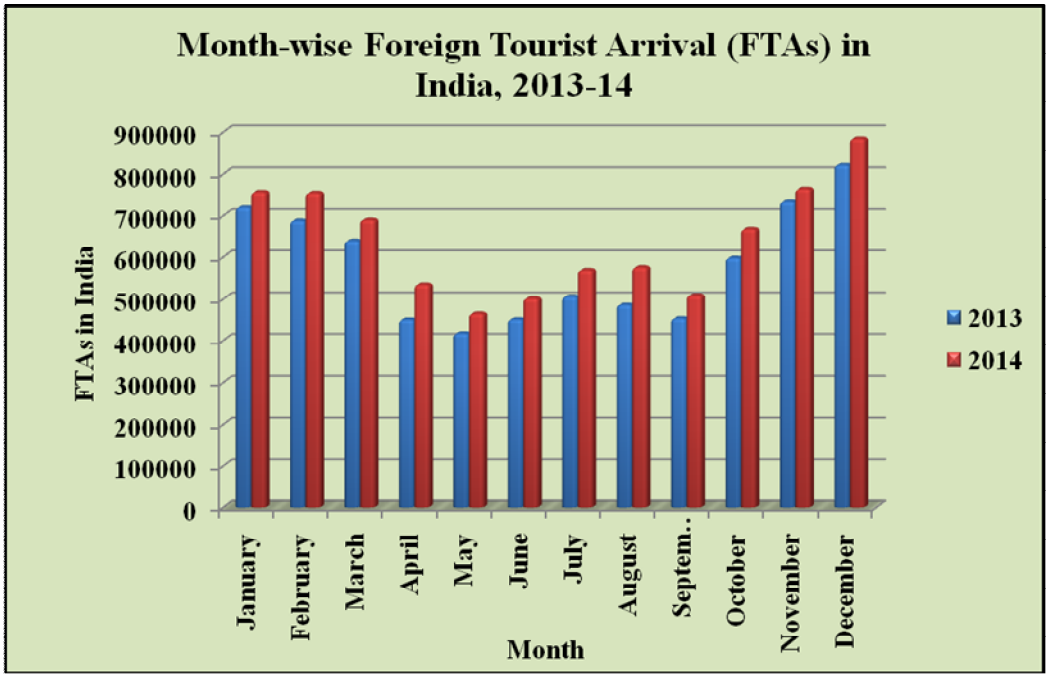
From the following table, it can be seen that, in 2013 and 2014 the maximum numbers of foreign tourist arrivals was recorded in the month of December and minimum number of foreign tourist arrivals was recorded in the month of May. The difference between the maximum (821581) and minimum (417453) was 404128 in 2013, where as this difference between maximum (885144) and minimum (465043) was increased to 420101 in 2014.

Table 1.8: Month-wise Foreign Tourist Arrival (FTAs) in India, 2013-14.

Month	Foreign Tourist Arrivals(FTAs) in India		Percentage Change (%)
	2013	2014	2014/13
January	720321	757786	5.2
February	688569	755678	9.7
March	639530	690441	8.0
April	450580	535321	18.8
May	417453	465043	11.4
June	451223	502028	11.3
July	506427	568871	12.3
August	486338	575750	18.4
September	453561	509142	12.3
October	598095	668398	11.8
November	733923	765497	4.3
December	821581	885144	7.7
Total	**6967601**	**7679099**	**10.2**

(**Source:** India Tourism Statistics 2013, India tourism Statistics at a glance-2014)

Figure 1.8: Month-wise Foreign Tourist Arrival (FTAs) in India, 2013-14



(**Source:** India Tourism Statistics 2013, India tourism Statistics at a glance-2014 UNWTO Tourism Highlights 2015 Edition)

In the year 2014 maximum number of tourist arrived in December with 7.7% annual growth over the previous year where as in the month of May when minimum number of foreign tourist arrived recorded actually increased with 11.4% over the previous year 2013. Month wise arrival of foreign tourists to India for the period 2013 and 2014 was depicted in the above figure 1.8.

From the above figure it is clear that the maximum foreign tourist visited the India during November, December, January and February. This is due to the cool climate in India in this period regarded as winter season. Where as minimum number of FTA's was recoded in the months of April, May and June corresponding to the hottest months in India. This seasonality in FTA's to India has tremendous influence on the rates of different service means for foreign tourists. For the tourism development in India it is necessary to minimize the seasonal variation in foreign tourist arrival.

1.6.1.3 Major source countries for FTAs in India:

The list of top ten source countries, which generated tourist for India in 2014, was given in Table 1.9.

From the following table it is clear that, USA is the major market for Indian tourism with 1.11 million tourists having a share of 14.57% in total foreign tourist arrivals in India in 2014. Followed by Bangladesh recoded 0.94 million tourist to India with percentage share of 12.27%. in this top ten countries United Kingdom and Sri Lanka occupied 3rd and 4th rank with 0.83 and 0.30 million tourist flow to India respectively. The percentage share of United Kingdom was 10.92% and that of Sri Lanka was 3.93% in total FTA's in2014.

Table 1.9: Top 10 Source Countries for Foreign Tourist Arrivals (FTAs) in India, 2014.

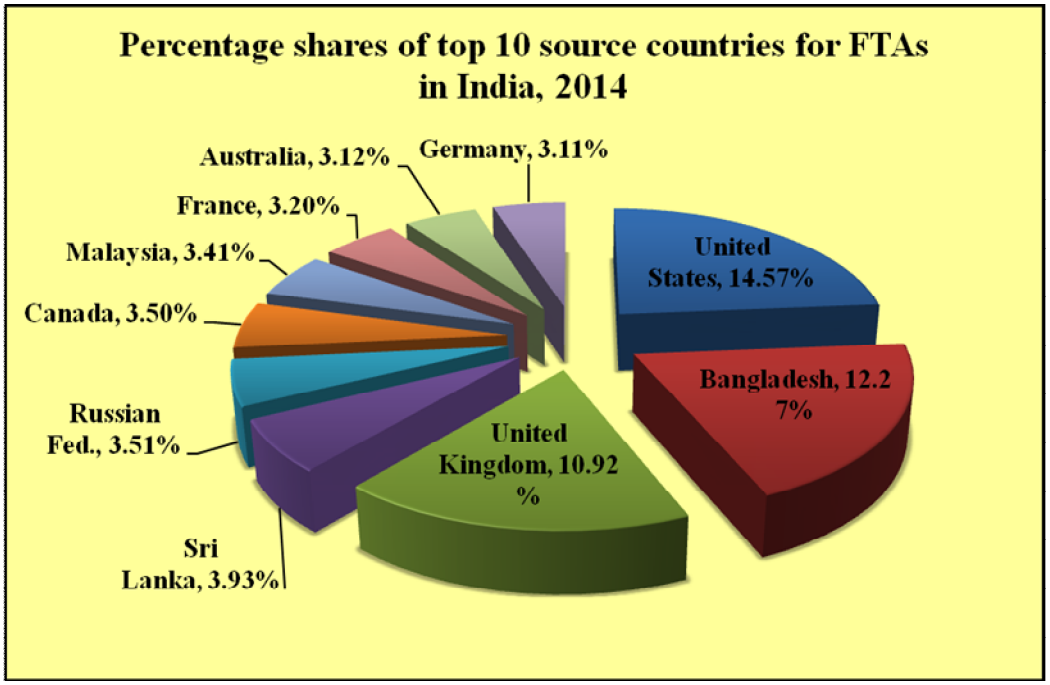
Rank	Source Country	FTAs	Percentage Share (%)
1.	United States	1118983	14.57
2.	Bangladesh	942562	12.27
3.	United Kingdom	838860	10.92
4.	Sri Lanka	301601	3.93
5.	Russian Fed.	269832	3.51
6.	Canada	268485	3.50
7.	Malaysia	262026	3.41
8.	France	246101	3.20
9.	Australia	239762	3.12
10.	Germany	239106	3.11
Total of Top 10Countries		**4727318**	**61.56**
Others		**2951781**	**38.44**
Grand Total		**7679099**	**100.00**

(Source: India Tourism Statistics 2013, India tourism Statistics at a glance-2014)

These top ten counties contributed 4.72 million FTA's and shared 61.56 % of the FTA's in India in 2014. From the data it was observed that inbound tourism in India was dominated by long distance travelers from USA, UK, Canada, France, Germany, Malaysia and Japan. Out of these top ten countries seven are the developed economy of the world. Four in this list are Asian countries.

Following figure 1.9 shows the percentage share of top ten source countries for foreign tourist arrivals in India.

Figure 1.9: Percentage shares of top 10 source countries for foreign tourist arrivals (FTAs) in India, 2014



(**Source:** India Tourism Statistics 2013, India tourism Statistics at a glance-2014 UNWTO Tourism Highlights 2015 Edition)

1.6.1.4 Major foreign tourist receiving states of India:

Almost all states in India declared tourism as an industry and adopted it as a strategy for development. Following Table1.10 shows the performance of top ten states of India in receiving foreign tourists.

In Maharashtra maximum number of foreign tourists visits Mumbai city, a commercial capital of India, besides this Mumbai also has attractions like Gateway of India, Prince of Wales museum, Jahangheer art Gallery, marine drive, share market and many more. Pune is also emerging tourism place for foreign tourists as this city is known as Education hub and I. T. city; this city is also having historic places. 720 km long Konkan coastal line also attracts foreign tourist towards Maharashtra.

Delhi is capital of India so foreign tourists fall in love with this city, Raj Ghat, Red Fort, India Gate, Quitab minar, National Museum etc are some of the attractions of Delhi. Most of the visitors to Taj Mahal (Agra) also stay at Delhi. Himalayas act as

the backbone of Uttar Pradesh tourism along with its famous temples at Varanasi (Kashi), Mathura, Ayodhya and Sarnath. Rajasthan is considered as the capital of cultural tourism in India. The capital of West Bengal attracts many scholars and business people to that state. Ancient temples and cultural arts are the focal areas of Tamil Nadu, Andhra Pradesh and Karnataka Tourism. Kerala offer some of the world's best beaches to foreign tourists.

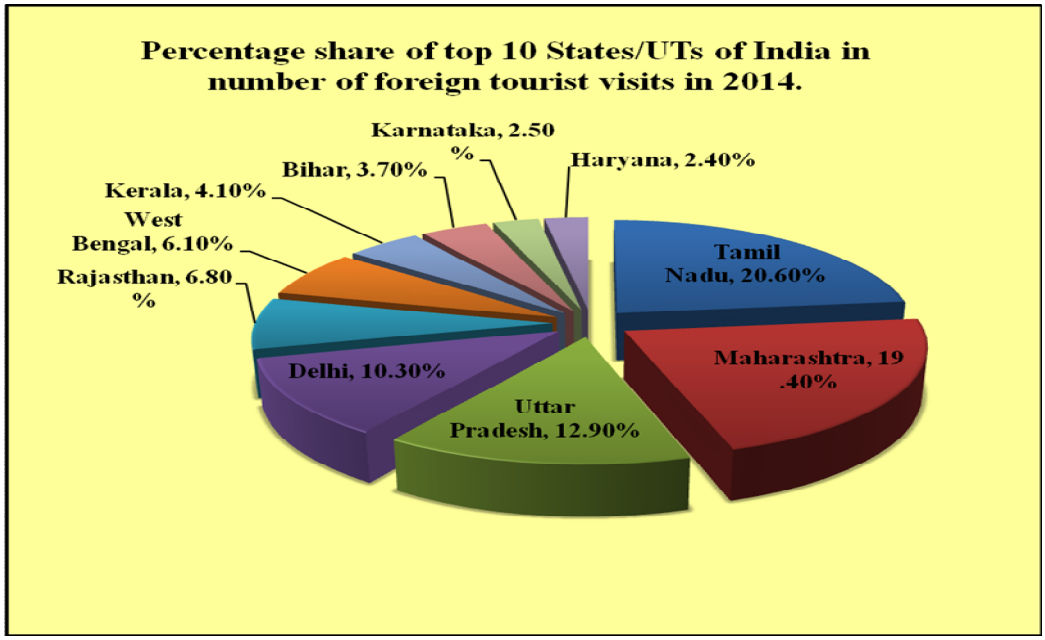
Table 1.10: Share of Top 10 States/UTs of India in Number of Foreign Tourist Visits in 2014

Rank	State/UTs	Foreign Tourist Visit in 2014	
		Number	Percentage Share %
1.	Tamil Nadu	4657630	20.6
2.	Maharashtra	4389098	19.4
3.	Uttar Pradesh	2909735	12.9
4.	Delhi	2319046	10.3
5.	Rajasthan	1525574	6.8
6.	West Bengal	1375740	6.1
7.	Kerala	923366	4.1
8.	Bihar	829508	3.7
9.	Karnataka	561870	2.5
10.	Haryana	547367	2.4
Total of Top 10 States/UTs		**20038934**	**88.8**
Others		**2528716**	**11.2**
Grand Total		**22567650**	**100.00**

(Source: India Tourism Statistics 2013, India tourism Statistics at a glance-2014)

Following figure 1.10 presents the data on percentage share of top ten states/UTs of India in number of foreign tourist visits in 2014.

Figure 1.10: Percentage share of top 10 States/UTs of India in number of foreign tourist visits in 2014



(**Source:** India Tourism Statistics 2013, India tourism Statistics at a glance-2014 UNWTO Tourism Highlights 2015 Edition)

From the above table and figure 1.10 was observed that, Tamil Nadu was the top performer in receiving foreign tourists, with percentage share of 20.6%. Followed by Maharashtra(19.4%), Uttar Pradesh(12.9%), Delhi(10.3%), Rajasthan(6.8%), West Bengal(6.1%), Kerala(4.1%), Bihar(3.7%), Karnataka(2.5%) and Haryana(2.4%) respectively. These top ten states shared 88.8% share in total foreign tourists' visits in India.

1.6.1.5 Mode of travel of foreign tourist arrivals in India:

Following Table 1.11 presents the data on mode of travel of foreign tourist arrivals in India during the year 2000 -2014.

From the table it is clear that during 2000-2014, mostly 81.9% to 98.5% of foreign tourist use the air route to reach India. Travel by sea route was very meager. However, the percentage of foreign tourist who travelled by road to reach India varied

from 10.2% to 17.5 percent. This was perhaps due to the increased flow of tourist by road from Bangladesh and from Pakistan.

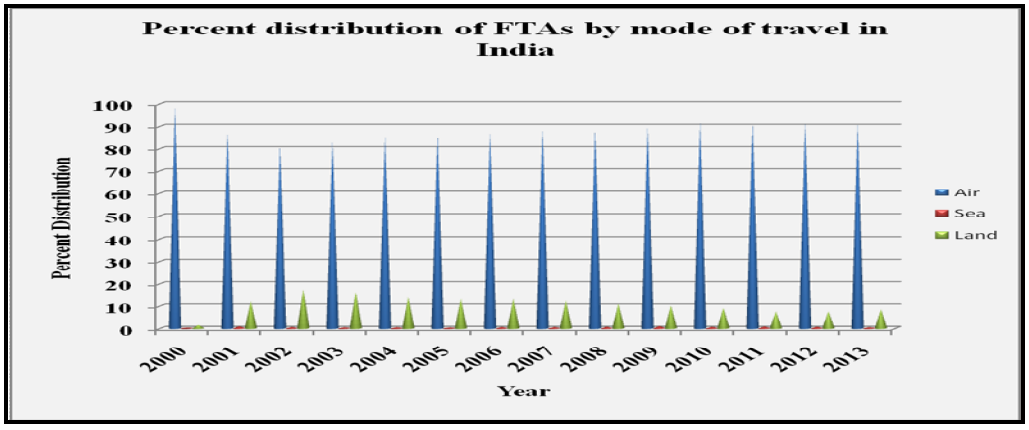
Table 1.11: Mode of Travel of Foreign Tourist Arrivals (FTAs) in India.

Year	FTAs in India (In Million)	Percent distribution by mode of travel		
		Air	Sea	Land
2000	2.65	98.5	0.0	1.5
2001	2.54	87.1	0.9	12.0
2002	2.38	81.9	0.6	17.5
2003	2.73	83.1	0.5	16.4
2004	3.46	85.6	0.5	13.9
2005	3.92	86.5	0.4	13.1
2006	4.45	87.1	0.6	13.1
2007	5.08	88.4	0.6	12.3
2008	5.28	89.1	0.7	11.0
2009	5.17	89.8	1.0	10.2
2010	5.78	91.8	0.7	9.2
2011	6.31	92.0	0.8	7.5
2012	6.58	91.7	0.7	7.6
2013	6.96	91.0	0.5	8.5

(Source: India Tourism Statistics 2013)

Following Figure 1.11 depicted the percent distribution of foreign tourist arrivals (FTAs) by mode of travel in India.

Figure 1.11: Percent distribution of foreign tourist arrivals (FTAs) by mode of travel in India



(**Source:** India Tourism Statistics 2013, India tourism Statistics at a glance-2014)

1.6.1.6 Share of India in international tourist arrivals in world and Asia and the Pacific region:

While studying inbound tourism in India, it is foremost important to study the share of India in international tourist arrivals in world and Asia and the Pacific. Following Table 1.12 presents the data on share of India in international tourist arrivals in the world and in Asia and the Pacific region for the period 2000-2014, along with the number of FTAs in India.

Table 1.12: Share of India in International Tourist Arrivals in World and Asia & the Pacific Region, 2000-2014

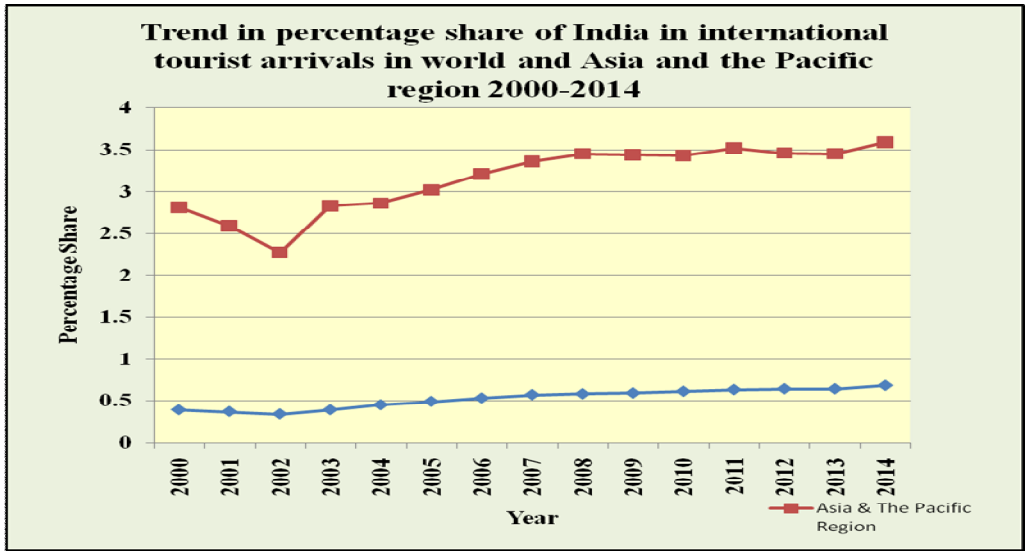
Year	International Tourist Arrivals (In Million)		FTAs in India (In Million)	Percentage Share (%) and Rank of India in World		Percentage Share (%) and Rank of India in Asia & the Pacific	
	World	Asia & the Pacific		% Share	Rank	% Share	Rank
2000	683.3	109.3	2.65	0.39	50	2.42	11
2001	683.4	114.5	2.54	0.37	51	2.22	12
2002	703.2	123.4	2.38	0.34	54	1.93	12
2003	691.0	111.9	2.73	0.39	51	2.44	11
2004	762.0	143.4	3.46	0.45	44	2.41	11
2005	803.4	154.6	3.92	0.49	43	2.53	11
2006	846.0	166.0	4.45	0.53	44	2.68	11
2007	894.0	182.0	5.08	0.57	41	2.79	11
2008	917.0	184.1	5.28	0.58	41	2.87	11
2009	883.0	181.1	5.17	0.59	41	2.85	11
2010	948.0	204.9	5.78	0.61	42	2.82	11
2011	995.0	218.5	6.31	0.63	38	2.89	9
2012	1035.0	233.54	6.58	0.64	41	2.82	11
2013	1087.0	248.1	6.97	0.64	42	2.81	11
2014	1133.0	264.0	7.68	0.68	41	2.91	12th

(Source: India Tourism Statistics 2013, India tourism Statistics at a glance-2014)

From the above table it was observed that the share of India in international tourist arrivals increased from 0.39% in 2000 to 0.68% in 2014. India's position in international tourist arrival was upgraded from 50th rank to 41st rank. In 2011 India achieved 38th rank after that its lower down to 41. In 2014 worldwide international tourist arrival was 1133.0 million, whereas India received 7.68 million foreign tourist with 0.68% share in the international tourist arrival.

India's share in Asia and the Pacific was total fluctuating, it can be noted that this share was increased from 2.42% in 2002 to 2.91% in 2014. The rank of India in Asia and the Pacific region was stable in most of the year's i.e. 11th rank. Only in 2011 this position was improved to 9th rank, and then again this position moved to 12th rank. Tourist arrivals in Asia and the Pacific Region were increased from 109.3 million in 2000 to 264.0 million in 2014.

Figure 1.12 Trend in percentage share of India in international tourist arrivals in world and Asia and the Pacific region 2000-2014



(**Source:** India Tourism Statistics 2013, India tourism Statistics at a glance-2014 UNWTO Tourism Highlights 2015 Edition)

Above figure 1.12 depicts the trend in percentage share of India in international tourist arrival in world and Asia and the Pacific region during the period

2000-2014. It was observed from the above figure that the overall growth rate is fluctuating.

1.6.1.7 Foreign exchange earnings (FEE) from tourism in India:

Table 1.13 presents the data on foreign exchange earnings (FEE) from tourism in US$ million and in Rs Crore in India for the period from 2000 -2014 along with percentage changes over the previous years.

Table 1.13: Foreign Exchange Earning (FEE) from Tourism in India, 2000-2014

Year	FEE from Tourism in India (In US $ Million)	Percentage change over the previous year (%)	FEE from Tourism in India (In Rs. Crore)	Percentage change over the previous year (%)
2000	3460	15.0	15626	20.7
2001	3198	-7.6	15083	-3.5
2002	3103	-3.0	15064	-0.1
2003	4463	43.8	20729	37.6
2004	6170	38.2	27944	34.8
2005	7493	21.4	33123	18.5
2006	8634	15.2	39025	17.8
2007	10729	24.3	44360	13.7
2008	11832	10.3	51294	15.6
2009	11136	-5.9	53700	4.7
2010	14193	27.5	64889	20.8
2011	16564	16.7	77591	19.6
2012	17737	7.1	94487	21.8
2013	18445	4.0	107671	14.0
2014	20236	9.7	123320	14.5

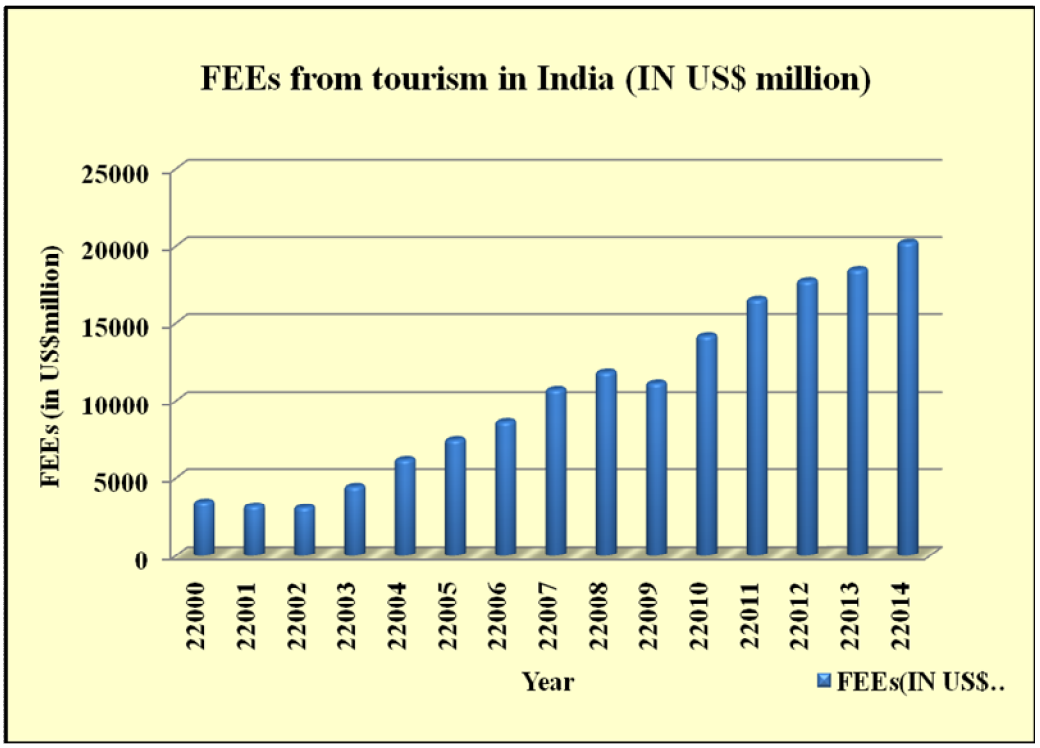
(Source: India Tourism Statistics 2013, India tourism Statistics at a glance-2014)

For the foreign exchange earning, tourism is the most important sector in the country. With respect to foreign exchange earnings from tourism business in India,

the growth was more impressive. Tourism receipts increased from US$ 3460 million in 2000 to US$ 20236 million in 2014. In terms of Indian Rupees it is increased from 15626 crore in 2000 to 123320 crore in 2014.

Increase in FEE was observed during the whole period except in the 2001, 2000 and 2009, when a decrease in FTA's was observed. During the above period the growth rate in FEE (in US$ million) was fluctuated between 15.0% to 9.7% in 2014. The maximum growth rate was observed in the year 2003 i.e. of 43.8%. The same trend was observed in growth rate of FEE (in Rs. crore), it was fluctuated between 20.7% in 2000 to 14.5% in 2014.

Figure 1.13: Foreign Exchange Earning (FEE) from tourism in India, 2000-2014 (in US$ million)



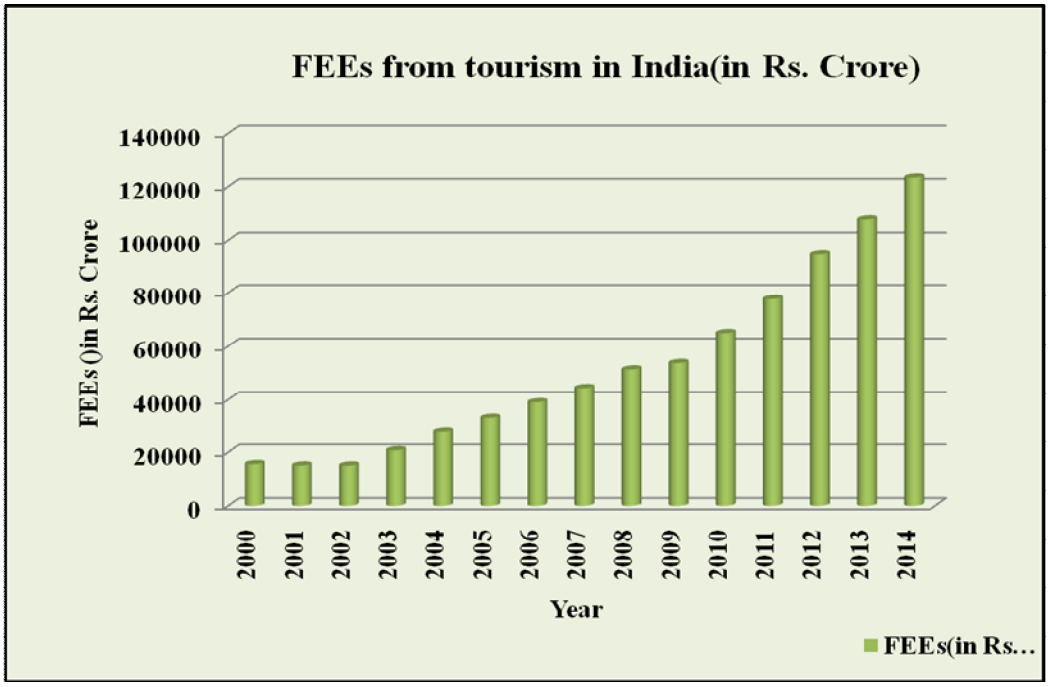
(**Source:** India Tourism Statistics 2013, India tourism Statistics at a glance-2014 UNWTO Tourism Highlights 2015 Edition)

Above figure1.13 and 1.14 diagrammatically presents the foreign exchange earnings from tourism in India during the period 2000-2014.

Negative growth rate was observed in FEE (in US$ million) during the years 2001, 20002 and in 2009 when the same negative growth rate was observed in FTA's in India. It was important to note that in the year 2009 when negative growth rate (-5.9%) was registered in FEE measured in US$ million at the same time decline but positive growth rate (4.7%) was observed in FEE measured in terms of Rs. Crore.

Following figure shows the foreign exchange earnings (FEE) from tourism in India during the period 2000-2014 (In Rs. crore)

Figure 1.14: Foreign Exchange Earning (FEE) from tourism in India, 2000-2014 (in Rs, Crore)



(**Source:** India Tourism Statistics 2013, India tourism Statistics at a glance-2014 UNWTO Tourism Highlights 2015 Edition)

1.6.1.8 Share of India in international tourism receipt in world and Asia and the Pacific region:

India's share in international tourism receipts (in US$ billion) against the world receipts and the Asia and the Pacific regions receipts from 2002 to 2013 is presented in following Table 1.14.

Table 1.14: Share of India in International Tourism Receipt in World and Asia & the Pacific Region, 2000-2014

Year	International Tourism Receipt (In US $ Billion)		FEE in India (In US $ Million)	Percentage Share (%) and Rank of India in World		Percentage Share (%) and Rank of India in Asia & the Pacific	
	World	Asia & the Pacific		% Share	Rank	% Share	Rank
2000	475.3	85.3	3460	0.73	36	4.06	10
2001	463.8	88.1	3198	0.69	36	3.63	12
2002	481.9	96.5	3103	0.64	37	3.22	13
2003	529.3	93.7	4463	0.84	37	4.76	9
2004	633.2	124.1	6170	0.97	26	4.97	8
2005	679.6	135.0	7493	1.10	22	5.55	7
2006	744.0	156.9	8634	1.16	22	5.50	7
2007	857.0	187.0	10729	1.25	22	5.74	6
2008	939.0	208.6	11832	1.26	22	5.67	6
2009	853.0	204.2	11136	1.31	20	5.45	7
2010	931.0	255.3	14193	1.52	17	5.56	7
2011	1042.0	289.4	16564	1.59	17	5.72	8
2012	1078.0	329.1	17737	1.65	16	5.39	7
2013	1198.0	360.2	18445	1.54	16	5.12	8
2014	1248.0	377.0	20236	1.62	15	5.37	8

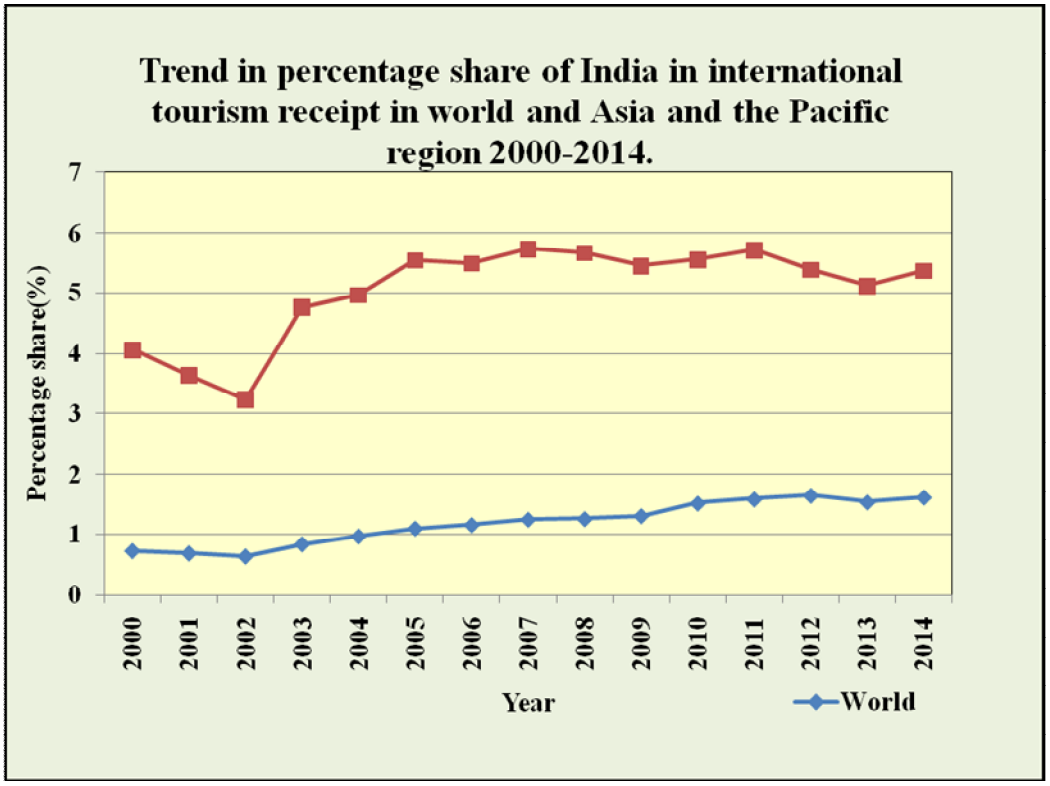
(Source: India Tourism Statistics 2013, India tourism Statistics at a glance-2014)

From the above table it was observed that international tourism receipts increased from US$ 475.3billion in 2000 to US$ 1248.00 billion in 2014. Tourism receipt of Asia and the Pacific region was increased from US$ 85.3 billion in 2000 to 377.0 billion in 2014. India's receipts increased from US$ 3460 million in 2000 to US$ 20236 million in 2014. India's receipts increased five times more.

Indian share in world tourism receipt increased from 0.73% in 2000 to 1.62% in 2014. The maximum share observed in the year 2012 (1.65%). Indian share in Asia and the Pacific regions receipt was increased from 4.06% in 2000 to 5.37% in 2014. The maximum share was observed in the year 2007 (5.74%).

Following Figure1.15 shows the trend in percentage share of India in international tourism receipt in world and Asia and the Pacific region 2000-2014.

Figure 1.15: Trend in percentage share of India in international tourism receipt in world and Asia and the Pacific region 2000-2014.



(**Source:** India Tourism Statistics 2013, India tourism Statistics at a glance-2014 UNWTO Tourism Highlights 2015 Edition)

India's rank in world tourism receipts was at 15^{h} position during 2014, whereas India's rank in Asia and the Pacific regions receipts was fluctuation between 7th and 8th position on average. In 2014 India was at 8th rank in Asia and the Pacific regions receipt.

From the above figure and table it can be concluded that tourist expenditure in India is higher than the world average. Also it was observed that the growth of international tourism in India was at a faster rate than in Asia and the Pacific region.

1.6.2 Outbound tourism in India:

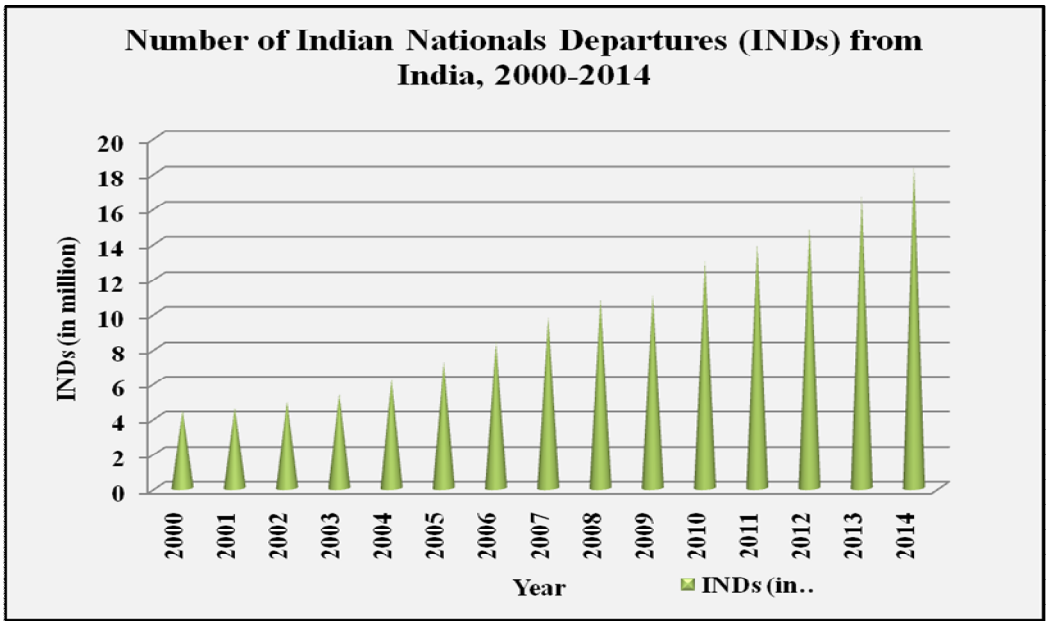
In the post liberalization era, India as a nation and society has been unprecedented economic growth that brought sufficient income and business opportunities to the people of India. These trends in income growth supported by the design of travel paved way for the growth of outbound tourism in India (Rajesh, K 2009).[7]

Table 1.15: Number of Indian Nationals Departures (INDs) from India, 2000-14

Year	No of Indian Nationals Departures (In Million)	Percentage change over the previous year (%)
2000	4.42	7.3
2001	4.56	3.4
2002	4.94	8.2
2003	5.35	8.3
2004	6.21	16.1
2005	7.18	15.6
2006	8.34	16.1
2007	9.78	17.3
2008	10.87	11.1
2009	11.07	1.8
2010	12.99	17.4
2011	13.99	7.7
2012	14.92	6.7
2013	16.63	11.4
2014	18.33	10.3

(Source: India Tourism Statistics 2013, India tourism Statistics at a glance-2014)

Figure 1.16: Number of Indian Nationals Departures (INDs) from India, 2000-2014



(**Source:** India Tourism Statistics 2013, India tourism Statistics at a glance-2014)

Table 1.15 and figure 1.16 shows the pattern of number of Indian national departures from India during the period 2000-2014.

From the above table it was observed that the number of Indian national departures increased from 4.42 million in 2000 to 18.33 million in 2014. The growth rate of Indian national departures was fluctuating during the period, maximum growth rate was observed in the year 2007 (17.3%) over the previous year.

1.6.3 Domestic Tourism in India:

While studying impact of tourism on social, cultural, economic and environmental dimension, it is very most necessary to include domestic tourists. This section discusses the domestic tourism in India.

The following Table 1.16 presented the data on number of domestic tourist visits to all States/UTs in India, during the period 2000-2014.

Table 1.16: Number of Domestic Tourist Visits to all States/UTs in India, 2000-2014

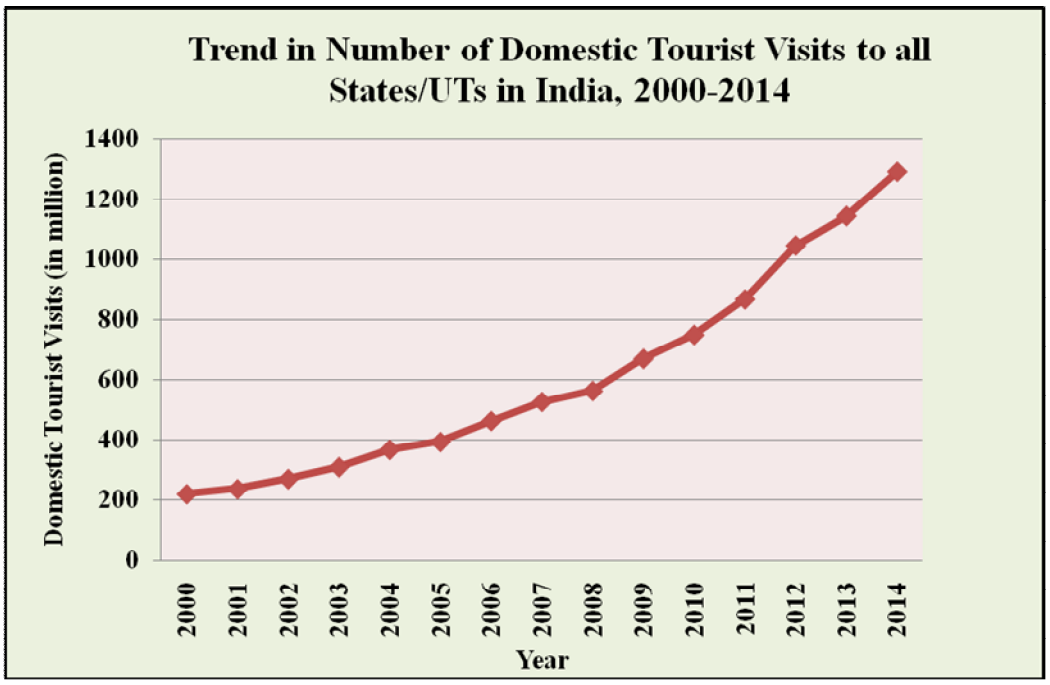
Year	No of Domestic Tourist Visits to States/UTs (In Million)	Percentage change over the previous year (%)
2000	220.11	15.4
2001	236.47	7.4
2002	269.60	14.0
2003	309.04	14.6
2004	366.27	18.5
2005	392.01	7.0
2006	462.32	17.9
2007	526.56	13.9
2008	563.03	6.9
2009	668.80	18.8
2010	747.70	11.8
2011	864.53	15.6
2012	1045.05	20.9
2013	1142.53	9.3
2014	1290.11	12.9

(Source: India Tourism Statistics 2013**,** India tourism Statistics at a glance-2014**)**

From the above table it was observed that, the number of domestic tourist visits to all States/UTs increased from 220.11 million in 2000 to 1290.11 million in 2014. It was noticed here that, there is continuous increase in number of domestic tourists visit, but the growth rate was irregular. Highest growth was observed in the year 2012, when 1045.05 millions domestic tourists visited the all States/UTs with 20.9% annual growth over the previous year. In 2013 the growth rate was fall down to 9.3% with 1142.53 million domestic tourist visits. The above table clearly shows that the domestic tourism is a strong pillar of Indian tourism industry.

Following figure 1.17 shows the trend in number of domestic tourist visits to all states/UTs in India, 2000-2014.

Figure 1.17: Trend in Number of Domestic Tourist Visits to all States/UTs in India, 2000-2014



(**Source:** India Tourism Statistics 2013, India tourism Statistics at a glance-2014 UNWTO Tourism Highlights 2015 Edition)

Table 1.17 furnishes the information on share of top 10 States/UTs of India in number of domestic tourist visits in 2014.

It was clear from the above table that, Tamil Nadu ranks 1st in number of domestic tourist visits with 327.5 million visits in 2014, Uttar Pradesh ranks 2nd (182.82 million), Karnataka ranks 3rd (118.28 million). Maharashtra was on 4th position and Andhra Pradesh achieved 5th position with 94.12 and 93.30 million domestic tourist visits respectively.

Table 1.17: Share of Top 10 States/UTs of India in Number of Domestic Tourist Visits in 2014.

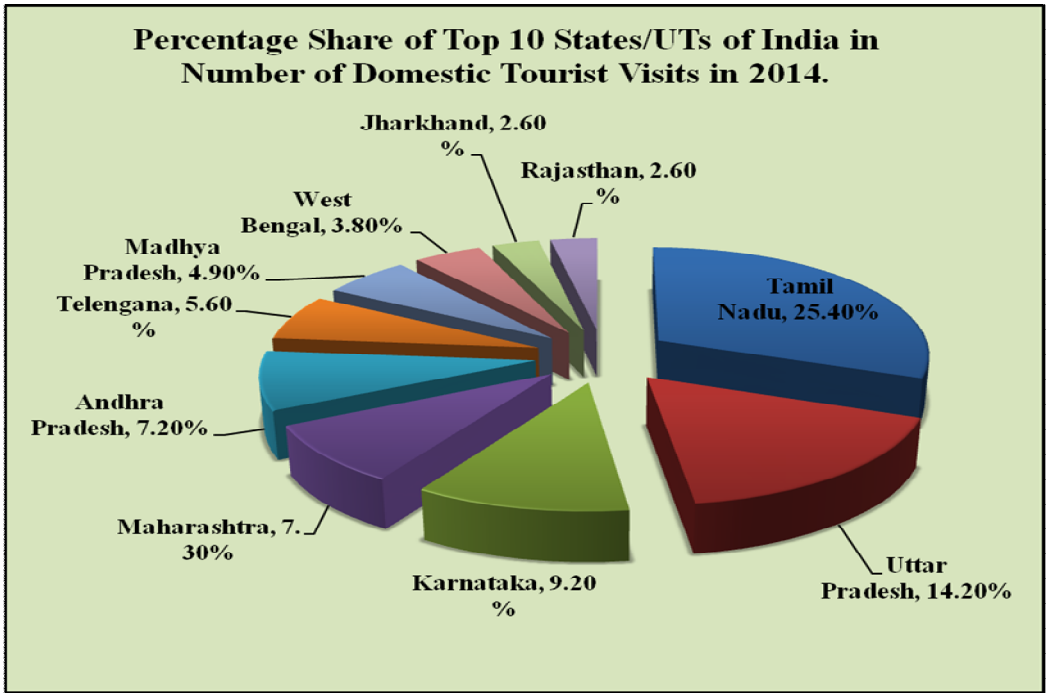
Rank	State/UT	Domestic Tourist Visit in 2014	
		Number	**Percentage Share (%)**
1.	Tamil Nadu	327555233	25.4
2.	Uttar Pradesh	182820108	14.2
3.	Karnataka	118283220	9.2
4.	Maharashtra	94127124	7.3
5.	Andhra Pradesh	93306974	7.2
6.	Telengana	72399113	5.6
7.	Madhya Pradesh	63614525	4.9
8.	West Bengal	49029590	3.8
9.	Jharkhand	33427144	2.6
10.	Rajasthan	33076491	2.6
Total of Top 10 States/UT		**1067639522**	**82.8**
Others		**222477910**	**17.2**
Total		**1290117432**	**100.00**

(Source: India Tourism Statistics 2013**,** India tourism Statistics at a glance-2014**)**

Following figure 1.18 shows the percentage share of top ten states/UTs of India in number of domestic tourist visits in 2014.

The share of top ten states is 82.8% in total number of domestic tourist visits. If we compare the major foreign tourist receiving states of India with this table, then the picture is different. This shows that the motivation of a foreign tourist is different than that of domestic tourist. Domestic tourist normally prefer to visits pilgrimage and cultural centers where as the foreign tourist visits are mostly in search of leisure and recreation. The absence of Kerala and Goa in above table supports this statement (only these two states are offering beach and coastal tourism as special tourism products). Although some states were common in both the lists like Maharashtra, Tamil Nadu, Uttar Pradesh, Rajasthan and West Bengal.

Figure 1.18: Percentage Share of Top 10 States/UTs of India in Number of Domestic Tourist Visits in 2014.



(**Source:** India Tourism Statistics 2013, India tourism Statistics at a glance-2014 UNWTO Tourism Highlights 2015 Edition)

1.6.4 Tourism infrastructure in India:

The success of any tourism driven economy depends on its infrastructure facilities available at each destination. Following Table 1.18 gives detailed information on the number of hotels and rooms availability in India as on 31st December 2013.

Table shows an increasing trend in case of approved hotels and number of rooms. In 2014 there were 1232 approved hotels in India, out of that majority of hotels were Three Star (538). The total numbers of rooms available were 82304 in 2014.

Table 1.18: Numbers of Approved Hotels and Availability of Hotel Rooms in the Country, as on 31 December 2014

Sr. No	Category of Hotels	No. of Hotels	No. of Hotels
1.	**One Star**	**41**	**1193**
2.	**Two Star**	**75**	**1813**
3.	**Three Star**	**538**	**22202**
4.	**Four Star**	**136**	**8143**
5.	**Five Star**	**96**	**12183**
6.	**Five Star Deluxe**	**122**	**25891**
7.	**Apartment Hotels**	**3**	**249**
8.	**Guest House**	**5**	**77**
9.	**Heritage Hotels**	**44**	**1266**
10.	**Silver Bed & Breakfast Establishment**	**53**	**242**
11.	**Unclassified**	**119**	**9045**
	Total	**1232**	**82304**

(Source: India Tourism Statistics 2012**,** India tourism Statistics at a glance-2013**)**

Following Table 1.19 gives the data on number of tour operators in India as on 31st December 2014.

Table 1.19: Numbers of Operators Approved by the Ministry of Tourism in the Country, as on 31st December 2014

Sr. No.	Operator	No.
1.	Travel Agent	270
2.	Inbound Tour Operator	464
3.	Tourist Transport Operator	125
4.	Adventure Tour Operator	31
5.	Domestic Tour Operator	87
	Total	**977**

(Source: India Tourism Statistics 2013**,** India tourism Statistics at a glance-2014**)**

In India there were 977 tour operators in 2014 which was approved by Ministry of Tourism. Out of that majority of tour operators were engaged in inbound tourism (464).

Table 1.20: Scheme-Wise Plan Allocations and Expenditure 2014-2015

Sr. No.	2013-2014	BE (Rs. Crore)	RE (Rs. Crore)	Expenditure (Rs. Crore)
A	**Centrally Sponsored Schemes (CSS)**			
1.	Product/Infrastructure Development for Destination and Circuits	375.00	496.00	343.37
B.	**Central Sector Schemes (CS)**			
1.	Overseas promotion and publicity including market development assistance	330.00	167.08	166.33
2.	Assistance to IHMs/FCIs/IITTM/NIWS	165.00	137.00	131.61
3.	Domestic Promotion and Publicity including Hospitality	142.00	133.00	117.80
4.	Capacity Building for Service Providers	117.40	90.00	86.82
5.	Computerization and Information Technology	38.00	1.00	0.86
6.	Assistance for large revenue generating projects	28.00	1.00	0.00
7.	Incentives to Accommodation Infrastructure	0.10	0.10	0.00
8.	Budhist centres including externally aided projects	1.50	2.30	1.71
9.	Assistance to Central Agencies for Infrastructure Development	57.00	17.00	16.83
10.	Market Research professional services	28.00	9.92	9.46
11.	UNDP Endogenous Projects	0.00	0.00	0.00
12	Construction of building for IIMS at Gulmurg, Kashmir	0.00	0.00	0.00
13	Construction of Paryatan Bhawan	0.00	10.00	0.00
14	Tourist Circuits (Swadesh Darshan)	500.00	20.00	20.00
15	National Mission for Beautifying Pilgrimage Centres (PRASAD)	100.00	15.60	15.60
	Total	**1882.00**	**1100.00**	**910.39**

(Source: India Tourism Statistics 2013**,** India tourism Statistics at a glance-2014**)**

Above Table 1.20 shows the scheme wise plan allocation and expenditure for tourism development till 31st March 2014.

It was observed from the above table that, during 2014-15, the total planned outlay for tourism development in India was Rs. 1882.00 crore, out of that allocation was Rs 1100.00 crore and actual expenditure for different purposes was Rs. 910.39 crore.

The major expenditure occurred on product/infrastructure development for destination and circuit which was Rs. 375.00 crore. There was planned expenditure of 28.00 crore on assistance for large revenue generation projects, incentives for accommodation infrastructure and creation of land bank for hotels. It was noticed that Rs. 38.00 crore invested on computerization and information technology, as to cope up with the modern technology as compared to developed nations it is foremost important to give attention towards this aspect.

References:

1. Talwar, Prakash (2006), (Ed.). Travel and Tourism Management: Travel and Tourism (Volume 1). Isha Books D-43, Prithviraj Road, Adarsh Nagar, Delhi-110033. 2006.
2. http://www.academia.edu/6814940/TOURISM_CONCEPT_and_PERSPECTIVES (Retrieved on 23/04/2016).
3. Burkart, A., and Medlik, S. (1974). Tourism: Past, Present and Future. London: Heinemann.
4. Edward, M., (2005), A study on, the quality attributes of Kerala as a Global Tourism Destination. *Unpublished Ph. D. Thesis*, Cochin University of Science and Technology.
5. UNWTO (1994). Recommendations on Tourism Statistics, *Statistical Papers, Series M. No. 83*. United Nations Department for Economic and Social Information and Policy Analysis, Statistical Division and World Tourism Organization United Nations, New York.
6. Sharma, S., (2012), "Socio cultural impacts of tourism A study of Jaisalmer". *Unpublished Ph. D. thesis* Department of Tourism and Hotel Management, Kurukshetra University, 2012.
7. K, Rajesh, (2009). Coastal Tourism in Kerala: Its impact on Economy and Environment. *Unpublished Ph. D. thesis.* Cochin University of Science and Technology, 2009
8. GOI, (2014). *India Tourism Statistics, 2013*, Market Research Division, Ministry of Tourism, Government of India, New Delhi.
9. GOI, (2015). *India tourism Statistics at a glance-2014*, Market Research Division, Ministry of Tourism, Government of India, New Delhi.

10. UNWTO, (2015). *Tourism Highlights 2015*, United Nations World Tourism Organisation, Madrid.
11. Hajare, P. J., (2012). Tourism Development in Raigad District: A Geographical Analysis. *Unpublished Ph. D. thesis.* Tilak Maharashtra Vidyapeeth, Pune.
12. http://tourismnepalinfo.blogspot.in/2013/09/some-important-defintion-of_tourism.html (Retrieved on 23/04/2016)
13. H, Sivasankari.,(2015). The multifacets of marketing in tourism. *International Contemporary Research Journal in Management and Social Science (Icrjmss)*. 1(2), pp: 49-51.
14. http://tourismnepalinfo.blogspot.in/2013/09/some-important-defintion-of_tourism.html (Retrieved on 23/04/2016)
15. http://tourismnepalinfo.blogspot.in/2013/09/some-important-defintion-of_tourism.html (Retrieved on 23/04/2016)
16. Jafari, Jafar., (1997). "Tourism and culture: An inquiry into Paradox" in UNESCO/AIEST Proceedings of Round table. *Culture, Tourism Development: Critical issues for the XXIst century,* UNESCO, Paris.
17. Matheison, A. and Wall, G., (1982). *Tourism: Economic, Physical and Social Impacts*, Longman, London.
18. Pearce, D. G., (1989). *Tourism Development*, (2nd edition) Longman scientific and Technical, London.

CHAPTER II

RESEARCH DESIGN

2.1 Research Problem:

Tourism is a complex human activity, leading to the consumption of myriad transportation, accommodation, meal, entertainment and other goods and services. An elaborate industry has developed to service consumers before, during and after they travel away from home. According to UNWTO recommendations, "tourism comprises: the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes" (Talwar, 2006)[1]. Economic diversification and technological improvements has created a conductive environment for tourism development in the present age of globalization (Kumar and Chandrashekhar2006) [2].

Tourism has created near about 6-7 per cent of direct and indirect employment worldwide. And it helps to generate 5 per cent of global income. It generates more inclusive growth than other sectors (Indian Economic Survey 2013-14)[3]. The role of the tourism in the global economy is looked upon at the rapid growth of industries (Krishnaiah & Kavitha 2012)[4]. The distinctive features of the tourism industry is, it is an smokeless industry International bodies such as the United Nations have recognized the role of tourism as an ambassador and vehicle of international understanding and peace. (Choudary 2010)[5].

Tourism can bring both advantages and disadvantages of a region. It is a source of employment, income and foreign exchange, which helps to improve living standards of the local community and overall national and regional economic development. It acts as a catalyst for the development of other sectors of national

economy like agriculture, fisheries, construction, manufacturing and handicrafts industry as their goods and services utilized in tourism. (Iasija 2011)[6].

Choosing tourism as the best alternative of socio-economic development and survival of people has aspired many countries of the world. But at the same time, tourism is the most fragile phenomenon and is a subject to wider ranging influences if it is not properly planned and unguided, process of tourism development can have a profound and negative impact on environment, ecosystem, economic, social, cultural, historical, political condition of the region . So it is very much true that tourism is good as an industry in a balanced form only. Therefore there is a need to promote right kind of tourism i.e. quality and eco-friendly tourism, so that maximum benefit can be harnessed without effecting and altering physical and social milieu (Motiram 2006)[7]. As tourism is developing rapidly all over the world and has its impact on social, cultural, environmental and economic set up of different countries, it becomes essential to make an in depth study of various aspect related to it (Krishnaiah 2012)[8].

As a result, it is the need of the present days to promote sustainable tourism development to minimize negative tourism impact and to maximize socio-economic benefits. The concept of sustainable tourism, as developed by the World Tourism Organization (WTO) refers to tourist activities "leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems" (Neto 2003)[9].

The key to sustainable tourism development is to manage the natural or manmade environments effectively to provide socio-economical benefits to local people and to enhance the interest of tourists. Customs and traditions of the local community must be preserved and privacy and dignity must be maintained is the aim

of sustainable tourism development. The sustainable tourism development is based on the principles of minimizing the impacts of tourism to achieve environmental sustainability, social sustainability, cultural sustainability and maximizing the local economic benefits to achieve economic sustainability (George & Baraitaru 2010)[10].

At present trend of the tourism development is shifted from quantitative to qualitative approach in regards with global sustainable development trend, therefore the study of sustainable tourism development is very essential. The present study is based on the following objectives.

2.2 Objectives:

1. To study the potential of study area for sustainable tourism development.
2. To study the economic impacts of tourism in the study area.
3. To study the environmental impact of tourism in the study area.
4. To assess the socio-cultural impact of tourism in the study area.
5. To find out whether tourism development in study area is sustainable?
6. To suggest some sustainable tourism development plans for the study area.

2.3 Hypothesis:

1. The study area possesses the potential to develop sustainable tourism.
2. There are both positive and negative economic impacts of tourism in the study area.
3. There are both positive and negative environmental impacts of tourism in the study area.
4. There are both positive and negative socio-cultural impacts of tourism in the study area

2.4 Significance of the Study:

1. This study helps to find out the present situation of tourism development and problems related to it in the study area.
2. This study helps to explore the potential of study area for sustainable tourism development.
3. This study find out the economic, environmental, social and cultural impact of tourism on the host community, this will guide the local authorities for development of sustainable tourism.
4. This study will create the awareness regarding sustainable dimension of tourism among the different stakeholders of tourism in the study area.
5. This study will helps to develop the efficient networking of different stakeholders for long term sustainable tourism in the study area.
6. This study finds out the relationship between host community and tourist that will help to set the future strategies for sustainable tourism development.
7. This study will help to improve the image of Sindhudurg as a tourist destination.

2.5 Limitations:

This topic had many limitations some situational and few self imposed. The main limitations of the study are.

1) The sample of the study is only limited to Sindhudurg district and thus the result may not represent the entire nation.
2) The research is mainly based on the primary data, so it would be depends on respondent's awareness and readiness for the study.
3) There is limitation to collect the information from small and unorganized agencies involved in tourism related activities. As the information from such sources is very important but views and reactions of these respondents were not sufficiently

informative. Also there was difficulty to convince them about study and its importance.

2.6 Research Methodology:

For the present study multistage sampling method will be used for sample selection and collection of relevant data. The following sections give the details regarding section of samples.

2.6.1 Selection of Study Area:

Maharashtra's 720 km coastline and the adjoining area are known as konkan, it extends from Dahanu (Thane district) in the north up to Dodamarg (Sindhudurg district) in south. Konkan is very famous for greenery, coconut-arecanut-mango-cashewnut plantations, beautiful beaches, waterfalls, mountains, forts and temples. Tourism in konkan is developing very fast. Government of Maharashtra providing special attention to this area as a upcoming global tourist destination. Konkan area consists of Thane, Raigad, Ratnagiri and Sindhudurg districts.

Sindhudurg district is situated at the southern region of konkan, spread over an area of around 5207 sqkm. This district is surrounded by Sahyadri hills at the eastern side and Arabian Sea on the western side of 121 km coastline. This region is having a huge scope for tourism development as it has beautiful nature, rich culture, historical places, ancient temples and clean beaches; also it is located in between Mumbai (Financial capital of India) and Goa (Tourism capital of India).

This region itself is having beauty of agricultural landscape. The major crops of the area are rice, mango, cashew and kokum, this area is famous for fruits like jamun, karonda and jackfruit. The combination of natural beauty, clean beaches, rivers, rich culture, historical places, temples and agricultural landscape always attracts the tourist to this area.

This area is identified as Special Tourism Area by state government. In order to promote tourism in the district and designated area in the district, Government of Maharashtra has declared Sindhudurg district as 'Tourism District' on 30th April 1997 (Sindhudurg District Socio Economic Review 2011[11], Maharashtra Tourism Policy-1999[12] and 2006[13]). The domestic tourist arrival in this district was 916866 and foreign tourist arrival was 1064 during the period July 2009 to June 2010(Tourism survey for Maharashtra 2010)[19]. Tourism business is spread all over the district, therefore whole district with all 8 tahsils viz., Kankavli, Sawantwadi, Kudal, Malvan, Dodamarg, Vengurla, Vaibhavwadi and Dovgad was selected as a study area purposively.

2.6.2 Selection of tourist sites:

The list of the tourist sites will be prepared with the help of official web site and books related to the tourism information of the Sindhudurg district. From the list following 10 tourist sites will be selected purposively according to the popularity of the sites.

Table 2.1: Selection of Tourist Sites

Sr. No.	Name of the Tourist Place
1.	Devbag Beach
2.	Tarkarli Beach
3.	Sindhudurg Fort
4.	Sagareshwar Beach
5.	Velagar Beach
6.	Niwati Beach
7.	Vijardurg Fort
8.	Kunkeshwar Beach
9.	Savdav Waterfall
10.	Amboli Waterfall

2.6.3 Selection of the sample:

The sustainable tourism development process involves the views of the local residents, Tourism professional and tourists groups. The detail methodology for selecting the above groups was explained hereunder.

2.6.3.1 Local Residents:

The local residents were selected because they are directly or indirectly dependent on tourism for employment and or income. Their view on socio-economic, environmental and cultural impacts of tourism development is very important to plan the sustainable tourism development process.

The local residents were selected from the close periphery of the tourist place. The convenient sampling method was used for sample selection. It is a type of non-probability sampling which involves the sample being drawn from the that part of the population which is close to hand and willing to cooperate for the research purpose (Sharma 2012)[14]. Total 200 local resident respondents were selected for the study i.e. 20 local residents from each tourist place. It was done through meeting the residents personally or including the residents in sample when one meets them.

2.6.3.2. Tourism professionals:

This group was selected because it is directly depend on tourism business. It provides the employment to the local people and creates the demand for local inputs. The dynamics of tourism related business can be better understood by studying this group. This group was classified into following groups.

Table 2.2: Classification Tourism Business Professionals

Sr. No	Tourism Professionals	
	Accommodation Unit	**Non Accommodation units**
1	Classified Hotels	Restaurants
2	Unclassified hotels	Handicrafts shops
3		Tour operators

From the selected tourist site a list of above units was prepared and 100 tourism professionals were selected (50 accommodation unit and 50 non accommodation units). Tourism professionals were selected by approaching them straight those who have their business in the study area.

2.6.3.3. Tourists:

This group was selected to express their perception about tourism potential and their experience with host community during their stay at study area. For this purpose 10 tourists from each tourism spot were selected using convenient sampling method (Sharma 2012)[14].

2.7 Data Collection and analysis:

2.7.1 Data collection:

2.7.1.1 Primary Data:

With the help of reviews and studies by different authors Five Likert Scale was used to form the questionnaires. According to Five Likert Scale the respondents were segmented into five parts, strongly agree, agree neutral, disagree and strongly disagree. Three different questionnaires will be employed to get the primary data from the local residents, tourism professionals and tourists from the selected tourists' site.

2.7.1.2 Secondary Data:

Secondary data will be collected from various reports of Department of Tourism, Government of India, and Government of Maharashtra, World Tourism Organization (WTO) statistics and Maharashtra Tourism Development Corporation (MTDC). Besides some relevant journals, magazines and newspapers have been also extensively consulted.

2.7.2 Data Analysis:

The data from questionnaire will be analyzed to obtain statistical frequency, percentage, mean and standard deviation. Sample frequency analysis were show the basic features of all the respondents. The hypothesis testing will be analyzed by using one and two sample t-test and one-way ANOVA.

The variables in each questionnaire were rowed under Five Likert scale. Since there are different questionnaires for all three different respondents and for a better understanding of interpretation and results, all three respondents were analysed differently.

For the purpose of analysis and interpretation firstly the descriptive statistics was used to analyse the means and standard deviation. The result of the analysis can be used to describe the demographic profile of the respondents and perceived tourism impacts by the respondents. For all the assessment items the mean (M) and standard deviation (SD) was worked out.

The responses of the respondents for tourism impact and tourism potential were graded into five classes; strongly agree, agree, neutral, disagree and strongly disagree. A Five Point Likert scale was used to measure each question with assigned values ranging from 5= strongly agree to 1= strongly disagree. Generally speaking, an average scale on the Likert table between 1.0 to 2.4 indicates disapproval, while 2.5 to 3.4 scales indicate neutrality and 3.5 to 5 approvals for the stated variables.

Secondly the independent-samples t-test and one-way analysis of variance (ANOVA) was used to test the difference among the group of respondents. An independent-samples t-test was used to compare the mean score on some continuous variables for two different groups of participants, while the ANOVA was used to compare the mean scores of more than two groups. The entire study was based on 5 %

significance level. If the significance value (value of P) is less or equal to .05 this means that there is a significant difference between the groups. If the significance value is more than .05 means the difference is not significant.

2.8 Chapter Scheme:

For the referential convenience the study has been organized into following chapters.

Chapter I: 'Introduction to Tourism and its Development', introduced the concept and definitions of tourism. It also discusses the recent trend of tourism in world, India and in Maharashtra.

Chapter II: 'Research Design', it explains various aspects of research design i.e. statement of the problem, objectives, hypothesis, significance and limitations of the study and methodology used for selection of the area, sample, data collection and data analysis.

Chapter III: 'Review of literature', its gives review of research on concerned topic at global and Indian level.

Chapter IV: 'Concept of Sustainable Tourism Development and theoretical background of the study', discusses the concept of sustainable tourism development, its dimensions, principles, various types of sustainable tourism and various approaches for sustainable tourism development.

Chapter V: 'Socio-economic profile of Sindhudurg district', this chapter deals with the fundamental information of the area, tourism resource base, tourism businesses in the area and community participation. Also detailed analysis of demographic and visitation profile of the tourist is given in this chapter.

Chapter VI: 'Planning for sustainable tourism development in Sindhudurg district', outline the strategies for sustainable tourism development planning in the study area.

Chapter VII: 'Analysis and Interpretation of data', this chapter analyses and interpret the data. Narrates the economic, environmental and socio-cultural impact of the tourism in study area.

Chapter VII: 'Summary, Conclusion and Recommendations', gives the summary of the finding, conclusions and provides the recommendations for further tourism development in the study area.

Table 2.3: Chapter scheme of the thesis

Chapter I	**:**	Introduction to Tourism and its Development
Chapter II	**:**	Research design.
Chapter III	**:**	Review of literature.
Chapter IV	**:**	Concept of Sustainable Tourism Development and Theoretical background of the study.
Chapter V	**:**	Socio-economic profile of Sindhudurg district.
Chapter VI	**:**	Planning for Sustainable Development of Tourism in Sindhudurg.
Chapter VII	**:**	Analysis and Interpretation of data.
Chapter VIII	**:**	Summery, Conclusion and Recommendations.

References:

1. Talwar, Prakash (2006), (Ed.). Travel and Tourism Management: Travel and Tourism (Volume 1). Isha Books D-43, Prithviraj Road, Adarsh Nagar, Delhi-110033. 2006.
2. Kumar, S.V., & Chandrashekhar K.S. (2006). Sustainable Development and Tourism. In M.R. Biju (Ed.), *Sustainable Dimensions of Tourism Management* (pp. 77-84). Mittal Publications-Publishers of Scholarly Books, 4594/9, Daryaganj, New Delhi-110002. 2006.
3. Government of India, Ministry of Finance (2014).Economic Survey 2013-14: Chapter 10 – Services Sector. Retrieved from http://indiabudget.nic.in/es2012-13/echap-10.pdf
4. Krishnaiah., P & N., Kavitha. (2011). International tourism in the contemporary scenario: A global perspective. *The Economic Challenger*. Vol 14(53). Pp 12-14.
5. Choudary,Y.Lokeswara, (2010). Indian Tourism Industry - The Potential Perspectives. Available at SSRN: http://ssrn.com/abstract=1623443 or http://dx.doi.org/10.2139/ssrn.1623443.
6. Iasija M. (2011). What are the main benefits that India gets from Tourism? Available at http://www.preservearticles.com/201101072776/benefits-that-india-gets-from- tourism.html.
7. Motiram (2006). Globalization and Tourism: Impact and Prospects. In Biju. M.R., (eds.), Sustainable Dimensions of Tourism Management. Pp 223-228. mittal Publications New Delhi.
8. Krishnaiah., (2012). Tourism in Andhra Pradesh: A conceptual framework. *The Economic Challenger*. Vol 14(54). Pp 49-51.

9. Neto, F. (2003). A new approach to sustainable tourism development: Moving beyond environmental protection. Natural Resources Forum, 27: 212–222. Available at http://www.ataland.com/files/articles/1.pdf.
10. George Ene, S., & Baraitaru, M. (2010). Sustainable Development Strategies in Domestic and International Tourism. *European Journal of Interdisciplinary Studies*, 3: pp 36-44.
11. Government of Maharashtra, Planning Department (2011). District Socio-Economic Review of Sindhudurg-2011. Retrieved from http://mahades.maharashtra.gov.in/files/publication/dsa_sindhudurg_2011.pdf
12. Government of Maharashtra, Tourism and Cultural Affairs Department (1999). Maharashtra Tourism Policy-1999. Retrieved from http://www.maharashtratourism.gov.in/mtdc/HTML/Maharashtratourism/images/PDF/TourismPolicy_1999.pdf
13. Government of Maharashtra, Tourism and Cultural Affairs Department (2006). Maharashtra Tourism Policy-2006. Retrieved from http://www.maharashtratourism.gov.in/mtdc/HTML/Maharashtratourism/images/PDF/TourismPolicy_2006.pdf.
14. Government of India, Ministry of Tourism (2010). Tourism Survey for State of Maharashtra (July 2009- June 2010). Retrieved from http://tourism.gov.in/writereaddata/CMSPagePicture/file/marketresearch/statisticalsurveys/Maharashtra.pdf.
15. Sharma, S., (2012), "Socio cultural impacts of tourism A study of Jaisalmer". Unpublished Ph. D. thesis Department of Tourism and Hotel Management, Kurukshetra University, 2012.

16. Barman, Dr. Arup, Tourism in Meghalaya for Sustainable Livelihood – The Educational Perspective (December 12, 2011). Available at SSRN: http://ssrn.com/abstract=1971565 or http://dx.doi.org/10.2139/ssrn.1971565.
17. Government of India, Ministry of Tourism. (2011). Annual Report 2010-11. Retrieved from http://tourism.gov.in/writereaddata/Uploaded/Tender/053120110313488.pdf
18. Government of India, Ministry of Tourism. (2014). Annual Report 2013-14. Retrieved from http://tourism.gov.in/writereaddata/Uploaded/Tender/051720121254577.pdf.
19. Ray, Nilanjan. (2012). Rural Tourism and its impact on Socio-Economic Condition: Evidence from West Bengal, India. *Global Journal of Business Research*, Vol 6(2): pp 11-22.

CHAPTER III

REVIEW OF LITERATURE

3.1. Introduction:

Review of literature related to a research topic is a necessary step in the conduct of any scientific research. It gives an insight of the problem, stimulates thinking and gives an idea of the methodology or techniques to be used for the conduct of study. Also the results obtained in similar studies conducted elsewhere, can be used for comparing the findings of present study. Similarly, it helps for undertaking the research in proper direction.

A review of the literature was taken to identify the past related research, carried on the same line and to frame the current research project within a conceptual and theoretical context. The importances can also be explained by the facts that:

1. It has stock of the existing knowledge related to specific area of study.
2. It enriches the existing pool of knowledge. (Sharma 2012)[1]

This chapter presents a review of international and national literature on tourism.

3.2 International literature on tourism:

Cooper, et al. (1993)[2] studied Rostov's theory of 'stages of economic development' with respect to tourism development. They studied economic influences, high levels of economic development and high purchasing power on the basis of concept of discretionary income and theories of demographic development.

Frechtling (1994)[3] studied the nature of relationship between travel and tourism expenditures and direct and indirect economic impacts. He estimates economic impacts based on direct observation, controlled experiments, analysis through economic models and statistical analysis of traveler survey data.

Cooper C. (1999)[4] Wrote a book entitled "Tourism Principles and Practices." He underlined concept and indicators of tourism demands. He also emphasized on economic, environmental and socio-cultural impact on tourism development.

Buhalis (2000)[5] Listed six major components of tourism attractions and resources viz, (i) attractions (ii) accessibility (iii) amenities, (iv) available packages (v) activities and (vi) ancillary services which were used in assessing and evaluating the elements of tourism destinations.

United Nations World Tourism Organization (UNWTO, 2000)[6] the report of UNWTO stated that, to achieve the sustainability in tourism development process effective participation of local communities in planning, development and management was important. Cooperation among different stakeholders, environmental commitment and continuous monitoring of the tourism development process is also essential.

Kreag (2001)[7] identified economic, environmental, social and cultural impact of tourism development. He discussed crowding and congestion, services, taxes and community attitude to understand positive and negative impact of tourism development.

Kim Kyungmi (2002)[8]. Conducted a study on *"The Effects of Tourism Impacts upon Quality Of Life of Residents in the Community"*. The aim of this study was to find out the effect of tourism development on quality of life (QOL) of local residents. This study find out that, resident's attitude towards economic, social, cultural and environmental impact of tourism development affects their satisfaction of particular life domain and it was proved that stages of tourism development moderate the relationship between resident's perception of tourism impact and their satisfaction with particular life domain.

Neto (2002)[9] in his study, '*Sustainable Tourism, Environmental Protection and Natural Resource Management: Paradise on Earth'?'* concluded that the promotion of sustainable tourism development was important to maximize socio-economic benefits and minimizing its negative impact on environment.

Kostopoulou S. & Kyritsis I. (2003)[10] according to his study, the local communities who are living in a mountain protected areas should be studied and identify their perception regarding sustainable tourism development to provide useful information to regional planners, national park managers and local development agencies. This will help to resolve arising conflicts, balancing the needs of local communities, recreationists and environmental conservation. He stated that local population perceive tourism development in a positive way, and assess tourism infrastructure improvement, like recreation facilities and technical works, as efficient tools for such development.

Mckercher, Bob (2003)[11] Presented a paper on *"Sustainable Tourism Development guiding principles for planning and management"*. He stated that, the principles of sustainable development should be focuses on longer term development and more caution approaches. This leads to ensure that the next generation can enjoy a quality life. He mentions the various elements of sustainable tourism, i.e. economic sustainability, ecological sustainability, local sustainability and cultural sustainability. The in-depth study of these elements helps to achieve sustainability in tourism development process.

Brandolini, S.M.A., & Mosetti, R. (2004)[12] attempt to estimate social carrying capacity. This study highlights the need to specify a voting rule as criterion for measuring carrying capacity for the destination which is does not put pressure on host community and also on the existing visitors.

Pforr, C. (2004)[13] in his paper '*Policy-making for sustainable tourism'* explained that, sustainable tourism as a relatively novel public policy area has been discussed with reference to the concept of sustainable development. Collaboration and co-ordination, decentralization and participation as well as information are regarded as important parameters for a successful sustainable tourism policy. Such a process should lead to a comprehensive, integrative and long-term strategy for sustainable tourism.

Navarrete, J., Lora, A., & J. González-Arenas (2004)[14] studied social carrying capacity of 'Sierra de Grazalema' Natural Park. They suggested that the flow of visitors should be diversified by considering the time and space element, this was useful to reduce the tourism impact on sensitive areas as well as to achieve tourism sustainability.

Meyer-Cech, K. (2004)[15] in his study '*Theme trails and sustainable rural tourism –opportunities and threats'* recommended that, Theme trails are networks of attractions which are typical for a region and which are marketed together under a certain theme. To develop theme trails nationwide coordination, formulation of minimum standards, public support measures, and professional management should be considered for efficient use of resources.

MacLellan, L.R., & Strang, D (2004)[16] studied effective framework for planning, action and evaluation of sustainable tourism and concluded that, principles of sustainable development were important to integrate the needs of local communities living and working in the park with the needs of heritage conservation and enhancement. This approach is different from the existing approaches of national parks which is based on the protecting the natural environment.

Jurincic, I. (2005)[17] in his study '*Carrying capacity assessment of Slovene Istria for tourism,'* dealt with carrying capacity assessment. He suggested that improvement in infrastructural facility, extension of tourism season and better use of present accommodation facilities, efficient use of GIS, implementation of common information system and improvement in the tourism destination management can help to develop sustainable tourism in the light of physical, ecological, infrastructural, sociological and psychological capacity of the region.

Palafox, A., et al. (2006)[18] in their study, '*Sustainable tourism in Holbox through local development*' concluded that, due to globalization of the economy neo liberalism has been expanded, therefore the local communities of the third world suffered by poverty as a negative consequence of such a globalization. In this condition tourism has affected the new economy and these localities find tourism as an alternative to develop their economy. The people of Holbox work together with the objective of giving themselves the opportunity to preserve their natural and cultural resources through tourism, used as the basis of their economy, achieving a sustainable tourism.

Segrado, R., & Farmer, F. (2006)[19] in their study, '*The impact of local NGOs on sustainable tourism in Valle de Bravo, México'* concluded that, NGOs are important to both by the community and by local government, but their effectiveness is diminished by both internal and external factors. Therefore this study suggested some internal and external measure to local NGOs to improve their effectiveness.

Internal Factors:

- Include appropriate professionally qualified team members in projects.
- Address the needs of the community.
- Adopt efficient and effective management procedures.

External factors:

- Local, state and national government financial support
- Improved collaboration and reduction of overlap of functions between NGOs.

Bimonte, S. (2006)[20] in his study '*Sustainable tourism and management tools,'* concluded that sustainable tourism is a community based concept. Community is considered as ecosystem and the man is an integral part of it. Therefore community has to decide how to maintain the balance between environment, economy and community issues. According to this study, sustainability in tourism is possible when the process of tourism development duly respect the communities and locally defined set of norms.

Dinica V. (2006)[21] in his study, '*Sustainable tourism development on Curaçao – the implementation challenge'* focuses on policy of the sustainable tourism development. He suggested that, as tourism is an international business, the sustainable tourism development policy documents should be developed in widely spoken languages to promote and spread this concept. This will helpful for the developing countries because of foreign investors. Study also suggested that, these documents also clearly mention the responsibilities of public authorities and other stakeholders for the implementation of this concept. Also the detailed design of various initiatives should be incorporated in it.

Zorpas A.A. et al (2008)[22] in their study, '*Mediterranean standard for sustainable tourism (MESST) – general requirements- objectives and the philosophy of MESST'* concluded that, tourist enterprises and the local authorities strongly agree that the sustainable tourism development can generate the economic benefits to the regions and in this process the role of stakeholders is very crucial. This study suggested some recommendations like optimum utilization of environmental

resources, respect to socio-cultural authenticity of host community and viable, long term economic operations.

Arizpe, M. et al. (2008)[23] stated that, sustainable tourism development and environmental conservation can be accelerated by promoting the involvement of local community by the way of effective communication and public participation.

Arizpe, O. *et al* (2008)[24] in his study '*Prospective analysis for sustainable tourism in a coastal region of the Gulf of California'* recommended that, by considering the seasonal nature of tourism it is possible to use one site for two or more tourism activities without creating competition for space and natural resources. The study also recommends the encouragement of low impact tourism, eroding and eliminating any extreme use. The study concluded that, all activities must be regulated. It is necessary to register tourism services providers, all tourism activities, the places where they take place, and the importance of each one. It would also be advisable to investigate potential resources and locations for new tourism activities.

Haget Sylvain (2009)[25] in his research *'Barriers for Tourism Sustainability in Destination'* studied the barriers for sustainable tourism at destination level. He found that the planners and researchers have the technical knowledge of sustainability concept but on the other side stakeholders, tourists and local residents have very little knowledge about it. Tourism planners and developers give priority to economic benefit only. He suggested that to achieve the sustainability in tourism a clear hierarchy is needed between decision makers.

Queiroz S.F. (2009)[26] in his study '*Stakeholders' theory and its contribution to the sustainable development of a tourism destination'* concluded that, an efficient tourism management which assesses the necessities of the different groups interested should comprise three basic steps: 1) The identification of each group and its

perceived interest; 2) The necessary processes to manage the relations produced by the interested parts; and, 3) The joint management of the transactions and agreements among the groups interested.

Al-louzi B. et al (2010)[27] in their study '*Role of tourism sector on Jordan's economy'* recommended that, since tourism related businesses are interdependent and interlinked, the competitiveness of the tourism cluster can be maintained by fostering the link between the cluster itself and the community. It is also recommended that investment must be made in development programs for the local workforce.

George S. & Baraitaru M. (2010)[28] in their study '*Sustainable Development Strategies in Domestic and International Tourism'* concluded that, principles of sustainable tourism development should aim at developing the tourism by respecting the requirements for protecting the natural environment and target the specific objectives of each area or region. Nationally, it is essential that tourism should develop strategies and features that meet the requirements of the developing country and its regions. Development of regional strategy should involves the integration of several strands, including: regional development, education, culture and cooperation.

Hamedi M. (2010)[29] in his study '*Sustainable Tourism Development In Iran: Concept: Opportunities And Challenges'* proposed that, the tourism development in Iran or any other developing country having same or similar situation has to adopt a holistic approach at macro and micro level. At macro level attention should be given to planning, coordination, monitoring and improvement in infrastructure for tourism development. At micro level local communities must be involved in decision making.

Ohridska-Olson, Rossitza Vassileva and Ivanov, Stanislav (2010)[30] in their study '*Creative Tourism Business Model and Its Application in Bulgaria'* discussed the, economic and social benefits of tourism development. They found that tourism

development leads to revival of local crafts, tradition, music, costumes, renewed the pride of the local community in their cultural heritage, popularization of local customs and traditions, preservation of ancient arts, crafts and cultural heritage, employment creation in creative industries and increased competitiveness of the destination.

Tohidy Ardahaey, Fateme, (2011)[31] in his study '*The Role of Human Resources Empowerment in the Sustainable Development of Tourism Industry'* he concluded that, the empowerment of human resources is important for sustainable development of tourism industry. In his study he suggested that, the management and personnel must have short term, long term and on the job training. There should be an interaction between state owned organizations, private organizations, universities and other educational institutions, and local people. The quality of services and facilities given by hotels, tourist resorts must be supervised by experienced and knowledgeable managers. The authorities must try to inform people how to interact with foreign tourists.

3.3. Literature on tourism at the national level:

Menon, K.M. (1991)[32] conducted a research on *'Tourism Management and Administrative Problems in Kerala'*. He found that management was not that much efficient in performing their jobs. He also stated that state government also not taken much role in the development of tourism management in the state. He suggested that, state governments should take efforts to train managerial personnel to efficiently use the modern technologies in tourism.

Sudheer, S.V. (1991)[33] in his study titled *'Tourism in Kerala: Problems and Potentials'* assessed the potential of natural resources in Kerala, evaluates the working of government for professionalism in tourism and find out the economic benefits obtained by the business community at tourism destination. His study aim towards to

promote tourists visits and to ascertain the facilities available to tourists. As per the study he concluded that most of the districts in Kerala have potential for tourism promotion.

Kumar, B.V. (1995)[34] studied *'Sustainable Development of Eco tourism in Kerala'*. The emphasis of his study was on economies of tourism by considering the foreign tourists as a consumer of tourism product. His study aimed to assess the potential of Kerala for development of Ecotourism, to observe the preference of foreign tourists towards ecotourism and to develop the suitable policy for sustainable tourism development in Kerala. He suggested that the tourist's facilities should be developed in relation with nature, besides mass tourism emphasis should be given to village tourism and government should make such a strategy, that highlight the uniqueness, authenticity and entertainment facilities to foreign tourists. He also suggested that government must monitor the tourism activities in the state.

Kumar, R.B. (1995)[35] in his study *'Coastal Tourism and Environment'* analyses the impact of tourism in developing countries. The study concluded that the tourism can play important role in the development of country. It provides a variety of opportunities for the development of industries and thereby the economic development of the society.

Batra G.S. and Chawla, A.S. (1998)[36] in their work *'Tourism Management – A Global Prospective'* studied the, economic importance of tourism industry in national economy with reference to its contribution in employment generations.

Sharma, J.K. (2000)[37] wrote his famous book *'Tourism Planning and Development: A New Perspectives'*. He describes the concept of tourism planning, approaches, techniques and principles applied at various levels. His emphasis is on integrated approach and incremental increase in quality of tourism services and

effective management of tourism. He gives transportation, services, information and promotion, physical environment and tourism organizations as the basic components for tourism planning and development in a particular region. He not only attempts to present an alternative tourism planning and development process which is sustainable, but also recommends for conceptualizing sustainable development.

Chawla Romila (2003)[38] wrote an important book entitled *'Tourism in the 21st Century'*. She emphasized on important features of the tourism industry, its contribution to the national integration and creation of harmonious social and cultural environment and also suggests the promotion of arts, crafts and culture and brings about prosperity and sustainable development. Twenty first century is the age of information technology and tourism. She gives aspects and challenges of tourism in the Twenty first century.

Nikam, S.N. (2003)[39] in his research work *'Potential and Prospects for Tourism Development in Nasik District'*. His attempt has been made to understand for the tourism development by considering four case studies and find out the potential and prospects for the planning at different destinations in the district. His also gave valuable suggestions for tourism development in the Nasik district.

Potdar M.A. (2003)[40] in her research work *'Tourism Development in South Konkan'* reveals a treasure of tourism, beaches, horticulture, scenic beauty, historical monuments, temples and churches, local folk arts, handicrafts, food and festivals, biotic life are the resources available for ideal tourism in South Konkan. Therefore there is tremendous scope for tourism development in South Konkan. She studied economic and socio-cultural impact on local people by considering case studies in study region. In her research work, she lighted on some problems and suggested remedial measures for better development of tourism in south Konkan.

Jain, D. (2004)[41] in his study '*Rajsthan- A treasure trove of desert tourism'* made the following suggestions.

- District wise administrative units should be constituted with the duty of marking the villages of tourism importance.
- Gram pradhan, Gram Sevak, Tehsildar, School Head Master and Sarpanch should trace out the rare talents and provide them possible opportunities and training if the deem it fit for tourism development.
- Marketing of desert tourism products should be done properly with a view to finding new market. By modification of products, caring for the requirements of the tourists, conducting research works in this field, providing better infrastructure. Including tele-communication, transportation, medical, security, banking, etc desert tourism can be promoted manifold.
- Publicity and public relation van inevitably assist in promoting the rural tourism. The district administration should adopt ultra modern means to let the overseas and domestic tourists know about the splendor of this state.
- Tourist guides must be well trained with wide knowledge of rural areas, cultural and social events and other tourism spots for providing convenient services to the tourists.

Kandari, O.P. and Chandra A. (2004)[42] wrote a book entitled '*Tourism Development Principles and Practices'*. He noted that planning and assessment are important parts of sustainable development of tourism. He focused on issues of tourism development, particularly from economic, ethnic and environmental perspectives and also explained the Goals and strategies for effective tourism practices; he identified key issues of carrying capacity and community participation.

He also stated that role of tourism in rural development is fundamentally an economic one and can help to sustain and improve the quality of life in rural areas.

Khan, M.A. (2005)[43] wrote a book on *'Principles of Tourism Development'* which deals with hotel industry and tourism, these are the two significant sectors of modern day economy, tourists are honored guests and the hotels offer them the demanded hospitality. He also focused on the role of information technology in tourism industry.

Aneja P. (2006)[44] in his study '*Sustainable tourism development challenges ahead'* stated that tourism is one of the largest industry in the world. It is a tool to create employment for both the skilled and unskilled community members. He also suggests that the government as well as non government organizations needs to be involved in the process of developing sustainable tourism.

B S Badan and Bhatt, H. (2006)[45] In their book *'Sustainable tourism'* studied aspects of sustainable tourism, tourisms sustainability, sustainable wildlife tourism, travel ecology, accreditation for tourism, tourism and programme for raising environmental awareness, tourism certification programme and sustainability and green leisure and tourism. This book written with intensive case studies.

Biju, M.R. (2006)[46] in his edited book titled *'Sustainable Dimensions of Tourism Management'* handled the various aspects of tourism management by various authors like, Global tourism The evolutionary process, Management of hospitality industry the Indian panorama, Decentralized tourism governance in Haryana, Hospitality industry in Kerala performances and promises, Geographical Information System (GIS) and tourism, Sustainable development and tourism, Strategic management in tourism, Redefining tourism marketing strategies, Personalization in tourism, Eco Tourism tourism of the new millennium, Eco Tourism

in India, Eco Tourism in Kerala, Natural environment and tourists inflow, Health tourism Kerala beckons the traveler, Service quality in tourism sector industry of Madurai, Hospitality and tourism a case study of Kerala, Kovalam struggling a study on the current tourism scenario, Globalization and tourism impact and prospects, Rural tourism a new approach to sustainability and Terrorism a menace to tourism growth.

Bora, B. (2006)[47] in their study '*Northeast Tourism the market beyond borders'* concluded that, tourism cannot be developed in vacuum. It requires social and economic infrastructure for a speedy growth. According to him at very first infrastructure gap should be studied and then projects should be run in the priority basis. A major component for tourism development should be the development of way side amenities.

Pamecha, S. (2006)[48] in his study '*Strategies for development of cultural tourism'* suggested some measures for tourism development like promotion of cultural tourism, presentation of socio-cultural richness of the country, study of social carrying capacity, encouragement of local communities, deriving economic benefits from tourism for local community and economy, proper policy formulation to conserve tourism destinations and collaboration of ministry of tourism and ministry of culture.

Raghavan V.P. (2006)[49] in his study '*Economy of ecotourism in Kerala: A perspective'* stated that, ecotourism is a form of tourism that is inspired primarily by the natural history and the environment of an area. Kerala has the greatest potential for harnessing tourism for creating employment and generating income. Kerala has the rich natural endowments, which can be easily capitalized through ecotourism to a greater extent.

Singh A.K. (2007)[50] in his study '*Rural Tourism: Tool for Rural Employment*' revealed that one of the main objectives of promotion of rural tourism is to generate employability for the rural people. It is estimated that every one million additional visitors to the country could translate into Rs. 4300 crore of revenue for the industry. Besides over one million of additional investment into the tourism sector has the potential to generate 47.5 jobs. This gives the rural tourism initiative, if pursued responsibly, the ability to alter the economic pattern of a small village and provide local population an added income. Indirect employment is also generated in the form of revival of traditional arts and crafts, development of infrastructure in the villages such as roads and means of communication, schools, hospitals, hotels etc.

Singh A.S. (2007)[51] in his study '*Tourism Industry in Manipur*' concluded that, all the efforts should be made for the development of the tourism industry in Manipur. This is very necessary for the rapid development of the poor underdeveloped economy of the state. However, in the name of development of tourism, nothing should be done to accentuate the serious problems of the virtually unchecked influx of people from outside which is still continuing and threatening to alter the demographic balance of the tiny state. It may be pointed out here that the natural growth rate of the states population was 1.81 percent in 1991 while the overall growth rate was 2.86 percent per year. This would give a net difference of 1.05 percent growth rate during 1981-91, not due to excess of births over deaths, but entirely due to influx of people from outside, Manipur.

Harikumar P.N. (2007)[52] in his study '*Ecotourism-Backwater spots in Kerala'* stated the importance and role of ecotourism and backwater sports in tourism development of Kerala. He focused the natural attractions of Kerala which is best

suited to the ecotourism and also presents the present scenario of ecotourism and backwater sports in Kerala.

Rao V.M. (2007)[53] in his article '*India-Tourists Delight'* stated that India has been ranked as the 4th most favored country for holidays, above South Africa and Switzerland, as per a survey undertaken by Conde Nast Traveller magazine for their 2006 Readers Travel Awards. A reputed consultant has been assigned the job to examine the various aspects of tourism, including existing policies, infrastructure, marketing strategies and prepare a plan for increasing the flow of foreign tourists. The entry of low-cost airlines has provided a fillip to tourism industry. The other catalyst is medical tourism. The number of foreigners visiting India to avail quality, inexpensive medical treatment is growing day by day.

Ratti Manish (2007)[54], in his *'Tourism Planning and Development'* book which deals with the tourism industry it contains vital information on tourism planning and management, crucial issues are given an elaborate treatment.

Tondon V. (2007)[55] in his study '*Ecotourism, Environmental Panacea or Poison',* elaborate the various principles of Ecotourism as follows,

- It avoids negative environmental impact
- Educates the tourists regarding biodiversity conservation.
- Generate the revenue for environment conservation.
- Brings economic benefits to the local community.
- Provides attention towards social and environmental carrying capacity.
- Achieve local sustainability in all aspects.

Patil D.Y. & Patil L.S. (2008)[56] in his study '*Environmental Carrying Capacity and Tourism Development in Maharashtra'* concluded that, Carrying capacity in eco-tourism provides local benefits - environmentally, culturally and

economically. Ecotourism is "responsible travel to natural areas that conserves the environment and sustains the well-being of local people."

Libison K.B. & Muraleedharan K.P. (2008)[57] in their study of pilgrimage tourism they suggested that,

1. Patterns of pilgrims spending on different items should be thoroughly studied.
2. Government authorities should assist the people to provide more lodging facilities in the region. K.T.D.C rest houses should be built in the locality.
3. Provision of additional space for parking is essential in the pilgrimage season.
4. Wide publicity must be given for the importance of *'thiruvabharanam'* kept in the Pandalam palace. This will enable to bring in more pilgrims to the locality.
5. As suggested in 'Sabarimala Master Plan', transform the Pandalam locality as a major base camp for the Sabarimala pilgrimage. Government interventions needed for this purpose must be obtained by the panchayath authorities as early as possible.
6. Constitute a development committee including officials of Pandalam Grama panchayath, Travancore Devaswom Board, Pandalam palace executive committee and local people to make long term and short term development plans for the locality to leverage maximum economic benefits from the pilgrimage season.
7. Conduct a scientific research to ascertain number of pilgrims entering the locality and estimate their basic needs, finalize all plans to accommodate all these basic needs of pilgrims.

Abreu, N.D. (2008)[58] in his study, '*Sustainable Tourism in Goa (A pictorial view of tourism)'* suggested that, diversify the area of tourism, training to guides and local people, maintain the control on the prices of goods and services, need for improvement in infrastructure specially for transport, need for women's safety and maintaining control on beaches.

Subbarao P.S. (2008)[59] conducted a study on foreign direct investment in Indian tourism. He presents the concept of single luxury tax all over the country. Also he point out the service tax should be calculated on the basis of value of service provided besides gross amount. He introduce new concept of tax holiday.

Singh P. (2008)[60] in his study, '*Sustainable Tourism and Economic Development: A case study of Agra and Varanasi'* reviewed that, tourism is in top five industries in the world and it was growing faster. But this growth also called for negative environmental, social and economical impact. In this he suggested some measures to achieve sustainability in tourism that leads to overall benefit to the local community and economic development of the region. This study based on case study of Agra and Varanasi.

Haldar P. (2008)[61] in his study, '*Rural Tourism- Challenges and Opportunities'* concluded that, If a proper marketing plan is done for rural tourism, it could bring lots of benefit to our society. It could be a sustainable revenue generating project for rural development of our government. It can help inflow to resources from urban to the rural economy. It can prevent migration of rural people to urban.

Jacob S. (2008)[62] in his study '*Understanding Culturally Sustainable Tourism: An Observed Comparison of the Models followed by Kerala and Goa*' concluded that, tourism model of Krala state is more culturally sustainable as compared to other coastal state like Goa. Kerala tourism model is lee conflict and having capacity for long term survival of local coastal communities cultural pattern and values.

Gupta V. & Gupta D.D. (2008)[63] conducted a study regarding use of ICT in tourism industry. According to him use of ICT can increase the efficiency and brings the transparency in tourism system. It also useful to create awareness and positive

about India in general. Use of ICT helpful to give the complete information to the tourists.

Khan M.M. (2009)[64] wrote an important book series on *'Encyclopedia of Tourism'*. He wrote on the origin of tourism, types of tour operations, system of social organizations, different theories of criminality, relation between tourism and hotel industry. This book deals with the basic aspects of ticketing and booking, global ticketing, complete history of ticketing and booking of air, rail, water and road transportation for traveling.

Roy H. (2010)[65] studied *'The Role of Tourism to Poverty Alleviation'* recommended that, Govt. must pursue a policy of developing tourism especially in rural areas in India so that its pro-poor benefit will be realized.

Ramaswamy S. & Sathis Kumar G. (2010)[66] in their study *'Tourism and Environment: Pave the Way for Sustainable Eco-Tourism'* concluded that, the eco-tourism sustainable development concept has reached the minds of tourism service providers and the tourists because they realized the importance of protecting the environmental resources, which are the basis for ecotourism. Eco-tourism conserves the environment and brings the socio-cultural, environmental and economical sustainability for the region.

Choudary,Y. Lokeswara, (2010)[67] in his study *'Indian Tourism Industry-The Potential Perspectives'* concluded that, India is an exotic destination. From the western perspective, it is a land of mysticism with astoundingly diversified culture and tradition. There is undoubtedly enormous potential; India has all tourist attractions in a single country – coast line, snow capped mountains, inviting deserts, wild life, hearth-taking picturesque locales, heritage sights and monuments, a grand variety of regional culinary delicacies.

Barman A. & Chowdhury S. (2011)[68] in their study '*Tourism in Meghalaya for Sustainable Livelihood – The Educational Perspective'* concluded that, training and manpower development forms a major contribution towards realizing the benefits of ecotourism need integration of vocational, professional education, secondary education for tourism and serves to build bridges and instill confidence among communities and development organizations. Efforts should be concentrated primarily on promotion and education amongst the stakeholders of Meghalaya tourism. While another important element of marketing mix, product (the destination) may also be given importance through the infusion of tourism education and awareness amongst the masses.

Mathur A. (2011)[69] in his study, '*The Strategic Inputs to Increase Tourism Potential of India'* stated that, the government can enhance the growth of the tourism industry by investing in the development of infrastructure for the development of the total nation. A good infrastructure will lead to tourist generating the foreign exchange for the country.

Ashok D. (2011)[70] in his study '*Tourism Potential in Vellore Region- An Empirical Study*' revealed that, the scope of tourism potential in Vellore could be possibly attained through implementing the following policy implications:

- The scope of tourism naturally enriches with the quantum of floating population from other part of the country. Since the Vellore has got the historical significance of its own, this will take only a minimal time to propogate the opportunity for tourism development.
- The proper avenues to develop tourism, will certainly increase the living conditions like, boarding and lodging, communication, social security, law and order situation and environmental cleanliness in the order of priority.

- Encouraging social projects which will prevent global warming through Green Vellore initiated by VIT University and Afforestation initiated by Sri Narayani peedam trust, Vellore will certainly challenges the present state of undesirable climate into desirable one.
- The proper developments made in cross cultural, hospitality, educational, technological and spiritual transformation will help to improve the ethical part of business standards and employment opportunities.
- The cultural heritage can be improved which in turn will certainly improve the further research in the national & global levels.
- The activities and developments corresponding to the tourism projects should attain the expected positive outcomes and minimize adverse impacts on the heritage ad lifestyles of the host community, while responding to the needs and aspirations of the visitors.
- Improving the needed infrastructural facilities and living conditions may certainly bring revolution on the part of future accountability.
- Proper affiliations of private & public partnership could possibly improve the living standards of its own.
- Earning potential of the region will improve significantly over the period.
- More live project operations will commence on basic requirements like sanitation, transportation, pollution control, mechanism, water reservoir, hospitability and extension of living area will give more comforts to locals.

Krishnaiah P. & Kavitha N. (2011)[71] in their study '*International Tourism in the Contemporary Scenario: A Global Perspective'* concluded that, tourism sector mainly focuses on international in and out bound tourism volumes and expenditures. International tourism movements are difficult to determine. Distance is the most

important factor in the international air travel than domestic. International tourism is an extremely attractive proposition in terms of business as like foreign exchange earnings, economic growth, and employment opportunity. It is a tool for poverty reduction and develops the rural wealth.

Krishnaiah P. (2012)[72] in his study '*Tourism in Andhra Pradesh: A Conceptual Framework*' concluded that, the highest number of tourist arrivals in Andhra Pradesh is due to scenic beauty and unique incorporation of diverse cultures. Tourists are interested to come to Andhra Pradesh for ancient architectures and famous pilgrim centres, heritage monuments, hill stations, lakes, long coastal belts, bird sanctuaries, summer resorts, rich flora and fauna, exotic hill station, cascading waterfalls, sparkling lakes, lofty hills and Buddhist pagodas. The main reason for attraction is world's richest hindu religious temple in Tirupati from all around the globe. In addition to that, Andhra is distinct for local foods, cuisines, delicacy, exquisite handicrafts, vibrant festivities and hospitable nature of people that makes visit to the state an unforgettable experience. More than 500 tourist attractions are found across Andhra Pradesh.

Ray Nilanjan (2012)[73] in his study '*Rural Tourism and its impact on Socio-Economic Condition: Evidence from West Bengal, India'* concluded that, the social significance of heritage lies in its association with identity. It is fundamental in helping individuals and communities. In and around of Kamarpukur of Hooghly district the custodian of religious heritage sites constitutes a key elements in defining their Socio-cultural identity. Interest in cultural heritage emerged as a tourist attraction during the 1990s and became an important economic asset and a mechanism to preserve ethinicity. History and its tangible markers in the form of buildings, cemeteries, folk music, literature, culture has quietly survived at Kamarpukur for

centuries. This study reveals that Kamarpukur has great prospects as a rural tourism destination as well as pilgrimage tourism. The interest of tourism and heritage conservation is complementary and thus tourism and culture become partners in the developmental process. It can be said that with rich traditions of religious tourism, India can emerge to be a promising destination for modern tourism.

References:

1. Sharma, S. (2012). "Socio cultural impacts of tourism: A study of Jaisalmer". *A thesis submitted to Kurukshetra University, Kurukshetra for the award of the Degree of Doctor of Philosophy in Tourism Management. 2012*. Department of Tourism and Hotel Management.
2. Cooper, et al, (1993). *Tourism: Principles and Practice*, Pitman Publishing, London.
3. Frechtling, D.C., (1994), 'Assessing the Economic Impacts of Travel and Tourism Measuring Economic Benefits'. In *Travel, Tourism and Hospitality Research*, (2nd edition) Ritchie, J.R.B. and Goeldner, C.R., (eds.), John Wiley and Sons Inc., New York.
4. Cooper et. al (1999). *Tourism Principles and Practices*, Addison Wesley Longman Publishing, New York, p-5
5. Buhalis, D., 2000, 'Marketing the Competitive Destination of the Future', *Tourism Management*, 21(1), 97-1 l6
6. UNWTO, 2000, Sustainable Development of Tourism: A Compilation of Good Practices, United Nations World Tourism Organisation, Madrid.
7. Kreag, G., 2001, The Impacts of Tourism, Minnesota Sea Grant, University of Minnesota.

8. Kim Kyungmi (2002), "The Effects Of Tourism Impacts Upon Quality Of Life Of Residents In The Community". *Dissertation submitted to the Faculty of the Virginia Polytechnic Institute and State University In partial fulfillment of the requirements for the degree of Doctor of Philosophy in Hospitality and Tourism Management.* Blacksburg, Virginia. 2002.
9. Neto, F, 2002, 'Sustainable Tourism, Environmental Protection and Natural Resource Management: Paradise on Earth'?', International Colloquium on Regional Governance and Sustainable Development in Tourism-Driven Economies, 20-22 February, Cancun, United Nations, New York.
10. Kostopoulou, S., & Kyritsis, I., (2003). Local people's perceptions of sustainable tourism development in protected areas: the case of Mount Olympus, Greece. In C.A. Brebbia, A.G.Kungolos, & E. Beriatos (Eds.), Sustainable Planning and Development (pp 47-58). WIT Press.
11. McKercher, B (2003). Sustainable Tourism Development – Guiding Principles for Planning and Management. Paper Presented to the National Seminar on Sustainable tourism Development, Bishkek, Kyrgystan, November 5 – 9, 2003.
12. Brandolini, S.M.A., & Mosetti, R. (2004). Sustainable tourism development and social carrying capacity: a case- study on the North-Western Adriatic Sea. In C.A. Brebbia, & F.D. Pineda (Eds.), Sustainable Tourism (pp. 211-220). WIT Press.
13. Pforr, C. (2004). Policy-making for sustainable tourism. In C.A. Brebbia, & F.D. Pineda (Eds.), *Sustainable Tourism* (pp. 83-94). WIT Press.
14. Navarrete, J., Lora, A., & J. González-Arenas (2004). Sustainable tourism and visitor satisfaction: social carrying capacity in 'Sierra de Grazalema' Natural Park (Spain). In C.A. Brebbia, & F.D. Pineda (Eds.), *Sustainable Tourism* (pp. 261-271). WIT Press.

15. Meyer-Cech, K. (2004). Theme trails and sustainable rural tourism-opportunities and threats. In C.A. Brebbia, & F.D. Pineda (Eds.), *Sustainable Tourism* (pp. 117-126). WIT Press.
16. MacLellan, L.R., & Strang, D. (2004). Sustainable tourism in Scotlands National Parks: the search for effective frameworks for planning, action and devaluation. In C.A. Brebbia, & F.D. Pineda (Eds.), *Sustainable Tourism* (pp. 249-260). WIT Press.
17. Jurincic, I. (2005). Carrying capacity assessment of Slovene Istria for tourism. In C.A. Brebbia, & A. Kungolos (Eds.), *Sustainable Development and Planning II Vol.1* (pp. 725-733). WIT Press.
18. Palafox, A., et al. (2006). Sustainable tourism in Holbox through local development. In C.A. Brebbia, & F.D. Pineda (Ed.), *Sustainable Tourism II* (pp. 319-324). WIT Press.
19. Segrado, R., & Farmer, F. (2006). The impact of local NGOs on sustainable tourism in Valle de Bravo, México. In C.A. Brebbia, & F.D. Pineda (Ed.), *Sustainable Tourism II* (pp. 311-318). WIT Press.
20. Bimonte, S. (2006). Sustainable tourism and management tools. In C.A. Brebbia, & F.D. Pineda (Ed.), *Sustainable Tourism II* (pp. 325-334). WIT Press.
21. Dinica, V. (2006). Sustainable tourism development on Curaçao – the implementation challenge. In C.A. Brebbia, & F.D. Pineda (Ed.), *Sustainable Tourism II* (pp. 181-190). WIT Press.
22. Zorpas, A. A., et al. (2005). Mediterranean standard for sustainable tourism (MESST) – general requirements, objectives and the philosophy of MESST. In C.A. Brebbia, & F.D. Pineda (Eds.), *Sustainable Tourism III* (pp. 85-94). WIT Press.

23. Arizpe, M., Arizpe, O., & Gamez, A. (2008). Communication and public participation processes in the sustainable tourism planning of the first capital of the Californias. In C.A. Brebbia, & F.D. Pineda (Eds.), *Sustainable Tourism III* (pp. 103-109). WIT Press.
24. Arizpe, O., Cabrera, C., & Arizpe, M. (2008). Prospective analysis for sustainable tourism in a coastal region of the Gulf of California. In C.A. Brebbia, & F.D. Pineda (Eds.), *Sustainable Tourism III* (pp. 3-11). WIT Press.
25. Haget Sylvain (2009). Barriers for Tourism Sustainability in Destination. *A Thesis submitted Bournemouth University, for the award of Master of Arts European Tourism Management, 2009*. Universidad Rey Juan-Carlos, Madrid.
26. Queiroz, S.F. (2009). Stakeholders' theory and its contribution to the sustainable development of a tourism destination. In C.A. Brebbia, et al (Eds.), *Sustainable Development and Planning IV*, Vol.2 (pp. 791-798). WIT Press.
27. Al-louzi, B. (2010). Role of Tourism Sector on Jordan's Economy. *The Economic Challenger*. Vol 13(49): pp 17-25.
28. George Ene, S., & Baraitaru, M. (2010). Sustainable Development Strategies in Domestic and International Tourism. *European Journal of Interdisciplinary Studies*, 3: pp 36-44.
29. Hamedi, M. (2010). Sustainable Tourism Development In Iran: Concept: Opportunities And Challenges. *International Journal of Sustainable Development*, Vol 2(2): pp 35-42.
30. Ohridska-Olson, Rossitza Vassileva and Ivanov, Stanislav,(2010). Creative Tourism Business Model and its Application in Bulgaria. Proceedings of the Black Sea Tourism Forum 'Cultural Tourism – The Future of Bulgaria,' 2010. Available at SSRN: http://ssrn.com/abstract=1690425.

31. Tohidy Ardahaey, Fateme, (2011). The Role of Human Resources Empowerment in the Sustainable Development of Tourism Industry. Available at SSRN: http://ssrn.com/abstract=1688209 or http://dx.doi.org/10.2139/ssrn.1688209.
32. Menon, K.M. (1991). "Tourism Management and Administrative Problems in Kerala"' *Ph D Unpublished thesis*, Department of Politics, University of Kerala. 1991
33. Sudheer, S.V. (1991). Toursim in Kerala – Problems and Potentials, *Ph D Unpublished thesis*, Department of Commerce, University of Kerala, 1991
34. Kumar, B.V. (1995). "Sustainable Development of Eco Tourism In Kerala", *Ph.D Unpublished thesis*, Department of Future Studies, University of Kerala, 1995
35. Kumar, R. B. (1995). "Coastal Tourism and Environment" Department of Tourism, Kurukshethra University, APH Publishing Corporation, New Delhi, 1995
36. Batra, G.S. and Chawla. A.S. (1998). "Tourism Management – A Global Prospective", Department Of Management, Punjab University, Patiala, Deep & Deep Publications, New Delhi, 1998
37. Sharma, J. K. (2000), Tourism Planning and Development, Kanishka Publisher, Distributor, New Delhi. p- 17.
38. Chawla Romila, (2003), Tourism in the 21st Century, Sonali Publications, New Delhi.
39. Nikam, S. N., (2003), Potential and Prospectives for Tourism Development in Nashik District, *Unpublished Doctoral Thesis*, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad.
40. Potdar, M. A. (2003), Tourism Development in South Konkan, *Unpublished Doctoral Thesis*, Shivaji University, Kolhapur.

41. Jain D. (2004). Rajsthan- A treasure trove of desert tourism. *The Economic Challenger*, Vol 6(24): pp 47-50.
42. Kandari, O.P. & Chandra Ashish, (2004), Tourism Development Principles and Practices, Shree Publishers & Distributors, New Delhi. p - 124.
43. Khan, M. A.(2005), Introduction to Tourism, Anmol Publication Pvt.Ltd, New Delhi. pp- 2 -4.
44. Aneja P. (2006). Sustainable Tourism Development-Challenges ahead. *Kurukshetra* Vol 54 (7): pp 15-19.
45. Badan, B.S., and Bhatt, H. (2006). Sustainable Tourism, Crescent Publishing Corporation, New Delhi, 2006
46. Biju, M.R., (Ed.). *Sustainable Dimensions of Tourism Management*. Mittal Publications-Publishers of Scholarly Books, 4594/9, Daryaganj, New Delhi-110002. 2006.
47. Bora, B. (2006). Northeast Tourism- The Market Beyond Borders. *Kurukshetra* Vol 54(11): pp 45-48
48. Pamecha, S. (2006). Strategies for Development of Cultural Tourism. *The Economic Challenger*. Vol 8 (30): pp 49-52.
49. Raghavan, V.P. (2006). Economy of Ecotourism in Kerala: A Perspective. *Kurukshetra*. Vol 55 (02): pp 23-24.
50. Singh, A.K. (2007). Rural Tourism: Tool for Rural Development. *Kurukshetra*. Vol 55 (08): pp 7-12.
51. Singh, A.S. (2007). Tourism Industry in Manipur. *Kurukshetra*. Vol 55 (08): pp 17-20.
52. Harikumar, P.N. (2007). Ecotourism-Backwater Spots in Kerala. *Kurukshetra*. Vol 55 (08): pp 13-16.

53. Rao V.M. (2007). India-Tourists Delight. *Kurukshetra*. Vol 55 (08): pp21-22.

54. Ratti Manish, (2007), Tourism Planning and Development, Rajat Publication, New Delhi, p-25.

55. Tandon, V. (2007). Ecotourism, Environmental Panacea or Poison. *Kurukshetra*. Vol 55 (08): pp3-6.

56. Patil, D.Y., & Patil, L.S. (2008). Environmental Carrying Capacity and Tourism Development in Maharashtra. *Proceedings of the Conference on Tourism in India-Challenges Ahead* (pp. 95-101). Indian Institute of management Kozhikode.

57. Libison, K.B. & K.P. Muraleedharan (2008). Economic Benefits of Pilgrimage Tourism: A case study of Sabarimala Pilgrimage with special reference to Pandalam Rural Locality in Kerala (India). *South Asian Journal of Tourism and Heritage*, Vol 1(1): pp 57-64.

58. Abreu, N.D. (2008). Sustainable Tourism in Goa: A pictorial view of tourism. *Proceedings of the Conference on Tourism in India- Challenges Ahead* (pp. 124-128). Indian Institute of management Kozhikode.

59. Subbarao, P.S. (2008). A Stusy on Foreign Direct Investment (FDI) in Indian Tourism. *Proceedings of the Conference on Tourism in India- Challenges Ahead* (pp. 107-113). Indian Institute of management Kozhikode.

60. Singh, P. (2008). Sustainable Tourism and Environment development: A case study of Agra and Varanasi. *Proceedings of the Conference on Tourism in India-Challenges Ahead* (pp. 114-120). Indian Institute of management Kozhikode.

61. Haldar, P. (2008). Rural Tourism-Challenges and Opportunity. *Proceedings of the Conference on Tourism in India- Challenges Ahead* (pp. 111-129). Indian Institute of management Kozhikode.

62. Jacob, S. (2008). Understanding Culturally Sustainable Tourism: An Observed Comparison of the Models followed by Kerala and Goa. *Proceedings of the Conference on Tourism in India- Challenges Ahead* (pp. 75-90). Indian Institute of management Kozhikode.
63. Gupta, V., & Gupta, D.D. (2008). Adoption and Use of ICT in Indian Tourism: Interventions for the top tourist destination of India. *Proceedings of the Conference on Tourism in India- Challenges Ahead* (pp. 65-75). Indian Institute of management Kozhikode.
64. Khan, M. M. (2009), Encyclopaedia of Tourism, Vol. I, Himalaya Books Pvt. Ltd, Mumbai.
65. Roy, Hiranmoy, (2010).The Role of Tourism to Poverty Alleviation. Available at SSRN: http://ssrn.com/abstract=1599971 or http://dx.doi.org/10.2139/ssrn.1599971.
66. Ramaswamy, S. and Sathis Kumar, Ganasen, (2010). Tourism and Environment: Pave the Way for Sustainable Eco-Tourism. Available at SSRN: http://ssrn.com/abstract=1565366 or http://dx.doi.org/10.2139/ssrn.1565366.
67. Choudary, Y. Lokeswara, (2010). Indian Tourism Industry - The Potential Perspectives. Available at SSRN: http://ssrn.com/abstract=1623443 or http://dx.doi.org/10.2139/ssrn.1623443.
68. Barman, Arup, (2011). Tourism in Meghalaya for Sustainable Livelihood – The Educational Perspective. Available at SSRN: http://ssrn.com/abstract=1971565 or http://dx.doi.org/10.2139/ssrn.1971565.
69. Mathur, A. (2011). The Strategic Inputs to Increase Tourism Potential of India. International Journal of Contemporary Practices, Vol 1 (3):pp 54-60.

70. Ashok, D. (2011). Tourism Potential in Vellore Region-An Empirical Study. The Economic Challenger, Vol 14 (53): pp7-11.
71. Krishnaiah, P., & Kavitha, N. (2011). International Tourism in the Contemporary Scenario: A Global Perspective. The Economic Challenger, Vol 14 (53): pp 12-12.
72. Krishnaiah, P. (2012). Tourism in Andhra Pradesh: A Conceptual Framework. The Economic Callenger, Vol 14 (54): pp 49-51.
73. Ray, Nilanjan. (2012). Rural Tourism and its impact on Socio-Economic Condition: Evidence from West Bengal, India. *Global Journal of Business Research*, Vol 6(2): pp 11-22.

CHAPTER IV

CONCEPT OF SUSTAINABLE TOURISM DEVELOPMENT AND THEORETICAL BACKGROUND OF THE STUDY

4.1 Introduction:

Sindhudurg is a tourism district, but to make the further tourism development in a sustainable way, an integrated strategy for tourism planning is necessary. The main objective of this chapter is to present a conceptual framework of sustainable tourism development which is followed by theoretical background of the study. This chapter focuses concept of sustainable tourism development and theories related to entire study.

4.2 Impacts of tourism:

Tourism is considered as the tool for the socio-economic development and it is a best way of poverty alleviation for the developing countries. But also tourism development creates negative impact on local community. According to ESCAP (1999)[1] report, "Guidelines on Integrated Planning for Sustainable Tourism Development", Following are the important and considerable negative impacts of tourism development that leads to think about the development of sustainable tourism.

4.2.1 Negative Economic impacts:

1. Job generated through tourism development may be of low wages and it requires mostly semi skilled laboures.
2. Prices of the consumption goods increases as local shop owners try to earned more profits from business.
3. Tourism development leads to increase in the value of local property like land and buildings which becomes troublesome for local community as taxes going to increase with increase in property value.

4. Tourism business is suffered from its seasonality nature. This will affects the economy of the local community during off season.
5. Unavailability and affordability of skilled laboures is also a major problem.

4.2.2 Negative Social impacts:

1. Tourism development leads to deterioration in quality of amenities and services.
2. Tourism development brings alcoholism, drugs abuse and crime.
3. Overcrowding and heavy traffic are the major problems of tourism development. This will affect the health of local residents.
4. Incident of sexual harassment and rape happens.

4.2.3 Negative Cultural impacts:

1. Tourism development brings change in the attitude and culture of local youths.
2. Damage to pilgrimage centre and heritages sites becomes common.
3. Local culture gets adulterated due to introduction of foreign culture and tradition.
4. Tourism development diminishes the local tradition and cultural values of the local community.

4.2.4 Negative Environmental impacts:

1. Tourism development demands for change in the physical setting of the tourism destination and it is harmful.
2. Overcrowding hamper the natural environment and biodiversity of an area.
3. Tourism development resulted into problems of litter, soil erosion, sewage and waste management.
4. Sensitive protected areas and habitat get affected by the rapid tourism development.
5. Tourism development brings common problem of soil, water, air and noise pollution.

6. Local infrastructure gets damaged.

4.3 Sustainable Development of Tourism:

4.3.1 Historical background, Concept and definition of sustainable tourism:

Sustainable tourism is a replacement for existing ineffective approaches of tourism development. Originally the concept of sustainable development comes from the idea that societies must change their development priorities from the economic concern to the social and environmental concerns.

According to Tosun (1998)[2], roots of the sustainable development concept was developed during 1960s-1970s,

- Paris Biosphere Conference, 1968
- Ecological Aspects of International Development Conference in Washington, 1968
- United Nations Conference on the Human Environment in 1972.

During 1980s, environmental consciousness was increased throughout the world and this situation leads to a number of internationally significant publications on environmental concerns. Some of the major publications are,

- World Conservation Strategy (WCS), published in 1980 by the International Union for the Conservation of Nature and Natural Resources (IUCN, 1980)[3] .
- World Commission on Environment and Development (WCED) released a report entitled 'Our Common Future', commonly known as the Brundtland Report (WCED 1987)[4].
- Further to the publication of the WCS and the Brundtland Report, a 'blueprint' for implementing sustainable development, known as Agenda 21, was adopted at the Rio Earth Summit in 1992 (Harris & Leiper, 1995[5]; World Tourism Organization, 1996[6]).

Brundtland Report defines sustainable development as "development that meets the needs of the present without compromising the need of future generation to meet their own needs" (Fyall & Garrod, 1997)[7]. The three principles of sustainable development were fixed by the Bruntland report;

1. Minimization of negative economic impacts
2. Improvement in the quality of life and
3. Equity in the assessing and using the natural resources by all members of all societies while maintaining these resources for long term for future generations (Elliott, 1998)[8].

Agenda 21 established an action plan for sustainable development concept (Holden, 2000)[9] and identified environmental and development issues which were viewed as a threat to economic and ecological development around the world (Jafari, 2000[10]; World Tourism Organization, 1996[6]).

Weaver and Lawton (1999)[11] point out that, Agenda 21 considered tourism sector very briefly. Mowforth and Munt (1998)[12] point out that Agenda 21 specifically mentioned that tourism could offer sustainable development opportunities to communities living in fragile environments.

After 1980s negative impact of tourism development observed on environment as well as on socio-economic condition of the communities. On the other hand growing awareness of sustainable development concept paved the way for incorporation of sustainable development approach tourism development around the globe. In this regards in 1995, the World Travel and Tourism Council (WTTC) were called upon for environmental improvement with respect to Travel and Tourism industry (Butler, 1996)[13] and Agenda 21 for the Travel and Tourism Industry was developed (Hardy et al., 2002)[14].

The world Tourism Organization (2004)[15] defines sustainable tourism as the "tourism development that meets the needs of present tourists and host regions while protecting and enhancing opportunities for the further, leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity, and life support systems".

Sustainable tourism development has a broader view, but specifically it aim towards to minimize environmental, social and cultural loss, maximizw the tourist satisfaction and ensures long tern regional economic growth. Sustainable tourism development balance between rapidly growing tourism industry and the regional conservation need of socio-cultural, environment and economical elements (Krippendorf, *et al,* 1988[16], English Tourist Board 1991[17], Hawkes and Williams 1993[18], Bramwell and Lane 1993[19], Lane 2005[20]).

Sustainable tourism development approach not only related with economic development but also it is considered as an effective tool for achieving equitable social condition at international level. Sustainability has various dimensions like social, cultural, economical, environmental, managerial and government (Hamedi, 2010)[21].

4.3.2 Principles of sustainable tourism:

Many tourist destinations are now developing the sustainable tourism development strategies. These strategies are based on principles of sustainable tourism. Planners and others can use these principles as basic guidelines when attempting to incorporate the broad vision of sustainability into local policies and practices. The list of principles provided below is important for destinations and organizations.

1. Local community members must be involved in the tourism development process by way of incorporating them in planning, coordination and in control process of tourism management.
2. Innovative and broad based stakeholders should be encouraged and involved in tourism development process.
3. Tourism development process should generate quality employments to strengthen the local economy.
4. Tourism development process should ensure that there is equitable distribution of the benefits among the local community at local destination level.
5. Tourism development should aim at intergeneration equity.
6. Local businesses and organization should adopt the long term tourism planning for sustainable tourism development.
7. There should be coordination between tourist, destination and local community.
8. Tourism development plans and strategies should be in line with local economic development plans.
9. There must be coordination between different government agencies who are involved in the tourism development process for policy formulation and implementation.
10. There should be a harmony in between attraction points, local businesses and tourism operators.
11. Proper measures should be developed to assess the impact of tourism development process.
12. Proper policy must be formulated to guide the tourism operators.

13. To achieve the sustainability in tourism development proper knowledge of tourism is necessary. Therefore to enhance the knowledge base proper education and training programme should be developed for the local community.
14. Socio-cultural and environmental assets of tourism should be well maintained and upgrade by using international standards.
15. Tourism marketing concept should be effectively used to achieve sustainability in tourism development based on high quality tourist experience (ESCAP, 1999)[1].

4.4 Theoretical Background of the study:

There are several major theoretical approaches to explain the impact of tourism on residents. The pioneer models were Doxey's Irridex model and Butler's tourism area life cycle model. These were followed by a number of studies that focused on resident's attitudes towards tourism. These studies applied theories such as equity theory, growth machine theory, lifecycle theory, power theory and social exchange theory.

4.4.1 Social Exchange Theory (SET): (Yan, 2014)[22]

Social exchange theory (SET) has social, psychological and sociological dimensions. This theory explains negotiated exchanges between people in society in relation with social change and stability (Yutyunyong and Scott, 2010)[23].

This exchange process involves participants which includes single person or an entire community. Participants are bound to measure their own gains (benefits) and losses (cost) of this exchange process. This process of exchange continues till the point where participants of both the sides feel that the benefits excess the cost or the benefits and costs are in equilibrium. Those who find that the gains are less than the losses; they decided to come out of this exchange relationship. Here the motivation

behind the exchange is to meet the mutual interest and profits between the participants of the exchange relationship (Ap, 1992)[24].

According to this theory the tourists engaged in an exchange relationship through tourism are diverse; their travel purposes can be considered as their gain while the motivation of the local community members of the tourist destination involved in this relationship is tourism benefits. According to different authors social exchange theory is an appropriate framework to find out the local residents perceptions towards tourism development (Ap, 1992[24]; Perdue et al., 1990[25]).

As social exchange theory find out the residents perception towards tourism development, it will help to explain why residents have different attitude towards tourism development. Social exchange theory can reflect the value of the local residents. With reference to tourism impact social exchange theory examines economic, environmental and socio-cultural impact of tourism development and determines how local residents respond to existing and future tourism development (Andriotis and Vaughan, 2003)[26].

Perdue, Long, and Allen (1987)[27] found that when residents gain benefits from tourism development, their perception of tourism is unrelated to their socio-demographic characteristics. This could explain why many popular destinations attract mostly non-native businessmen and these people almost always have more positive attitudes towards tourism. Still, Ap's (1992)[24] conclusion is that residents who deem the costs of tourism development to be lower than the benefits could have a positive attitude towards tourism development, but when residents find that an imbalance in the exchange relationship exists in tourism development and the benefits are lower than the costs, they might have a less positive perception of tourism development. In general, the residents' perceptions of tourism and their support for

further tourism development depend on the outcome of a cost–benefit equation (Andriotis, 2005[28]; Pearce et al., 1996[29]).

4.4.2 Doxey's Irridex Model:

Doxey (1975)[30] assumed that local residents' attitudes towards tourism change as a result of interaction between local community (host) and tourists (visitors) at different times of tourism development process.

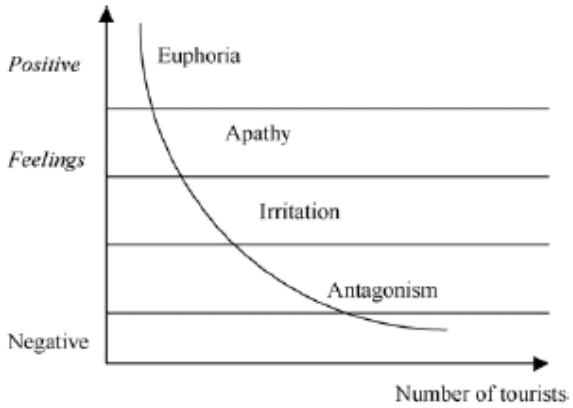


Figure 4.1: Doxey's Irridex Model

(Doxey, 1975[30]: figure model by Reisinger, 2009[31])

Doxey's irridex theory studies change in residents attitudes that range from euphoria to antagonism. Above figure shows a relation curve and present the relationship between the number of tourists and change in resident's attitude.

The beginning of tourism development refers as a, "Euphoria stage". At this tourism development stage, tourist destination does not have many tourists, in this situation tourists are welcomed by the host community. Residents are interested in and curious about tourists.

Along with further tourism development, the number of visitor's increases and the local community has more opportunity to come into contact with visitors. In that case, locals' attitude towards tourists is indifferent in that they neither like nor dislike

visitors, and the interaction between hosts and visitors tends to be commercial i.e. " Apathy stage".

In the "Irritation stage", hosts' attitudes towards guests reach antipathy. At this stage, the host community begins to feel that its daily life is disturbed by tourists and starts to realize the negative effect of tourism.

With tourism continuing to develop, the socio-cultural and environmental problems become more serious. The landscape and socio-cultural atmosphere experience a big change, as well as the local community becoming hostile towards visitors. That means the residents' attitude towards visitors has moved into the final phase i.e "Antagonism stage".

Perdue, Long and Allen (1990)[25] found that in tourism development process host community's attitudes are originally positive but become negative when number of tourists increases.

4.4.3 Tourism Life Cycle Theory: (Dasgupta, 2011)[32]:

In case of marketing of an industrial product or services, a Product Life Cycle (PLC) theory was used since from long time. This theory explains the journey of a product in different stages, starts from introduction stage to decline stage.

Butler (1980)[33] adopted the product life cycle model to the tourism industry and created the tourism area life cycle concept. He established six stages under this model: exploration; involvement; development; consolidation; stagnation; decline and rejuvenation. See Fig.1 below

Stage 1: Exploration:

During this stage, a small number of tourists visited the destination in search of unspoiled and virgin tourist destinations. As the tourist destination is explored by the amateur tourists, tourism facilities at destination hardly exist, and therefore locals

share their facilities with the incoming tourists. In this stage contacts with the locals is very but the economic returns from the tourism is seems to be insignificant.

Stage 2: Involvement:

In this stage number of incoming tourists increases towards the newly explored destination. As the number of tourists increases locals get involved in creating the facilities and services for incoming tourists. This results in an increase in the number of commercial operated facilities. However, tourism business mostly remains family based.

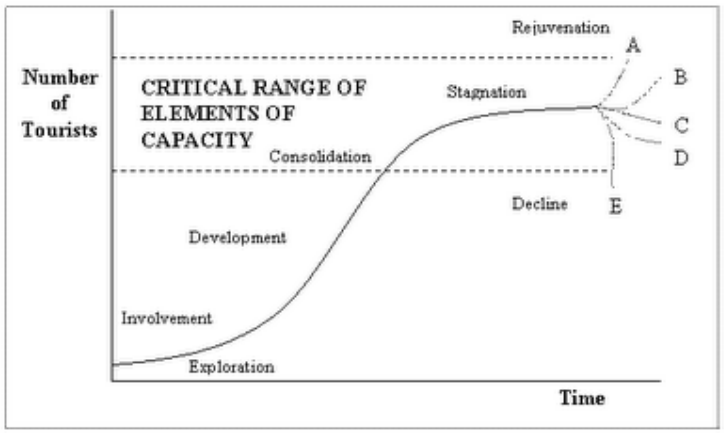


Figure 4.2: Tourism Area Life Cycle Butler (1980)[34]

Stage 3: Development

Heavy advertisement of tourism destination takes place in this stage. Total commercialization of tourism business started as external businessman starts to develop their own tourism facilities or they take control of the facilities which was started by the locals. Local ownership and control over the tourism system declines in this stage. Local tourist attractions are marketed specifically and commercially. The look of the destinations starts to change due to development of new market and buildings.

Stage 4: Consolidation:

The increasing number of tourists declines during this stage. The industry responds to the decline in the growth rate through wide-ranging advertising. Tourism facilities and infrastructure start to show signs of age.

Stage 5: Stagnation:

This is the stage when peak visitor numbers have been reached and capacity of the tourist destination levels exceeded. In this stage negative economic, socio-cultural and environmental impact of tourism development comes into observation. In this stage the situation is like that, the destination is well known and well established but not a point of attraction for tourists. During the final stage, the area will either decline or be rejuvenated.

Stage 6a: Decline:

In this stage, tourism destinations unable to maintain their position in tourism market. The venue would no longer be on the favorites lists of people, but might be used for day trips. Tourism-related structures would get converted to non-tourism uses. In the end, the tourism sector there offers a low level of facilities or dies completely.

Stage 6b: Rejuvenation:

This is the stage, which requires a complete change in the tourist's attractions of destination. Rejuvenation can be achieved by creating man made attractions or exploring completely new and untapped natural resources. Other special-interest groups could be catered to through activities such as cycling, mountain biking, diving and fishing.

References:

1. ESCAP (1999). *Guidelines on Integrated Planning For Sustainable Tourism Development.* Economic And Social Commission For Asia And The Pacific. United Nations, New York, 1999. pp 03-30. Available online at http://www.unescap.org/ttdw/Publications/TPTS_pubs/Pub_2019/pub_2019_fulltext.pdf
2. Tosun, C. (1998). Roots of unsustainable tourism development at the local level: the case of Urgup in Turkey. *Tourism Management*, 19(6), 595-610.
3. International Union for the Conservation of Nature and Natural Resources. (1980). *World Conservation Strategy.* Morges: IUCN.
4. World Commission on Environment and Development (1987). *Our common future*. Oxford: Oxford University Press.
5. Harris, R., & Leiper, N. (Eds.). (1995). *Sustainable tourism. An Australian perspective*. Chatswood, Australia: Butterworth-Heinemann.
6. World Tourism Organization. (1996). Agenda 21 for the travel and tourism industry. *Towards environmentally sustainable development.* Madrid: World Tourism Organisation.
7. Fyall, A. and Garrod, B., (1997). Sustainable Tourism: Towards a Methodology for Implementing the Concept. In M. J. Stabler, eds. *Tourism Sustainability*. Oxon, CAB International.
8. Elliott, J., (1998). *Tourism: politics and public sector management*. London: Routledge.
9. Holden, A. (2000). *Environment and tourism*. London: Routledge.
10. Jafari, J. (2000). *Encyclopedia of tourism*. London: Routledge.

11. Weaver, D., & Lawton, L. (1999). *Sustainable tourism: a critical analysis*. Gold Coast: CRC for Sustainable Tourism.
12. Mowforth, M., & Munt, I. (1998). *Tourism and sustainability. New tourism in the third world*. London & New York: Routledge.
13. Butler, R. (1996). Problems and possibilities of sustainable tourism: the case of the Shetland Islands. In L. Briguglio, R. Butler, D. Harrison & W. L. Filho (Eds.). *Sustainable Tourism in Islands and Small State: Case Studies*. London: Pinter, pp. 11-31
14. Hardy, A., Beeton, R. J. S., & Pearson, L. (2002). Sustainable tourism: An overview of the concept and its position in relation to operationalisation of tourism. *Journal of Sustainable Tourism*, 10(6), 475-496.
15. World Tourism Organization. (2004). Sustainable development of tourism. Conceptual definition. Retrieved 29/04, 2005, from http://unaa.org.au/praxis.php/category/view/8
16. Krippendorf, J., Zirnmer,P., and Glauber, H.(1988). Fuer einen andern Tourismus. Frankfurt: Fischer Taschenbuch Verlag.
17. English Tourist Board (1991). Tourism and the Environment: Maintaining the Balance (plus four associated volumes: the reports of the Countryside Working Group, the Heritage Sites Working Group, the Historic Towns Working Group, and Visitor Management Case Studies). London: English Tourist Board.
18. Hawkes, S. and Williams, P. (1993). *The Greening of Tourism: From Principles to Practice*. Burnaby, British Columbia: Simon Fraser University Press.
19. Bramwell, B., & Lane, B. (1993). Sustainable tourism: an evolving global approach. *Journal of Sustainable Tourism*, 1(1), 6-16.

20. Lane, B. (2005). Sustainable rural tourism strategies: A tool for development and conservation. *Inter American Journal of Environment and Tourism*. 1(1), pp.12-18.
21. Hamedi, M. (2010). Sustainable Tourism Development In Iran: Concept: Opportunities And Challenges. *International Journal of Sustainable Development*. 2(2): pp 35-42.
22. Yan. L., (2014). Residents' attitudes toward tourism impacts in zhouzhuang canal town. *Unpublished Master Thesis* submitted to Department of Social Sciences, Mid-Sweden University (January 2014)
23. Yutyunyong, T., & Scott, N. (2010). The integration of social exchange theory and social representations theory: A new perspective on residents' perception research. Retrieved from: http://utcc2.utcc.ac.th/localuser/amsar/PDF/Integration_of_Social_Exchange_Theory.pdf (accessed September 26, 2013).
24. Ap, J. (1992). Residents' perceptions on tourism impacts. *Annals of Tourism Research*, 19(4), pp. 665–90.
25. Perdue, R.R., Long, P.T., & Allen, L. (1990). Resident support for tourism development. *Annals of Tourism Research*, 17(4), 586-599.
26. Andriotis, K., & Vaughan, D.R. (2003). Urban residents' attitudes toward tourism development: The case of Crete. *Journal of Travel Research*, 42(2), 172-185.
27. Perdue, R.R., Long, P.T., & Allen, L. (1987). Rural resident tourism perceptions and attitudes. *Annals of Tourism Research*, 14(3), 420-429.
28. Andriotis, K. (2005). Community groups' perceptions of and preferences for tourism development: Evidence from Crete. *Journal of Hospitality & Tourism Research*, 29(1), 67-90.

29. Pearce, P.L., Moscardo, G.M., & Ross, G.F. (1996).*Tourism community relationships.* Oxford, UK: Pergamon Press.
30. Doxey, G.V. (1975). A causation theory of visitor-resident irritants, methodology, and research inferences. In *Sixth annual conference proceedings of the Travel Research Association* (pp.195-198).San Diego, CA: Travel and Tourism Research Association.
31. Reisinger, Y. (2009). *International tourism: cultural and behavior*. Burlington, MA: Elsevier Publishers.
32. Devashish Dasgupta (2011). *Tourism Marketing.* Published by Dorling Kindersley (India) Pvt. Ltd.
33. Butler, R.W. (1980). The concept of tourism area cycle of evolution: implications for management of resources. *Canadian Geographer*. 24 (1), pp.5-12.

CHAPTER V

SOCIO-ECONOMIC PROFILE OF SINDHUDURG DISTRICT

5.1 Socio-Economic Background of Sindhudurg District:

The Socio-Economic background of a study area has a direct influence on tourism activities carried out in that region. The various physical factors like agro-climatic conditions, soil type, cropping pattern, marketing and communication facilities decide the suitability of a particular enterprise to that area. As the present study was conducted in Sindhudurg district, a brief account of geographical and socio-economic conditions prevailing in Sindhudurg district is given in this chapter, so as to have better understanding of study area.

5.1.1 Location:

The old Ratnagiri district was divided and Sindhudurg district was came into existence on 1st May 1981. The Sindhudurg district was formed by combining the six tehsils from Ratnagiri district (Kankavli, Kudal Sawantwadi, Vengurla, Malvan and Devgad) and one tehsil from Kolhapur district (Vaibhavwadi). Later on in 1990 Sawantwadi tehsil was divided and new tehsil Dodamarg was came into existence. At present Sindhudurg district is having total 8 tehsils.

Sindhudurg district is one of the districts of Konkan region formed by narrow strips running north to south along western coast of India. It lies between 15˚ 37’ to 16˚ 40’ north latitude and 73˚ 19’ to 74˚ 18’ east latitude. Area of district is 5207 sq. km. which accounts for 1.7 per cent of total area of Maharashtra. The district has average east-west expansion of about 60 km. except in its extremities, which taper to join coastline of about 121 km.

5.1.2 Boundaries:

Sindhudurg district is surrounded by Sahyadri hills to the east beyond which there is Kolhapur district, Ratnagiri district to the north, Arabian Sea to the east, Goa state to the south and Belgum district of the Karnataka state to the south east.

5.1.3 Topography:

The topography of the district is as per the Konkan pattern i.e. approximately 25 km portion of land near sea shore. Considering the physical features, this portion of the district can be divided into 3 parts *viz,*

1. The western coastal strip of having width of 20 to 20 km which is traversed by creaks hills known as khalati.
2. The eastern portion covered by Sahyadri range and its offshoots known has Sahyadri strip and
3. In between there is a strip of small plateaus and flat land known as Valati,

All the three sub regions are in the north south direction of 121 km. Width of the middle portion of land is 25 km and that of Sahyadri hill range is 15 to 25 km. About 85 per cent of the land surface of Sindhudurg district is hilly. The rivers in the district flow from east to west and join the Arabian Sea.

5.1.4 Soils:

The predominant soils of the district are Laterite, which varies in color from bright red to brownish, owing to the preponderance of hydrated iron oxides. They are always acidic and fairly well supplied with nitrogen, potassium and organic matter. Their texture is loamy and depth varies from one foot to three feet. They are porous, non retentive of moisture and are found all over the district. The soils are found in several grades. The main grades are,

1. Soils useful for rice cultivation.

2. Coastal alluvial soil useful for coconut and arecanut gardens.
3. *Varkas* soil useful for cashewnut, mango and nagli cultivation and
4. Salty land locally called *khar* or *khajan* land.

5.1.5 Rivers:

Vaghotan, Devagad, Karli, Gadnadi, Tillari and Terekhol are the major rivers of the district. These rivers are originated in sahyadri hills and flow towards Arabian Sea. These rivers are overflow in rainy season and mostly dry in summer season.

Kalaval, Achara, Mochemad and Devgad are the major creeks of the district near to the sea shore. These creeks are used to park large fishing boats. On large scale fishing is done in these creeks also these creeks are used to transport by small boats.

5.1.6 Climate:

The climate of the district is generally healthy. There are three seasons *viz.*

1. Summer (March-May).
2. Monsoon (June-October) and
3. Winter (November-February).

Being coastal district, the variation in temperature during the day and throughout the season is not high. Maximum temperature at the coast rarely goes beyond 35˚ C and in the interior it seldom crosses 40˚ C. Owing to the proximity of the sea, the climate of the district is very humid and relative humidity is upto 55˚ C..

5.1.7 Rainfall:

Rainfall is not uniform in all parts of the district. It increases rapidly from the coast towards Sahyadri hills. The average rainfall in the district varies from 2500 mm to 3800 mm. spread over 90-120 days in different parts, usually July is the month of heaviest rainfall.

5.1.8 Area and population:

The total geographical area of the district is 5207 sq. km. According to 2011 census the population of the district was 848863 of which males are 416695 and females are 432173. As compared to 2001 census there is reduction in population by 2.30 percent in 2011 census. The proportion of rural population was (87.40 %) as compared to urban population (12. 60 %).Density of population was 163 per sq. km. Number of females per thousand males (i.e. sex ratio) was 1037. The literacy percentage of this district was 86.54 percent. The main occupation of the majority of the people is agriculture. During the year 2010-11, according to current prices the net per capita income of the district was Rs. 69552 at the same time it was Rs. 87686 for the states.

5.1.9. Workers:

According to 2001 census, the population of the major workers was 233827 which were 26.91 per cent of the district population. The total population of the workers includes 12.25 percent farmers, 2.76 percent agricultural laborers, 0.85 percent workers which works in the cottage industry nd production sector and 11.05 per cent other workers.

5.1.10 Residential houses:

According to 2011 census, the district was having 201897 residential houses out of that 88.00 percent was in rural area and 12.00 percent in urban area. The total no of households were 192666 out of that 88.00 per cent living in rural area and 12.00 per cent in urban area.

5.1.11 Land utilization:

Land utilization pattern of the district is given in Table 5.1.

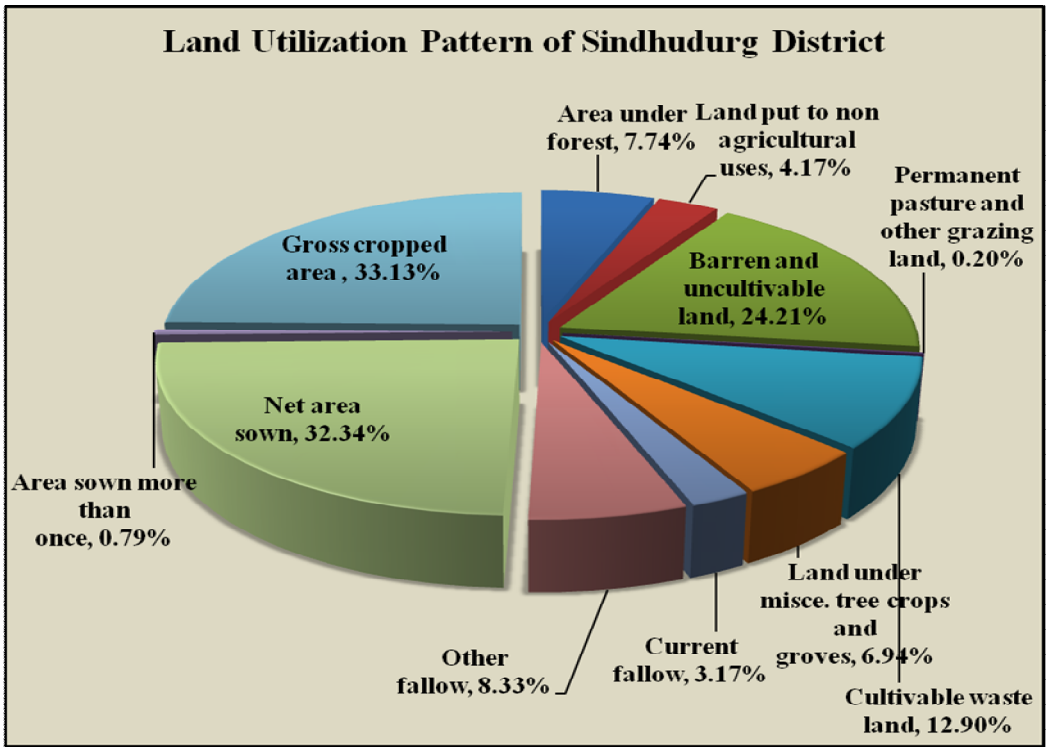
Table 5.1: Land utilization pattern of Sindhudurg district

Sr. No.	Land use category	Area (Thousand Hector)	Percentage to total geographical area.
1.	Total geographical area	504	100
2.	Area under forest	39	7.74
3	Land put to non agricultural uses	21	4.17
4	Barren and uncultivable land	122	24.21
5.	Permanent pasture and other grazing land	01	0.20
6.	Cultivable waste land	65	12.90
7.	Land under misce. tree crops and groves	35	6.94
8	Current fallow	16	3.17
9	Other fallow	42	8.33
10.	Net area sown	163	32.34
11.	Area sown more than once	04	0.79
12.	Gross cropped area	167	33.13

(**Source:** Socio-Economic Review and District Statistical Abstract of Sindhudurg District.-2014)

It is seen from Table 5.1 that, the total geographical area of Sindhudurg is 504 Thousand ha. of which 28.37 per cent land was not available for agricultural uses. In that 04.17 percent land was put to non agricultural uses and 24.21 percent land was barren and uncultivable. The proportion of total fallow land was 11.51 per cent. The land under miscellaneous tree crop and groves was 6.94 per cent and cultivable waste land accounted for 12.90 per cent. The area under forest was 7.74 per cent. The proportion of area actually under cultivation was 32.34 per cent. Very meager area was brought under double cultivation i.e. 0.79 percent.

Figure 5.1: Land utilization pattern of Sindhudurg district



Also it was observed from land utilization statistics that, there is good scope for increasing area under cultivation by bringing the cultivable waste and other fallow land under cultivation which is 12.90 and 08.33 per cent of the total geographical area respectively. Particularly, this area is suitable for mango and cashew nut cultivation.

5.1.12 Banks:

Upto March 2015, 108 branches of 52 banks were operated in this district. 60 villages and urban area of the district was availing the banking facility. Also the ATM network of the different banks was very strong in the district.

5.1.13 Self Help Group:

During 2014-15, total 598 SHGs were established in the district, of which 341 SHGs were, started their own business.

5.1.14 Health Facility:

Upto March 2015, 11 hospitals, 9 clinics and 38 Primary Health Centers were operated by state government, zilha parishad and Municipal Corporation in the district.

5.1.15 Educational Facility:

During 2014-15, the district was having 1519 primary schools, 212 secondary school, 55 higher secondary schools and 25 colleges.

5.1.16 Agricultural and Horticultural crop production:

Rice and Nagli are the major cereals grown in the district. The rice is cultivated on plain land and *Varkas* lands are utilized for the cultivation of hill millets *viz.,* Nagli, Kodra, Vari etc. *Varkas* land on hill slopes provides good drainage in heavy rainfall area and mango orchards thrive well on such lands. On coastal plains, coconut and arecanut gardens are well established.

According to agricultural census 2000-01, during 2002-03 total 166598 ha land was brought under cultivation. Out of that 47.33 percent land was under rice cultivation and remaining 52.67 percent land was under other crops. In other crops Vari, Groundnut, horse gram and Sugarcane occupied major share with the area 200 ha, 4794 ha, 4499 and 11 ha respectively.

Horticulture is the hope of this district. The quality of soil is good for cultivation of horticultural crops, particularly mango, cashew nut, coconut and arecanut. In fact, a good beginning has been made by some of the cultivars by planting mango and cashew nut through Horticulture Linked Employment Guarantee Scheme launched by Maharashtra Government.

The area under fruit crops is continuously increasing due to the favourable climatic conditions and market potential particularly exports potential of the mango

fruit. Among the fruit crops major share occupied by mango and cashewnut. During 2002-03 the area under mango crop was 17205 ha.

5.1.17 Fish Production:

This district is having 121 km long coastal line. Therefore there is a vast scope for sea fishing than inland fishing. Out of 8 tahsils 3 tahsils viz, Malvan, Vengurla and Devgad situated along the west coast line. During 2011-12 24563 MT fish production was reported.

5.1.18 Agro Industries:

Paddy, Nagli, Mango, Cashewnut, Arecanut, Coconut, Kokum, Jackfruit and *Jamun* are the main agricultural products of the region. These products are of economic importance. In addition to this, major forest produce like timber wood, Catechu (caththh), grass and some plants of medicinal value are found in the region.

The region is famous for Alphanso mangoes of best quality. The other important products are cashewnut, arecanut, coconut and kokum. There are many cashew processing industries in Sindhudurg district. The minor fruits like Kokum, *Jamun*, Jackfruit etc. are processed into different products at household level. There are few licensed unit which are making products of such minor fruits on commercial scale. Paddy straw and bamboo are useful in manufacturing paper and paper boards. Bamboo is also used for preparation of basket, which have great demand for packing mango and other fruits and storage of agricultural produce.

5.1.19 Transport and communication:

Roads are one of the important pre-requisites for economic development of the region. This is particularly true for this region, where most of the terrain is hilly. A major National Highway (NH-17) Mumbai-Goa runs lengthwise and serves as an important means of communication. Most of the villages and towns are connected by

small roads to this highway. MSRTC plays and important role in the local transport of people from place to place. The district is well connected to Mumbai, Pune, Kolhapur, Goa, Belgum by road. Daily private and government buses were running on these routes.

The uses of trucks, tempos and bullock carts are the means of transportation for agricultural products. Head load is most common system of transportation in local areas for short distance where quantities are small.

The Konkan-Railway was started in year 1996-97 and now it is providing very good transport facilities. All tahasils are well connected with telephone facility.

5.2 Tourism Potential of Sindhudurg District:

Sindhudurg district has many sites of tourist attraction. Particularly as this district lies along the west coast line of 121 km, this is very famous tourist spot for beach tourism. It has many virgin beaches with sliver white sand and blue waters which attracts the tourists towards it. Besides beaches rivers, backwater and creeks are the point of attraction. This region is become a more beautiful due to the natural scenery observed along the roadside throughout the district. Wide spread mango, cashew nut, coconut and areca nut orchads adds beauty to this region. Malvani food, wooden craft, mango, cashew, kokum and Folk art like Dashavatar is famous worldwide. Hence recognizing the tourism potential of this place, the Government of Maharashtra has declared this district as a “Tourism District”. This is therefore, the first district in India which has government approval to be declared as a tourism district.

This place is well connected through Mumbai-Goa highway and Konkan railway. Apart from this, there are three major entry points for this district these are Phondaght, Karul ghat and Amboli ghat which are connecting this place to Pune,

Kolhapur and Karnataka state. 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 it fame all over the India The network of roads provides convenience of transport. The Dabolin (Goa) airport is the nearest airport. The Greenfield Airport is planned at Chipi-Prule and is expected to become functional soon. The four lane project of Mumbai-Goa highway is also on progress. Apart from this tourists can easily hire private vehicles locally for easy travel.

The Government has ambitious plan for speedy development of various requisites infrastructure facility at tourist location/centre in this region. The tahsil wise tourist places of the district and art, culture, tourism activities were mentioned in Appendix II.

5.3. Development of Tourism Places in Sindhudurg District:

Table 5.2: Present status of development of tourism places in Sindhudurg district

Sr. No	Tahsil	No of Tourist Places	Sanctioned tourism development project			Expenditure incurred on tourism development project (Lakhs)
			Previous years pending project	Newly sanctioned project	Total project	
1	Devgad	14	01	05	06	22.00
2	Vaibhavwadi	2	00	01	01	00.00
3	Kankavli	4	02	00	02	198.30
4	Malvan	10	04	14	18	184.12
5	Vengurla	13	05	00	05	128.00
6	Kudal	07	00	01	01	00.00
7	Sawantwadi	08	05	08	13	267.31
8	Dodamarg	01	00	01	01	00.00
	Total	**59**	**17**	**30**	**47**	**799.73**

(**Source:** Socio-Economic Review and District Statistical Abstract of Sindhudurg District.-2014)

Above table shows the tahsil wise no of tourist places, no of sanctioned tourism development projects and expenditure incurred on development of tourism places. According to the above table, in study area there were 59 tourist places. Devgad tahsil was having maximum no of tourism places i.e. 14, followed by Vengurla (13) and Malvan (10). Vaibhavwadi and Dodamarg tahsils were having on one tourism place each. Regarding development of tourism places, during the year 2011-12 total 47 different projects were sanctioned in the district, out of that 30 were newly sanctioned projects and 17 were previous years pending project. The majority of the projects were in Malvan (18), followed by Sawantwadi (13).

Figure 5.2: Tahsil wise no of sanctioned tourism development project

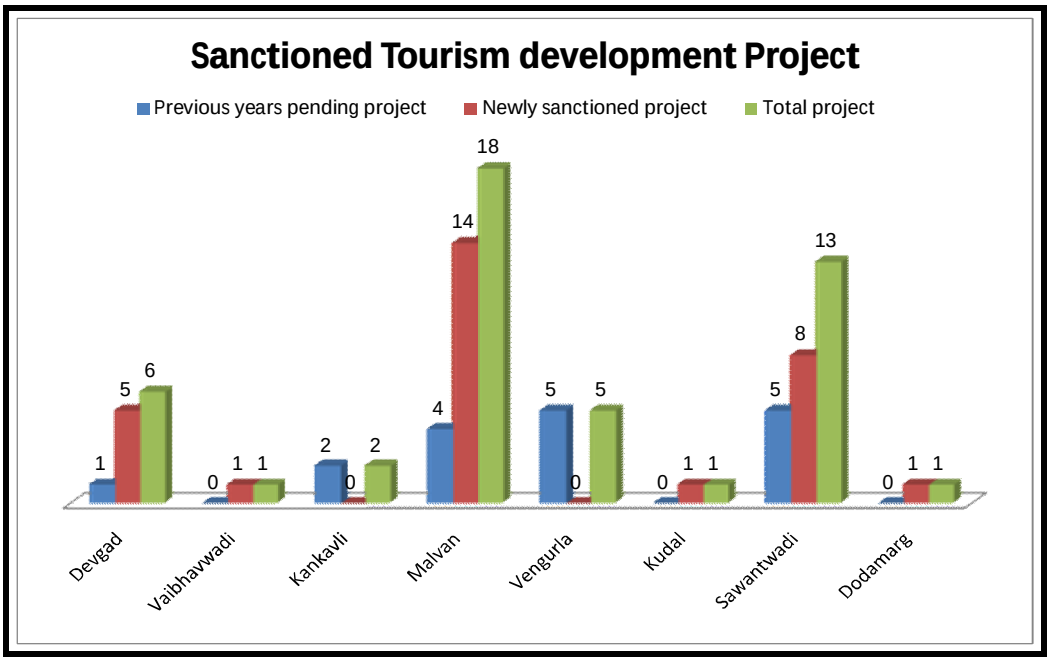
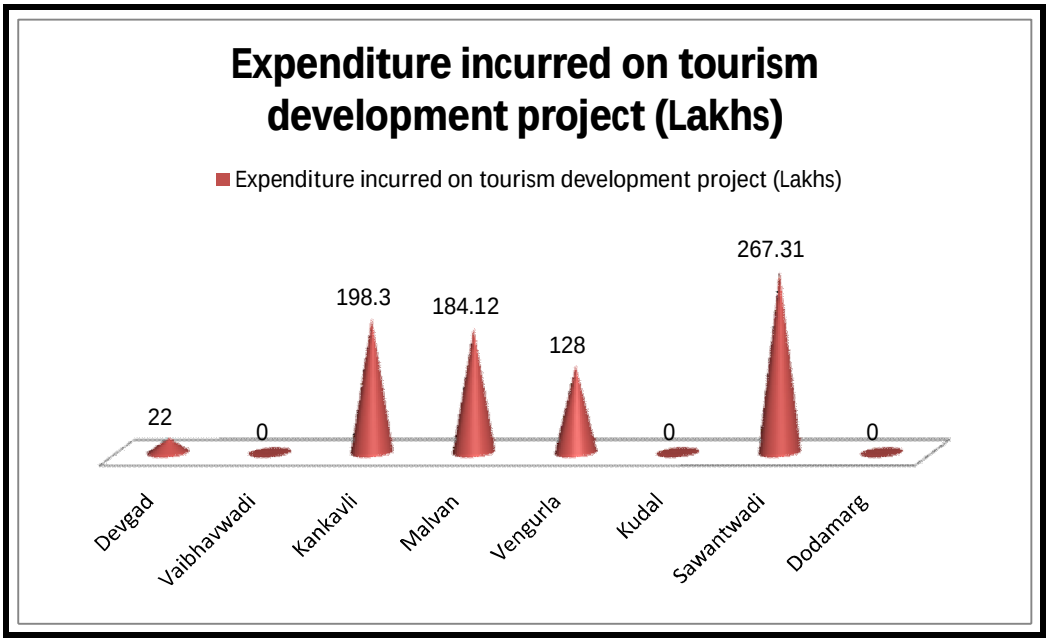


Figure 5.3: Tahsil wise Expenditure incurred on tourism development



During the year 2014-15 total Rs. 799.73 lakhs were incurred on different projects in the district. The highest expenditure was incurred in Swantwadi (267.31 lakh), followed by Kankavli (198.30 lakh), Malvan (184.12 lakh). For Vaibhavwadi and Dodamarg tahsils new project were sanctioned in 2011-12, so previous year's expenditure was given as nil.

By studying the above table it was observed that, the tourism development initiatives taken by the local government with Maharashtra Tourism Development Corporation. But one thing was noted here that, the distribution of the fund for the development projects was uneven. Devgad tahsil was having highest no of tourist places but only 22.00 lakh were incurred on tourism development and only 05 new projects were sanctioned in the year 2011-12. Where as Sawantwadi and Kankavli were having only 08 and 04 no of tourism places but the expenditure incurred was 267.31 and 198.30 lakh respectively. In Malvan tahsil there were 10 tourism places but the newly sanctioned projects were 14. So it was concluded that, for tourism

development of entire Sindhudurg district, the uniform distribution of the development fund is necessary.

References:

1. Anonymous, (2015). *Socio-economic Review and District Statistical Abstract of Sindhudurg District (2014)*. Directorate of Economics and Statistics, Government of Maharashtra.
2. DPDC, Sindhudurg, (2009). *Destination Sindhudurg (Tourist Guide)*. District Collector, Sindhudurg.

CHAPTER VI

PLANNING FOR SUSTAINABLE TOURISM DEVELOPMENT

6.1 Introduction:

The present study was based on the objectives, which aimed to find out whether tourism development in Sindhudurg is sustainable or unsustainable? This study finds out that the tourism resource base of this area can support sustainable tourism development. The analysis of tourist perception was point out some drawbacks in present tourism development that needs to be improved. Local residents also expressed their views on tourism impacts both positively and negative. According to them tourism development in Sindhudurg brought both positive and negative economic, environmental and socio-cultural impact. So in this condition to make tourism development sustainable, the views expressed by tourist and local communities are most important. By considering the drawbacks and negative impact of tourism development an integrated strategy for tourism planning is necessary.

In this chapter efforts are made to suggest strategic planning for the sustainable tourism development in Sindhudurg. For this sustainable tourism planning different components and characteristics needs to be discussed to form an integrated strategy. Characteristics of a sustainable tourism planning refer to the basic principle of sustainable tourism development and the components are strategic suggestions for sustainable tourism planning.

6.2 Tourism planning process:

Planning is the process by which planner looks to the future and discovers alternate course of action. Planning describe the adoption of specific programme in order to achieve desired results. It means the selection from among alternatives of future course of action for the enterprise as a whole and each part with in it. It is

determination goals, policies and course of action. Planning is the first most important function of management. In simple word planning is nothing but the forward thinking about course of action or activity based on full understanding of all related factors and directed at specified objectives. Planning process involves the following steps.

1. Gathering the facts and information about the present situation. It is referred as resource assessment.
2. Analyzing the existing situation with respect to the problems involves in it.
3. Forecasting the future developments.
4. Setting the goals for achieving the objectives.
5. Preparation of alternative plans with the help of expertise and existing level of resources.
6. Developing the means for evaluating the progress.

Planning is a complex process which involves the study of varied socio-economic, cultural and environmental factors. Similarly tourism planning is a process of comprehensive evaluation and analysis of related issues, including determination of goals, development of the alternative methods and means for further decision making and to evaluate the progress of planning process.

Gunn (1979)[1] was one of the first to define tourism planning as a tool for destination area development, and to view it as a means for assessing the needs of a tourist receiving destination. According to Gunn, tourism planning as a concept of viewing the future and dealing with anticipated consequences is the only way that tourisms advantage can be obtained. Tourism planning must be strategic and integrative (Gunn, 1994)[2]. Murphy also pointed out that tourism planning should be fit within existing systems and should be used in urban and regional development strategies (Murphy, 1985)[3]. Mathieson and Wall suggested that tourism planning is

related to not only the components of tourism, but also the interrelationship among these components (Mathieson and Wall, 1982)[4].

According to Andriotis (2000)[5] the tourism planning process involves various components. Unplanned tourism development diminishes the image of many destinations as a result these destinations can attract only low spending mass tourism. Therefore serious socio-economic and environmental problems emerged. Since tourism activity relies on the protection of environmental and socio-cultural resources for the attraction of tourists, planning is an essential activity for the success of destination (Andriotis 2000)[5].

6.3 Planning for sustainable tourism development:

Planning for sustainable tourism in general is the process of decision making that relate to the future of destination regions, attractions and services (Gunn 1988[6], Inskeep 1991[7], Mill and Morrison, 1985[8]). It is dynamic and vital process of identifying objectives as well as defining alternative methods and actions to achieve the objectives that are already in place. Additionally, it includes an evaluation of selected methods and actions (Hudman and Hawkins 1989)[9].

For the planning of sustainable tourism in Sindhudurg, formulation of an integrated strategy is necessary. This strategy includes the characteristics and components of the sustainable tourism planning.

6.4 Characteristics of sustainable tourism planning:

6.4.1 Public participation:

Sustainable tourism development of the Sindhudurg requires community member's participation. This is because tourism activities may have impact on the communities and environment at various levels. Public participation in sustainable tourism planning should include the local residents, tourism professionals,

representatives of the government and non-government organizations. This participation should be in the form of local community tourism committee. These steps could lead to a better administration and management based more appropriately on the local community context.

Measures to encourage the public participation should include connecting activities, depending on the interest, availability, skills, appropriateness, management understanding and needs of participants. Incorporation of community members into the sustainable tourism planning leads to increase in the employment and rise in the income of the local communities. It also helps to develop the confidence among the local communities for their well-being. Such kind of participation helps to mutual co-operation in tourism resource conservation.

6.4.2 Local benefit:

Local sustainability is the main aim of sustainable development. This principle must be applied in sustainable tourism planning. The sustainable tourism development can be expected to create employment opportunities for the local community members, provide tax revenues for the local administration and offer a marketing system for local products, such as agriculture produce and handicrafts. For this, number of activities can be taken into consideration like infrastructural developments, tourism extension activities, branding of the destination image, tourism marketing development and policies towards tourists.

6.4.3 Resource and environmentally based conservation:

Tourism resource and the environment could be regarded as the co-joined tourism capital of which the components are folkways, occupational activities, settlement ancient objects, natural beauty of the Sindhudurg, culture and tradition. Those components should in themselves be enough to attract visitors. if they are

impacted negatively, these impacts will have a negative effect on the tourism source utility and lead further to devaluation of the area. Therefore the efforts should be directed towards the conservation of tourism resources and environment.

6.4.4 The sustainable tourism management:

Sustainable tourism development of the area needs proper management of the components of complex tourism system. Unplanned tourism development leads to the negative impacts on tourism resources, environment, and local residents as well as on tourist also. By considering the tourism area life cycle, it is well known that each and every destination move towards the decline stage. But by proper management of sustainable development concept it is possible to avoid the decline stage in early period of development. If the tourism constantly gives the positive effect without deterioration of the natural resources, it will increase the local benefits by attracting more number of tourists. Tourism management itself calls for the proper understanding and interrelationship between tourism components.

The role of stakeholders is important in tourism management. This can be done through proper community participation. Tourism management helps to develop the proper tourism plan of the area for controlling, monitoring and evaluating the development directions. This plan must involve all the stakeholders of tourism system. Also some part of tourism income must be directed towards the tourism resource and environment conservation.

6.4.5 Educative purpose:

Education is the basic factor for development. To achieve the sustainable tourism development of the area first most important thing is to educate the local community and tourist about the sustainability concept. The awareness regarding negative impacts of the tourism can be understand only when the stakeholders fully

known the sustainable development concept. Once the stakeholders in tourism development planning understand the sustainable development process they can act carefully and responsibly in the tourism system.

Tourism development must give opportunity to both the local community and tourists to learn something. Mutual exchange of information and knowledge between local community and tourists helps to develop the good relationship between host and tourists. by this way local community can explore the outer world and tourist can better experience the local life, culture, tradition and rural environment. This process should create a positive impression and warm welcoming events, additional knowledge, experience and awareness. In returns tourists should learn to adopt themselves with better understanding to local life ways.

6.4.6 Building satisfaction for the tourists:

Tourism development should be appropriate to its locality and adopt an approach that demonstrates in awareness of tourist needs. Tourism development policy should be aimed at tourist satisfaction, because tourists are final consumer of the tourism product. If tourist gives the positive feedback, it will help to develop the destination. Here the emphasis should be given on security, sanitation and services of the tourism activity. Tourism development by sustainable way creates the positive image in front of the tourists and creates the confidence among the local residents. Positive image of the destination attracts the tourists to revisit; their spending can be used to further development of the destination which leads to satisfaction of the tourists. The above mentioned characteristics are useful to develop the sustainable tourism development plan.

6.5 Components of sustainable tourism planning:

Tourism development creates the positive and negative impacts on economical, socio-cultural and environmental factors of the destination area. The understanding of these impacts is essential to make the tourism development in sustainable way. It is possible to forecast the changes which happen due to tourism development and also it is possible to mitigate negative impacts to tourism with proper measures. Therefore this study proposes some significant components for planning sustainable tourism development in Sindhudurg.

6.5.1 Community participation promotion:

Sustainable tourism development involves four dimensions viz; economic, social, cultural and environmental. The impact of tourism development measured positively and negatively in relation with these four dimensions. Sustainable tourism development is not only depending upon the policy formed by the government but also depend upon the role and active participation of all the stakeholders involved in the tourism system. Besides thenational/state/local government and tourists, local communities play an important role. A local community involves local residents and tourism professionals.

Local residents may not involve in the tourism activities but they are directly or indirectly influenced by the tourism activities in same area or nearby places. Tourism professionals are those members of the local community who are actively engaged in the tourism related activities like accommodation unit, restaurants, tour operators, tourist guides, snack corners and handicraft shops etc.

Sustainable tourism development involves the participation and opinion of all the above stakeholders. If government decide a particular policy for a particular destination and try to implement without concerning the local community, then it will

creates the disputes between government and local community. This issue will adversely affect the tourism development. We can see the lots of examples of the above mentioned issue. So every policy or strategic plan for tourism development needs local community participation.

According to this study, it was observed that local community members interested to participate in the tourism related policies and activities, but they not get perfect platform for the same. Local government also not that much interested to involves local communities in the planning process. The plans which are formed in the A.C. cabins will not useful at the destination level. To achieve the goal of sustainable tourism development local government should give the promotion to local communities for participation and to express their views on tourism development process. Here this study proposes some measures to promote the participation of local community members.

1. Most of the local communities considered that, the tourism development will adversely affect their lives, so confidence should be developed among the local community about their well-being through tourism development.
2. All the stakeholders should be provided with proper knowledge and understanding of sustainable tourism development, hospitality, tourism industry, management and its functions, planning and budgeting process etc. So they would be able to apply such knowledge and understanding in their planning and development process with new and improved attitudes and awareness.
3. Government should develop the quality material on sustainable tourism development and issue to the public with least cost.
4. It is necessary to form a network of all the stakeholders which includes local government, non-government organizations, scientific organizations, educational

institutes, tourism entrepreneurs and local residents to develop master plan of sustainable tourism development of the destination and to implement the same.

5. In study area tourism business found to be unorganized, presently efforts are made by the local government to organized tourism entrepreneurs into different sectors. But due to lack of proper policy and strategy it created confusion among these people. Therefore it is necessary to form a formal organization at the district or tehsil level to organize the tourism entrepreneurs into one organization. This organization may consist of various representatives of occupational groups in the communities. Additionally some community groups may be involved in the planning process, such as village temple group, a youth group, school committee and other agricultural producing groups. These group representatives may participate in creating, planning and projecting tourism development.
6. Encouraging the local student to undertake research on tourism related topic of their local destination, it will help to find out the perception of local community about tourism development. This involves the local communities in decision making and in policy formation.

6.5.2 Development of specialized tourism pattern:

The study area has the potential for sustainable tourism development. The tourism resource base of the study area can be categorized into natural scenic beauty, ancient fort, ancient temples, beautiful sea shores, culture, tradition, folkways and handicrafts etc. The entire district was declared as tourism district in India. It is one of the first tourism districts in India. But it was observed from the study that, the travel pattern of tourist or tourism pattern of the district is limited to only few destinations. It was observed that Devbag and Tarkarli in Malvan tehsil are the most famous destinations for tourists. Sindhudurg fort, clean beaches and availability water sports

facility including scuba diving are the point of attractions for the tourists. Therefore in peak period tourists visited these places in large numbers which creates the pressure on carrying capacity of these destinations. At the same time another destinations of the district remains neglected. Therefore according to findings of the study, it can be concluded that only some pockets of the district receives the large number of tourists and creates the income generating opportunity for the local community. Whereas other destinations receives few number of tourists and spending of the tourist is very less.

To make sustainable tourism development of Sindhudurg, it is necessary to distribute the tourists all over the districts. It helps local community to get better income as well as it helps to reduce the pressure on carrying capacity of the destination to protect the environment. This can be termed as "Development of Specialized Tourism Pattern". Here this study proposes some measures to develop this.

It was observed that due to popularity of Malvan tehsil flow of tourists towards this place is very large. This study also found that there are various destinations like Vijaydurg fort, Kunkeshwar temple and beach, Tambaldeg beach in devgad tehsil, Nivati, Khavane, Kondura, Bhogave and Shiroda beaches in vengurla tehsil are also the famous destinations due to their natural scenic beauty. But these places are unexplored and remain hidden from tourist attraction, so the flow of tourist towards these places is very less. For such places proper promotion through marketing is necessary. It is suggested that these places can be promoted by preparing the separate broachers for each places having photos and information including how to reach, where to stay and how to enjoy. Preparation of separate broacher brings the real face of destination in front of the tourists. At the same time local government should

develop a tourism website for a particular tehsil which contains the information of various destinations of that tehsil.

It was observed that there was no any specific tour plan of the Sindhudurg tourism. MTDC is the nodal agency for tourism development in Maharashtra. So it is suggested that by considering the various destination of the Sindhudurg, MTDC should prepare different tour plans for tourism. Generally tour plans includes honeymoon tour, adventure tour, senior citizen tour and religious tour etc. while leaving for tourism, tourist now a days first search on internet for more information and for the ready tour plan, then accordingly he plan his tour. If he found ready tour plan within his budget then he book that particular plan. So it is most important that various tour plans should be available with tourism department of Sindhudurg which includes all the details and that should be published on Sindhudurg tourism website for information of the tourist.

Tourist circuit is also most important concept and here this concept can be applicable. Within Sindhudurg local government can develop various tourism circuits and these should be promoted widely. In SindhudurgDevgad-Malvan-Vengurla and Kankavli-Kudal-Sawantwadi can be promoted as a tourism circuit. Through these tourism circuits it is possible to connect the tourism resources.

This study suggested that, it is possible to develop the various specialized tourism types in Sindhudurg like Heritage tourism, religious tourism, beach tourism, agritourism, cultural tourism and adventure tourism. Local government, MTDC, NGO, educational institutes and community members should take initiatives to develop such kind of specialized tourism types. Accordingly the tour plans should be developed.

Sindhudurg is rich in culture and tradition, so this culture and tradition used to promote the tourism all over the Maharashtra and in India. Local youths should be promoted to form cultural groups to perform the folkways in front of the tourists.

6.5.3 Tourism resource conservation:

Sustainable tourism is an industry that tries to maintain or conserve existing resources as long as possible to attract more tourists. It is important to conserve and maintain cultural identity and natural environment in order to be tourism sustainable. Following are some of the measures that need to be undertaking for resource conservation.

1. Presently there are several laws and regulations related to natural resource conservation but their implementation and monitoring is always a question. Therefore it is suggested to form a local committee at the tourism destination level which takes the responsibility of implementation and monitoring of such laws and regulations. This committee may consists of those members of the local community who are interested in conservation culture and environment, government officials of agricultural department, member of MTDC, member of educational institute, member of scientific organization and member of NGO. The government should handover the full responsibility to this committee for implementation and monitoring of laws and regulation. This committee should also work for the conservation of ancient heritage and building like forts, temples and Mahals.
2. The case study of eco sensitive tourism destinations like Matheran should be studied and tourism development plan of such destinations should be implemented for this district.

3. Tourism resource conservation is crucial for the continuation of quality tourism. Tourist, local community and tourist guides should be made to understand and be aware of natural and environmental protection. Raising awareness on tourism resource conservation can be done through organizing a nature loving programme, establishing a nature center at every tourist destination, providing relevant printed materials, organizing signboards for exhibition and training to all the stakeholders. Also competition about nature and the environment should be organized at local level to raise local communities' awareness on environmental conservation.
4. A cultural and environmental fund should be set up by allocating a portion of communities tourism related income for the management of tourism resource conservation.

6.5.4 Developing service capacity of the local community:

Tourism industry is categorized into the service sector. The particular characteristic of service sector product is that it is highly perishable, so development of such product needs thorough understanding of all the factors of product planning and development. As like a industrial product this product is not a composite, solid product. Consumption of such product means utilization of services of that industry. As tourism is service sector industry, it offers combination of different services. Tourism product includes actual physical place of tourism i.e. tourist destination, hospitality services including accommodation and food, shopping facilities etc. While developing tourism product role of local community is very important. Therefore this study proposes some measures to develop service capacity of the local community.

1. Local government should develop the proper accommodation facility with the help of local communities.Presently MTDC have their own resorts at few places besides that commercial lodge and resorts developed by the local community

provided accommodation facility to the tourist. But price variation in room rent was observed in this study, so it is necessary to put some control on such issue. MTDC presently runs the Bed and Breakfast scheme all over the Maharashtra, but local community in Sindhudurg was not that much aware about this scheme, so promotion of this scheme is necessary. Also MTDC should provide tourist customers to local resort owners that will help them to generate income. Accommodation facility is the basic infrastructural requirement for the tourism industry so local community must provide attention towards cleanliness and neatness of accommodation unit and their surroundings.

2. It was found that sufficient numbers of public toilets are not available at tourist sites and the available toilets are not clean and healthy. At some places toilets were available but they lack the water facility, this brings the negative image of tourist site in front of the tourist. Therefore it is suggested that public toilet should be made available in sufficient in number and should be healthy and clean. Local grampanchayat can build such type of public toilets for tourists and handover the responsibility to local unemployed youth to run these public toilets on payment basis. If the toilets are clean, healthy and with sufficient water, then tourist ready to pay for the services. This fund can be utilized to develop the infrastructural facility for the tourist.
3. Pay and park facility should be developed by the local grampanchayat or by the local community who have free spaces in their property.
4. Garbage disposal should be carefully monitored at attraction sites. Dustbins should be sufficient in number and clean. Proper disposal of garbage should be done regularly.

5. Sindhudurg is famous for its clean beaches, but it was observed that there were no changing rooms at beaches. Therefore it is necessary to develop and maintain proper changing rooms at beaches.
6. Proper security system must be developed by the local government with the help of local police station and local community in order to assure the tourist of their safety and satisfaction. Life guards should be recruited at beaches from the local community with proper training. Warning signs should be properly displayed at various places having proper dimensions. Tourist check post should be developed by the local police department to check the vehicles regarding their carrying capacity and to avoids drink and drive accidents. Proper signboards should be developed at the roadside to direct the tourist towards tourist destination safely.
7. Tourist information centers should be developed by the local community to provide one stop information to the tourist.

The above measures can help to develop the infrastructural facility for sustainable tourism development and help the local community indirectly to build their service capacity to serve the tourist. Following are some of the measures which help the local community directly to enhance their service capacity for tourism development.

1. Training courses should be organized for the community members, tourism resource owners and guides regarding tourism and hospitality.
2. Special tourist guide courses should be developed and incorporate in academic programme. Local educational institute should run such kind of short courses for local community.

3. Tourism guidebooks or handbooks should be developed and published for the visitors to learn about the tourism sites by themselves also such kind of material will act as a publicity material at the tourists hometown.
4. Business and entrepreneurship development programme should be developed and run by the local educational institute,
5. Service and understanding of traditions should be focused in the knowledge provision for the potential trainees.
6. Personality development courses should be started for the local community to cope up with well-educated as well as with foreign tourists.

6.5.5 Sustainable tourism marketing management:

Marketing is the most important part for any kind of industries. Marketing is a very broad concept which includes the product development, manufacturing, distribution and study of consumer feedback for better product development. As tourism is a service industry, marketing plays important role in destination development. This study found that efforts taken by the Sindhudurg tourism department for marketing of the destination are very less, so this study suggests that, there should be a perfect marketing strategy for sustainable tourism development. Following are the some strategic suggestions for effective marketing.

1. Marketing mix strategy should be considered as a strategy for marketing of tourist destination. This strategy includes the study of product, price, place and promotion. Product refers to the tourism product that includes the physical place of the destination, hospitality services and shopping facility. Place refers to the place where to market the product and actual place of the tourism product. Price refers to the prices of the various services of the tourism product and promotion refers to the promotional measures to boost the sale of tourism product.

2. Standardization of goods and services are normally the main factors to build the trust of tourists and tourism agencies and companies.
3. The communities should be involved in setting the standard prices for their merchandise and service charges that are fair for both the villagers and tourist.
4. Direct sale outlet should be developed by the local community by using the internet services. Local community can also be act as a travel agency in the local market for the domestic as well as inbound tourist.
5. Sindhudurg tourism department should develop the plans for the information of the tourists.
6. Local community should participate in tourism festivals of other state, which help to promote their own tourism unit and Sindhudurg as a whole. The local government should provide financial support for such kind of activities.
7. Tourism information centers should be developed at railway stations and bus depot.
8. "Sindhudurg Tourism" campaign should be started and its publicity should be done by radio and television media.
9. Local government should take the initiative to encourage the different for promoting Sindhudurg tourism by giving discount coupons of Sindhudurg tour.
10. Various types of publication media may be produced at the local level such as broachers, folders with maps and suggested tourism sites including radio programme and internet. Such media should be advertised at some important tourism sites with signboards.

6.5.6. Study the carrying capacity of destination:

The term carrying capacity refers to the number of individuals who can be supported in a given area within natural resources limits, and without degrading the

natural, economic and socio-cultural environment for present and future generation (Global Development Research Center, 2009)[10]. For sustainable tourism development of Sindhudurg district all form of carrying should be studied viz; physical carrying capacity, economic carrying capacity, social carrying capacity and ecological carrying capacity. The committee which was already suggested for tourism resource conservation should also be responsible to assess the tourism carrying capacity.

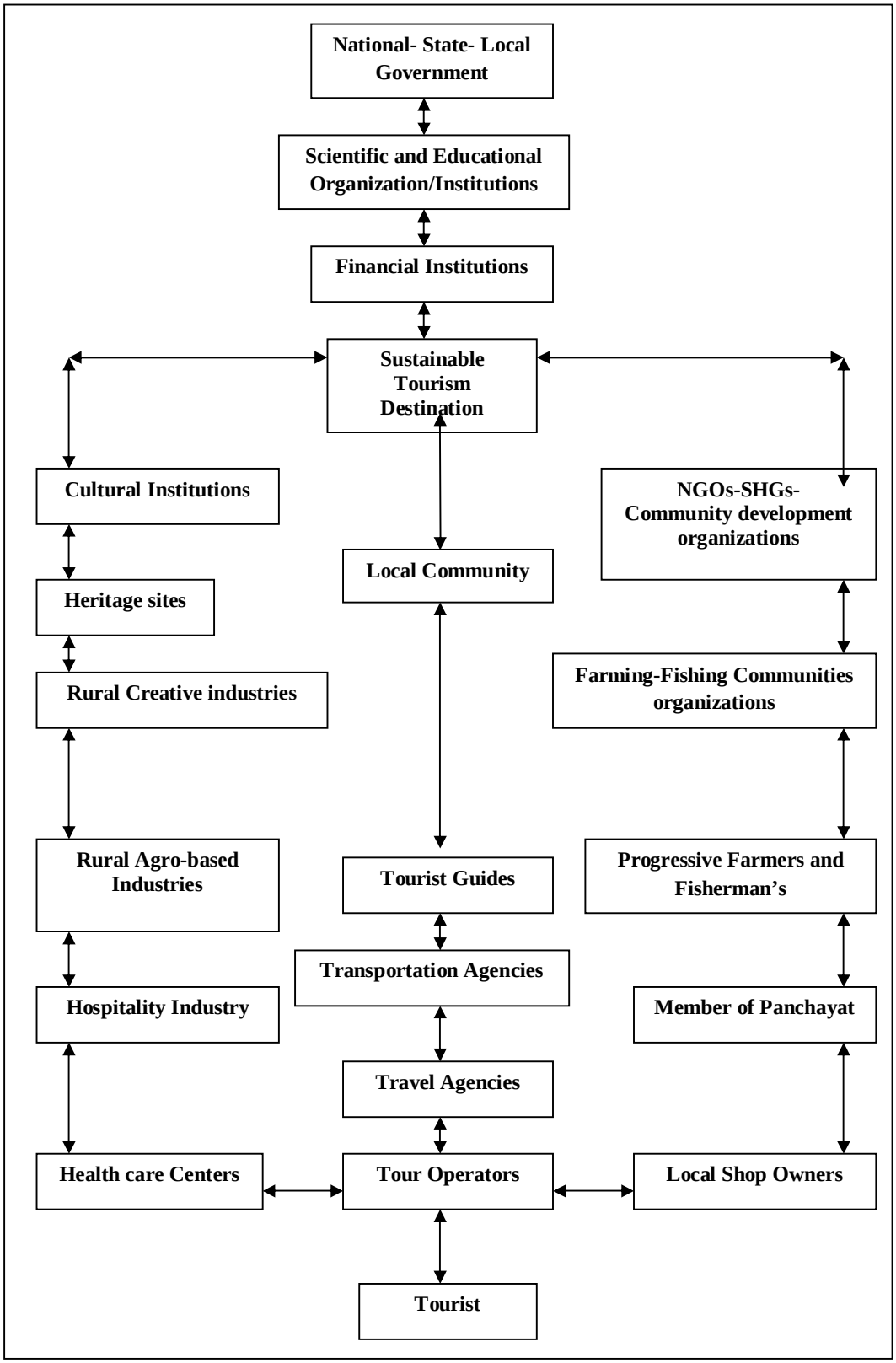
6.6. Stakeholders networking model for sustainable tourism development:

By considering the above stated characteristics and components of sustainable tourism planning, here this study proposes stakeholders networking model for planning sustainable tourism development in general and in Sindhudurg particularly.

For the development of networking among the stakeholders the first most important step is to identify the stakeholders, because they can be involved in the development process only when they can be identified with their potential. So they must be identified and then approached for their interest and opinions. Once the stakeholders have been identified it is important to determine the best ways to develop the network with them based on their level of input and potential involvement in future tourism development. The process of identifying stake holders also helps to identify which individuals and groups will be affected positively and negatively and how, by sustainable tourism development.

Here this stakeholders networking model identified the different stakeholders from national level to tourists. All these stakeholders play an important role in planning for sustainable tourism development. Tourism destination has an influence of various factors, these factors either positively or negatively affects the tourism development and the socio-economic profile of tourist destination.

Figure 6.1: Networking of Stakeholders for sustainable tourism development



(Source: Author)

As the main aim of this study is to develop sustainable tourism development, the negative effect should be minimized and encourage the binding of all the factors of tourism development for positive impact. According to the above figure it is cleared that, tourism destination is the central place of the model and the aim of this model is to develop this tourism destination by following principles of sustainable development. Networking of various factors of development process is one of the principles of sustainable development. Therefore, here the theory of stakeholders networking is used for sustainable tourism development of the destination. Unplanned tourism development is the main hurdle of sustainable tourism development. This model can be applicable to any destination having different socio economic conditions for proper planning of sustainable tourism development.

According to the model, national and state government is the main and apex level stakeholder for planning sustainable tourism development. It is suggested here that, the national or state government should develop the proper policy of tourism development by considering the socio-economic, environmental and cultural norms of the destination. The proper policy is the strategic environment in which the other stakeholders can act effectively for tourism development. The role of the scientific and educational organizations/institutions is to develop the capacity of all the stakeholders involved in tourism development process by providing necessary training and educating them regarding the policy of the government. Scientific organization can put the control over the utilization of natural resources of the destination by forming the proper framework of resource utilization. These organizations can help to conserve the biodiversity of the destination. Educational institutes can provide the trained human resource for sustainable tourism development.

Finance is the life blood of any business activity, therefore adequate finance at proper time is important for infrastructural development. The role of the financial institution is very flexible as they are engaged in providing finance to the people. Here it is suggested that government should develop the proper strategy and network for providing finance to the tourism development project. The flow of finance should be properly reached to the various institutions and individuals who are interested in tourism for speedy tourism development.

Besides these stakeholders of external environment, stakeholders' lies inside the internal environment of the destination are most important. Study of local community's perception is most important because positive and effective host- guest relation creates the favorable environment for sustainable tourism development. Therefore it is suggested that local community should think, view and act positively for sustainable tourism development. Local government should properly aware and encourage the involvement of the local community in tourism development project.

Other stakeholders mentioned in the model should develop their specific tourism activities to attract the tourist. These activities should be properly designed and in relation with principles of sustainability. Tourist spending should remain in the local economy itself, if the external players invested their money for tourism development then there is a money drain from the local economy. Therefore government must encourage the local entrepreneurs for tourism business development to achieve the local economic sustainability form tourism development. Members of local government can help to maintain law and order in tourism destination by framing proper regulatory framework to put control over the tourism activities of the destination. The stakeholders in and around the tourism destination should act positively and in relation with each other for sustainable tourism development.

As per the suggested model, the last stakeholder is tourist, which is the ultimate consumer of the tourism activities. The role of the tourist is also important, as his behavior at tourism destination affects the perception of various stakeholders involved in tourism development positively or negatively. In short it is suggested that to achieve the overall sustainability in tourism development, the now days tourist must be a responsible tourist.

Overall it is recommended that positive networking of all the stakeholders involved in the tourism development is necessary to improve the image of the destination as well as to achieve the sustainability in tourism development process.

References:

1. Gunn, C.A. (1979). *Tourism Planning*. New York: Russack and Company.
2. Gunn, C.A. (1994). *Tourism Planning: Basics, Concepts, Cases*. 3rd ed. Washington: Taylor & Frances.
3. Murphy, P.E. (1985). *Tourism: A Community Approach*. London: Methuen.
4. Mathieson, A. and Wall, G. (1982). *Tourism Economic, Physical and Social Impacts*. London:Longman.
5. Andriotis, K., (2000). Local Community Perceptions of Tourism as a Development Tool: The Island Of Crete. *Unpublished Ph.D. Thesis*. Bournemouth University.
6. Gunn, C.A. (1988). *Tourism Planning*. 2nd ed. New York: Taylor & Frances.
7. Inskeep, E. (1991). *Tourism Planning: An Integrated and Sustainable Development Approach*. New York: Van Nostrand Reinhold.
8. Mill, R.C. and Morrison, A.M. (1985). *The Tourism System: An Introductory Text*. New Jersey: Prentice-Hall.
9. Hudman, L.E. and Hawkins, D.E., 1989, *Tourism in Contemporary Society: An Introductory Text*, Prentice Hall, New Jersey.
10. Global Development Research Centre, (2008). Website: www.gdrc.com, accessed on 12/4/2008.
11. Mill, R.C. & A. M. Morrison., (2002). *The Tourism System*. USA, Kendal/Hunt Publishing Company.
12. Yilmaz, Burcu Selin and Gunel, Ozgur Devrim (2008). The Importance of Strategic Stakeholder Management in Tourism Sector: Research on Probable Applications. *Tourismos: An International Multidisciplinary Journal of Tourism*. 4(1), pp. 97-108. Spring 2009.

13. Mitchell, J., (1973). Networks, norms and institutions. In: Boissevain, J., Mitchell, J. (Eds.), *Network Analysis Studies in Human Interaction*. The Hague, Mouton.
14. Szarka, J., (1990). Networking and small firms. *International Small Business Journal.* 8 (2), pp.10–21.
15. Ana Isabel Polo and Dolores Frías (2010). Collective Strategies for Rural Tourism: The experience of networks in Spain. *Journal of Tourism Consumption and Practice.* Volume 2 (1):25-45.
16. Aref, F., & Sarjit, S. G. (2009). Rural Tourism Development through Rural Cooperatives. *Nature and Science,, 7*(10), 68-73.
17. Beeton, S. (2006). *Community development through tourism*. In Landlink Press, Australia.
18. Frederick, M. (1992). *Tourism as a rural development tool: an exploration of the literature.* (Vol. 22). Washington, DC: U.S. Department of Agriculture, Economic Research Service.
19. http://divcomkonkan.gov.in/
20. http://en.wikipedia.org/wiki/Adventure_travel
21. http://en.wikipedia.org/wiki/Cultural_tourism
22. http://sillignakis.com/PDF/Rural_Tourism_Finall_ALL.pdf
23. http://www.docstoc.com/docs/37589132/SWOT-Analysis-of-TRNC-Rural-tourism-sector
24. http://www.ica.coop/tica/cartagenaverma.pdf
25. http://www.konkanyatra.com/
26. http://www.mpa.gov/pdf/publications/Stakeholder_Synthesis.pdf
27. http://www.openstarts.units.it/dspace/bitstream/10077/867/1/f6ivona.pdf
28. http://www.responsibletourismpartnership.org/CapeTown.html

29. Lane B., (1994), “What is rural tourism”, *Journal of sustainable tourism.* Volume 2, No.7.
30. R. Tinsley, P. Lynch (2001). Small tourism business networks and destination development. *Hospitality Management.* 20: pp.367–378.

CHAPTER VII

ANALYSIS AND INTERPRETATION OF DATA

7.1 Introduction:

As stated in research methodology that three different questionnaires were prepared for local resident, tourist and tourism professionals. These three questionnaires were used to study the respondent's perceptions regarding tourism development in Sindhudurg district. Local resident's questionnaires were used to study the impact of tourism development on economic, social-cultural and environmental factors. Tourist respondents were analysed to study the potential of Sindhudurg district for sustainable tourism development and tourism professional were analysed to study the general trend in accommodation and non-accommodation sector as well as to study the overall impact of tourism development.

Since there are different questionnaires for all three different respondents and for a better understanding of interpretation and results, all three respondents were analysed differently. First section of this chapter associated with Local residents, second section related with tourist respondent and the last one associated with tourism professionals which includes accommodation and non-accommodation sector.

7.2 Category-I: Study of Locals Residents:

The study of local residents was undertaken with the following basic objectives.

1. To understand the demographic profile of the local residents.
2. To study the economic impact of tourism development.
3. To understand the socio-cultural impact of tourism development and
4. To study the environmental impact of tourism development.

A sample of 200 local residents was selected with the help of convenient sampling method. At each tourist destination total 20 local residents were approached and surveyed for impact assessment. Total 200 filled questionnaires were used to analyse the responses of local residents. The survey result was presented under various headings to cover the necessary information for analysis and hypothesis testing.

7.2.1 Demographic profile of the local residents:

7.2.1.1 Age wise distribution of local residents:

Age wise distribution of local residents was presented in following table 7.1. About 70.50% of local residents belong to the age group of 18-40 years and remaining 29.50% were above 40 years of age. Table 7.1 concluded that there were a highest number of local residents who aged in between 18-40 years.

Table 7.1: Age of Local Residents.

Age	Count	Percent (%)
18-40	141	70.50
Above 40	59	29.50
Total	**200**	**100**

(Source: Field survey)

7.2.1.2 Gender of local residents:

Distribution of local residents based on sex was mentioned in table 7.2. Out of total local residents 71.50% male and remaining 28.50% were female. The sample of local residents includes the highest number of males.

Table 7.2: Sex of Local Residents.

Sex	Count	Percent (%)
Male	143	71.50
Female	57	28.50
Total	**200**	**100**

(Source: Field survey)

7.2.1.3 Marital status of local residents:

Marital status of local residents was presented in table 7.3. According to the following table 72.00% were married while 28.00% were unmarried.

Table 7.3: Marital Status of Local Residents.

Marital status	Count	Percent (%)
Married	144	72.00
Unmarried	56	28.00
Total	**200**	**100**

(Source: Field survey)

7.2.1.4 Education qualification of local residents:

Following Table 7.4 explains the educational qualification of local residents. According to the table 7.4, it was observed that majority of the local residents were graduate (36.50%).

Table 7.4: Educational Qualification of Local Residents.

Educational Qualification	Count	Percent (%)
Post-Graduation	15	7.50
Degree	73	36.50
HSC	54	27.00
SSC	58	29.00
Total	**200**	**100**

(Source: Field survey)

About 29.00% local residents completed their S.S.C. and 27.00% completed their H.S.C. Only 7.50% local residents were post graduate. The educational qualification plays an important role in decision making. For this study educational qualification of local resident is important to understand perception towards the impact of tourism development.

7.2.1.5 Occupation of local residents:

Data on occupation of local residents was presented in table 7.5. The data showed that 22.00% local residents engaged in fishing activity. This is due to the fact that out of 10 tourist spots 8 spots were coastal tourism spots. About 21.50% engaged

in various business activities. Nearly 16.00% worked as a government servant and 14.50% working in private sector. About 9.00% local residents were student and 6.50% were unemployed. Only 5.00% local residents were found as a farmer and 5.50% were retired professionals.

Table 7.5: Occupation of local residents

Occupation	Count	Percent (%)
Business	43	21.50
Farmer	10	5.00
Fishing	44	22.00
Govt. Job	32	16.00
Private Job	29	14.50
Retired	11	5.50
Student	18	9.00
Unemployed	13	6.50
Total	**200**	**100**

(Source: Field survey)

7.2.1.6 Major source of income of local residents:

Source of income of local residents was presented in table 7.6. According to the following table it was clear that 30.50% local residents were working professionals, their major source of income is private and government job.

Table 7.6: Major source of income of local residents

Major source of income	Count	Percent (%)
Business	43	21.50
Farming	10	05.00
Fishing	44	22.00
Job	61	30.50
Pension	11	5.50
Unemployed	31	15.50
Total	200	100

(Source: Field survey)

About 22.00% local residents derived their income directly and indirectly from fishing, 21.50% were depending upon their own business activities. Nearly 5.50% depend upon pension and 5.00% on agricultural produce. The sample of local resident includes students as well as unemployed persons therefore for 15.50% local resident there is no any source of income.

7.2.1.7 Annual income of the local residents:

Annual income of the local residents was mentioned in the following table 7.7.

Table 7.7: Annual income of the local residents

Annual income	Count	Percent (%)
Less than 100000	48	24.00
100000-250000	92	46.00
250000-500000	29	14.50
No income	31	15.50
Total	**200**	**100**

(Source: Field survey)

As per the above table it was noticed that, about 46.00% of the local residents obtained annual income in range between Rs. 100000 - 250000. Nearly 24% of local resident have their annual income less than Rs. 100000. Only 14.50% of the local residents had their annual income in between Rs. 250000- 500000. As 15.50% local residents were unemployed, they were grouped under no income category.

7.2.1.8 Awareness of local residents about Sindhudurg as a tourism tourist:

On 30th April 1997, Sindhudurg district was declared as a tourism district by Government of Maharashtra, but still today most of the people were unaware about this fact, therefore this question was specially asked to know how much local resident were known about this fact. The data of this question was presented in table 7.8.

Table 7.8: Awareness of local residents about Sindhudurg as a tourism district

Response	Count	Percent (%)
Yes	144	72.00
No	56	28.00
Total	**200**	**100.00**

(Source: Field survey)

According to above table it is concluded that about 72.00% of the local residents were know that, the Sindhudurg district is Tourism district. Nearly 28.00% local residents were unknown about this fact, so it is a challenge in front of the tourism officials to create the awareness about Sindhudurg as Tourism district.

7.2.1.9. Local participation in tourism activity:

Distributions of local residents according to their engagement in tourism activity were presented in Table 7.9.

Table 7.9: No of local residents engaged in tourism activity.

Particulars	Count	Percent (%)
Engaged in tourism activity	87	43.50
Not related with tourism activity	113	56.50
Total	**200**	**100.00**

(Source: Field survey)

The above table shows that nearly 43.50% of local resident directly or indirectly engaged in tourism activity, whereas 56.50% of local residents were not related with tourism activity. To increase the local sustainability in every aspect of sustainable development the percentage of local resident participation in tourism activity should be more than 50%. Actually the percentage of local participation in tourism activity was found more Tarkali, Devbag and Sindhudurg fort, whereas it was considerably low at other tourism spots. Local sustainability in economy, socio-cultural and environmental factors can be increased if the local residents actively participate in tourism business. Here this study recommends that, the local

government should strengthen their efforts towards local participation in tourism related activity. Presently it was observed that accommodation needs of the tourist are not fulfilled, therefore local resident have tremendous scope in accommodation sector.

7.2.2. Local residents and positive economic impact:

7.2.2.1. Number of respondents showing positive economic impact:

Responses of local residents towards positive economic impact were presented in following Table 7.10.

Table 7.10: Number of respondents showing positive economic impact

Sr. No.	Positive Economic Impact variable	Strongly agree	Agree	Neutral	Disagree	Strongly Disagree
1.	Improves infrastructure facilities (i.e. road, bridges, transportation, facilities, communication facilities)	64 (32.00)	113 (56.50)	5 (2.50)	18 (09.00)	0
2.	Create employment opportunities for the residents	66 (33.00)	97 (48.50)	30 (15.00)	7 (3.50)	0
3.	Available of more facilities and range of choices	115 (57.50)	69 (34.50)	11 (5.50)	2 (2.50)	0
4.	Better standard of services by shops, restaurant and other commercial centers	84 (42.00)	90 (45.00)	17 (8.50)	9 (4.50)	0
5.	Increase in income and standard of living.	0	81 (40.50)	103 (51.50)	16 (08.00)	0
6.	Value appreciation of local resources.	49 (24.50)	161 (65.50)	15 (7.50)	5 (2.50)	0
7.	Tourism provides variety of desirable jobs in the locality.	66 (33.00)	97 (48.50)	30 (15.00)	7 (3.50)	0
8.	Local business benefit the most from tourism	115 (57.50)	69 (34.50)	11 (5.50)	5 (2.50)	0
9.	Tourism brings more investment to the residents economy	64 (32.00)	113 (56.50)	5 (2.50)	18 (9.00)	0
10.	Tourism generates tax revenues for local government.	0	73 (36.50)	113 (56.50)	14 (07.00)	0
11.	Tourism brings important economic benefits to the residents of the community.	0	81 (40.50)	103 (51.50)	16 (08.00)	0
12.	Tourism helps to improve the economic situation for many residents	0	81 (40.50)	103 (51.50)	16 (08.00)	0

(Source: Field survey)

This table includes the number and percent of respondents for each statement showing positive economic impact of tourism development. There were 12 statements which are analysed to study the positive economic impact. By studying the above table it was concluded that, about 88.50 % of local residents were agrees to the fact that tourism development improves infrastructural facilities like road, bridge, transportation and communication facilities. Nearly 81.50 % of local residents agree about employment opportunity of tourism development and 92.00 % agree about availability of more facilities and range of choices. According to 87.00 % of local residents, tourism development helps for better standard of services by shops, restaurants and commercial centers. Nearly 90.00% of local residents consider that the value of local resources appreciated due to tourism development.

From the above table it was observed that the other positive economic impacts like, tourism provides variety of desirable jobs in the locality (81.50 %), local business benefit the most from tourism (92.00 %) and tourism brings more investments to the residents economy (88.50 %) were recognized by the local residents.

Besides this only 40.50 % of local residents agreed about increase in income and standard of living, 36.50 % agreed about tourism generates tax revenue for local government, 40.50 % considered tourism brings important economic benefit and try to improve the economic situation of the residents of the community due to tourism development.

7.2.2.2. Descriptive statistics for positive economic impact:

Descriptive statistics like total scores mean and standard deviation of each variable for the positive economic impact was presented in the following table 7.11. According to this table by considering the mean values it was concluded that, the

variables like tourism improves infrastructural facilities (M=4.115), create employment opportunities (M= 4.110), availability of more facilities (M= 4.470), better standard of services (M= 4.245), value appreciation of local resources (M= 4.120), variety of jobs (M= 4.110), benefit for local business (M=4.470) and tourism brings more investment to the residents economy (M= 4.115) were approved by the local residents as a positive economic impacts.

Whereas the local residents showed neutrality for the positive economic impact variables like tourism increases income and standard of living (M= 3.325), tourism generates tax revenue for local residents (M= 3.295), brings important economic benefits to the residents (M=3.325) and tourism helps to improve the economic situation of residents (M= 3.325).

Table 7.11: Descriptive statistics for positive economic impact

Sr. No.	Positive Economic Impact variable	Total Score	Mean	Standard Deviation
1.	Improves infrastructure facilities (i.e. road, bridges, transportation, facilities, communication facilities)	823	4.115	0.8338
2.	Create employment opportunities for the local	822	4.110	0.7816
3.	Available of more facilities and range of choices	894	4.470	0.7153
4.	Better standard of services by shops, restaurant and other commercial centers	849	4.245	0.7925
5.	Increase in income and standard of living.	665	3.325	0.6175
6.	Value appreciation of local resources.	824	4.120	0.6385
7.	Tourism provides variety of desirable jobs in the locality.	822	4.110	0.7816
8.	Local business benefit the most from tourism	894	4.470	0.7153
9.	Tourism brings more investment to the residents economy	823	4.115	0.8338
10.	Tourism generates tax revenues for local government.	659	3.295	0.5914
11.	Tourism brings important economic benefits to the residents of the community.	665	3.325	0.6175
12.	Tourism helps to improve the economic situation for many residents	665	3.325	0.6175
	Total	**9405**	**47.025**	**3.4385**

(Source: Field survey)

7.2.2.3. One Sample T tests for positive economic impact:

Twelve variables were considered to measure the positive economic impact on local residents. A One Sample T test was conducted to study the local resident's agreement or disagreement with positive economic impact. As there are 12 variables and it is a Five point Likert scale, the maximum score for positive economic impact is 60 and the minimum score is 12. The center value/ test value is 36. Calculated T value is 45.34. According to the table 7.11, total score for positive economic impact was 9405 and mean value is 47.025 (SD = 3.4385, SE = 0.175). As the mean value (47.025) is higher than the centre value (36), it can be concluded that the local residents are strongly agree about positive economic impact of tourism development.

7.2.2.4. Two Sample T test and ANOVA test for positive economic impact:

Two Sample T test and ANOVA test was used to study the differences in opinion among the different groups of local residents. For this analysis the local residents were subdivided into different groups according to gender, location, educational qualification and occupation. The details of these groups were mentioned in following table 7.12.

Table 7.12: Groups of the local residents

Sr. No	Groups	Categories of groups	No. of local residents
1.	**Gender**	Male	143
		Female	57
2.	**Location**	Tarkarli	20
		Devbag	20
		Sindhudurg Fort	20
		Vijaydurg Fort	20
		Kunkeshwar beach	20
		Sagareshwar beach	20
		Velagar beach	20
		Niwati beach	20
		Savdav waterfall	20
		Amboli waterfall	20

3.	**Education**	Post graduate	15
		Graduate	73
		Upto HSC	54
		Upto SSC	58
4.	**Occupation**	Businessman	43
		Farmer	10
		Fisherman	44
		Government Servant	32
		Private Job holders	29
		Retired persons	11
		Students	18
		Unemployed	13

(Source: Field survey)

As mentioned earlier two-samples t-test was used to compare the mean score on some continuous variables for two different groups of participants, while the ANOVA was used to compare the mean scores of more than two groups. The study was based on 5% significance level.

A. Two sample T test for Gender wise groups of the local residents:

Two sample T test was conducted to compare the opinion about positive economic impact for the gender wise groups of the local residents. According to the above table 7.12 the local residents were subdivided into two groups i.e. Male and Female. The two sample t test analysis was presented in the following table 7.13.

Table 7.13: Two sample T test analysis

Particulars	**Variable 1 Male**	**Variable 2 Female**
Mean	47.076923	46.894737
Variance	11.733478	12.238722
Observations	143	57
Pooled Variance	11.876375	
Hypothesized Mean Difference	0	
df	198	
t Stat	0.3374924	
P(T<=t) one-tail	0.3680516	
t Critical one-tail	1.6525858	
P(T<=t) two-tail	**0.7361032**	
t Critical two-tail	1.9720174	

According to the above analysis it is cleared that, there was no statistically significant difference between the groups, as significance value p = 0.736. So both the groups (Male and Female) are agreed with the fact that, there was a positive economic impact. So this result supports H2.

B. ANOVA test for location wise groups of the local residents:

ANOVA test was conducted to compare the responses of the local residents towards positive economic impact. According to the table 7.12 the local residents were grouped in to 10 groups according to the different locations. The ANOVA analysis for the location wise groups was presented into the following table 7.14 and 7.15.

Table 7.14: Descriptive statistics for location wise groups

Groups	Count	Sum	Average	Variance
Devbag	20	955	47.75	3.5657895
Tarkarli	20	965	48.25	6.3026316
Sindhudurg Fort	20	927	46.35	8.7657895
Vijaydurg Fort	20	898	44.9	18.831579
Kunkeshwar Beach	20	927	46.35	9.6078947
Sagareshwar Beach	20	929	46.45	12.786842
Velagar Beach	20	987	49.35	6.6605263
Niwati Beach	20	888	44.4	11.621053
Savdav Waterfall	20	954	47.7	14.326316
Amboli Waterfall	20	975	48.75	6.6184211

(Source: Field survey)

Table 7.15: ANOVA Table

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	470.225	9	52.247222	5.27287187	2.04543E-06	1.92942476
Within Groups	1882.65	190	9.9086842			
Total	**2352.88**	**199**				

According to the above analysis presented in table 7.14 and 7.15 it was cleared that, there was statistically significant difference among the local residents of different locations, as F= 2.273 and P= 0.000. So it can be concluded that the local residents of different location have different opinions regarding positive economic impact.

According to the table 7.14 by considering the mean values, local residents from Tarkarli, Velagar and Amboli indicated very high positive economic impact where as others indicated comparatively very low positive economic impact. Therefore the difference among the groups is statistically significant. So this result does not support H2.

C. ANOVA test for education wise groups of the local resident:

By considering the education as an independent variable, the local residents were divided into four groups. The details of these groups were shown in table 7.12. ANOVA analysis for these groups was presented in following table 7.16 and table 7.17.

Table 7.16: Descriptive statistics for education wise groups

Groups	Count	Sum	Average	Variance
Post Graduate	15	692	46.133333	8.552381
Graduate	73	3407	46.671233	10.557078
UptoHSC	54	2575	47.685185	13.578267
UptoSSC	58	2731	47.086207	12.431034

(Source: Field survey)

Table 7.17: ANOVA Table

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	44.814964	3	14.938321	1.2685593	0.2863638	2.6506765
Within Groups	2308.06	196	11.775817			
Total	**2352.875**	**199**				

The above analysis presented in table 7.16 and table 7.17 explained that, as F=1.2685 and P= 0.286 there is no statically significant difference between the different educational groups of the local resident. Therefore it can be concluded that, the local residents having different educational levels have the same opinion regarding the existence of positive economic impact of tourism development. So this result supports H2.

D. ANOVA test for occupation wise groups of the local resident.

Occupation wise local resident were grouped into eight groups, the details of these groups was mentioned in table 7.12. The ANOVA analysis of these groups was conducted to know whether there are significant differences between the occupation wise groups of local residents. This analysis is presented in table 7.18 and table 7.19.

Table 7.18: Descriptive statistics for occupation wise groups

Groups	Count	Sum	Average	Variance
Businessman	43	2054	47.767442	16.420819
Farmer	10	480	48.000	8.4444444
Fisherman	44	2060	46.818182	12.524313
Government Servant	32	1471	45.96875	9.5796371
Private Job holders	29	1373	47.344828	9.8768473
Retired persons	11	531	48.272727	7.0181818
Students	18	836	46.444444	6.7320261
Unemployed	13	600	46.153846	15.307692

(Source: Field survey)

Table 7.19: ANOVA Table

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	106.81608	7	15.25944	1.3044237	0.2500998	2.0575308
Within Groups	2246.0589	192	11.698224			
Total	**2352.875**	**199**				

The results of the above analysis revealed that, as F = 1.304 and P = 0.250 there is no significant difference among the occupational groups of the local residents. So it is concluded that all the local residents of different occupational class have the same opinion i.e. there is positive economic impact of tourism development on the local residents. So this result supports H2.

7.2.3 Local residents and negative economic impact:

7.2.3.1. Number of respondent showing negative economic impact:

Responses of local residents towards negative economic impact were presented in following table 7.20.

Table 7.20: Number of respondents showing negative economic impact of tourism development

Sr. No.	Negative Economic Impact variable	Strongly agree	Agree	Neutral	Disagree	Strongly Disagree
1.	The price of many goods and services have increased	130 (65.00)	44 (22.00)	8 (04.00)	5 (2.50)	13 (6.50)
2.	Real estate prices have increased (land and houses)	174 (87.00)	20 (10.00)	6 (3.00)	0	0
3.	The cost of living residents has increased.	26 (13.00)	142 (71.00)	19 (9.50)	13 (6.50)	0
4.	Jobs available are of low wages	23 (11.50)	136 (68.00)	25 (12.50)	16 (8.00)	0
5.	Seasonal tourism creates high risk and under or unemployment issues, if	146 (73.00)	38 (19.00)	15 (7.50)	1 (0.50)	0
6.	Water shortage	17 (8.50)	144 (72.00)	19 (9.50)	20 (10.00)	0
7.	Exclusion of locals from natural resources.	174 (87.00)	20 (10.00)	6 (3.00)	0	0
8.	Neglect of non-tourist recreation facilities.	13 (6.50)	46 (23.00)	129 (64.50)	12 (6.00)	0
9.	Shortage of goods and services.	130 (65.00)	44 (22.00)	8 (4.00)	5 (2.50)	13 (6.50)

(Source: Field survey)

As like positive economic impact, local residents were also aware about negative economic impact. By studying the above table 7.20 it is cleared that, negative economic impacts such as the price of many goods and services have increased (87.00%), real estate prices have increased (97.00 %), cost of living has increased (84.00%), jobs available are of low wages (79.50%), seasonal tourism creates high risk and under or unemployment issues (92.00%), water shortages (80.50%), exclusion of locals from natural resources (97.00%) and shortage of goods and services (87.00%) were generally recognized by the local residents. Whereas local residents show neutrality towards, neglect of non tourist recreation facilities.

7.2.3.2. Descriptive statistics for negative economic impact:

There are total nine variables which were anlysed to study the negative economic impact of tourism development. Mean, standard deviation and total score of these variables were worked out and presented in following table 7.21.

Table 7.21: Descriptive statistics for negative economic impact

Sr. No.	Negative Economic Impact variable	Total Score	Mean	Standard Deviation
1.	The price of many goods and services have increased	873	4.365	1.1171
2.	Real estate prices have increased (land and houses)	968	4.840	0.4420
3.	The cost of living residents has increased.	781	3.905	0.6916
4.	Jobs available are of low wages	766	3.830	0.7306
5.	Seasonal tourism creates high risk and under or unemployment issues, if	929	4.645	0.6411
6.	Water shortage	758	3.790	0.7339
7.	Exclusion of locals from natural resources.	968	4.840	0.4420
8.	Neglect of non-tourist recreation facilities.	660	3.300	0.6799
9.	Shortage of goods and services.	873	4.3650	1.1171
	Total	**7576**	**37.880**	**2.884**

(Source: Field survey)

The mean values of the variables are considered to decide agreement or disagreement for a particular variable. Local residents were agreed to nearly all the statements of negative economic impact because the mean values were ranged between 3.5 to 5.00. Only for the variable i.e. neglects of non-tourist recreation facilities with mean value 3.30 was show neutrality of the local residents. Therefore from the above analysis it is concluded that the local residents were strongly felt the negative economic impact of tourism development.

7.2.3.3. One sample T test for negative economic impact:

Total nine variables were considered to study the negative economic impact of tourism development. A one sample T test was conducted to study the agreement or disagreement of the local residents towards negative economic impact on the community. As there are 9 variables and it is a Five point Likert scale, the maximum score for negative economic impact is 45 and the minimum score is 9. The centre value or test value is 27. Calculated T value is 53.35.

According to the above table 6.21, the total score of negative economic impact was 7576 and mean value is 37.880 (SD = 2.884, SE = 0.204). As the mean value of negative economic impact (37.880) is higher than the test value (27) it can be concluded that the local residents were strongly agree to the negative economic impact of tourism development.

7.2.3.4. Two sample T test and ANOVA Test for negative economic impact:

Two sample T test and ANOVA test was conducted to know the difference in opinion of different groups of local residents regarding negative economic impact. For this analysis the local residents were grouped into different categories, the details of which were already mentioned in table 7.12 of this chapter.

A. Two sample T test for Gender wise groups of the local residents:

Two sample T test was conducted to compare the opinion about negative economic impact for the gender wise groups of the local residents. According to the table 7.12 the local residents were subdivided into two groups i.e. Male and Female. The two sample t test analysis was presented in the following table 7.22.

Table 7.22: Two sample T test analysis

Particulars	**Variable 1 Male**	**Variable 2 Female**
Mean	38.111888	37.298246
Variance	7.1986605	10.820175
Observations	143	57
Pooled Variance	8.2229273	
Hypothesized Mean Difference	0	
df	198	
t Stat	1.8113853	
P(T<=t) one-tail	0.0357983	
t Critical one-tail	1.6525858	
P(T<=t) two-tail	**0.0715966**	
t Critical two-tail	1.9720174	

According to the above analysis presented in table 7.22, it is cleared that there was no statistically significant difference between the gender wise groups of local residents as significance value i.e. P = 0.0716 (P value is greater than 0.05). Therefore it is concluded that both the groups (Male and Female) are agreed to negative economic impact of tourism development. So this result supports H3.

B. ANOVA Test for location wise group of local residents:

ANOVA test was conducted to compare the opinion of different groups (more than two groups) towards negative economic impact. According to the table 7.12 the

local residents were grouped in to 10 groups according to the different locations. The ANOVA analysis for the location wise groups was presented into the following table 7.23 and 7.24.

Table 7.23: Descriptive statistics for location wise groups

Groups	Count	Sum	Average	Variance
Devbag	20	770	38.5	5
Tarkarli	20	759	37.95	7.2078947
Sindhudurg Fort	20	749	37.45	9.8394737
Vijaydurg Fort	20	737	36.85	8.5552632
Kunkeshwar Beach	20	761	38.05	5.8394737
Sagareshwar Beach	20	739	36.95	8.6815789
Velagar Beach	20	758	37.9	10.2
Niwati Beach	20	733	36.65	18.765789
Savdav Waterfall	20	792	39.6	1.9368421
Amboli Waterfall	20	778	38.9	2.6210526

(Source: Field survey)

Table 7.24: ANOVA Table

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	160.82	9	17.868889	2.2720263	0.0193596	1.9294248
Within Groups	1494.3	190	7.8647368			
Total	**1655.1**	**199**				

By considering the above results presented in table 7.23 and table 7.24 (F= 2.272 and P = 0.0193), it was cleared that there is a statistically significant difference between the location wise groups of local residents. Therefore it is concluded that the local residents of different location have different opinions towards negative economic impact of tourism development.

According to the table 7.23 it was noted that, the local residents from Savdav (M= 39.6), Amboli (M= 38.9), Kunkeshwar (M=38.05) and Devbag (M= 38.5)

marked the very high negative economic impact. Whereas local residents from other locations reported comparatively low negative economic impact. Therefore the difference between the opinions of groups was statistically significant. So this result does not supports H3.

C. ANOVA test for education wise groups of the local resident:

By considering the educational qualification, the local residents were divided into four groups. The details of these groups were shown in table 7.12. ANOVA analysis for these groups was presented in following table 7.25 and table 7.26.

Table 7.25: Descriptive statistics for education wise groups

Groups	Count	Sum	Average	Variance
Post Graduate	15	541	36.066667	10.209524
Graduate	73	2746	37.616438	8.7675038
UptoHSC	54	2091	38.722222	5.8647799
UptoSSC	58	2198	37.896552	8.3750756

(Source: Field survey)

Table 7.26: ANOVA Table

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	92.713749	3	30.904583	3.8769035	0.0100814	2.6506765
Within Groups	1562.4063	196	7.9714605			
Total	1655.12	199				

The above analysis reported that, the value of F= 3.877 and P= 0.0100 therefore there is a statistically significant difference between different groups of local residents based on educational qualification. So it can be concluded that the local residents having different educational level have different opinions regarding negative economic impact. Local resident studied upto HSC are on higher consideration towards negative economic impact. So this result does not support H3.

D. ANOVA test for occupation wise groups of the local resident.

Occupation wise local resident were grouped into eight groups, the details of these groups was mentioned in table 7.12. The ANOVA analysis of these groups was conducted to know whether there are significant differences between the occupational groups of local residents. This analysis is presented in table 7.27 and table 7.28.

Table 7.27: Descriptive statistics for occupation wise groups

Groups	Count	Sum	Average	Variance
Businessman	43	1629	37.883721	7.4385382
Farmer	10	398	39.8	2.4
Fisherman	44	1680	38.181818	7.4080338
Government Servant	32	1188	37.125	9.4032258
Private Job holders	29	1108	38.206897	7.3128079
Retired persons	11	407	37	15.4
Students	18	673	37.388889	7.8986928
Unemployed	13	493	37.923077	11.910256

(Source: Field survey)

Table 7.28: ANOVA Table

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	75.096465	7	10.728066	1.3036444	0.2504757	2.0575308
Within Groups	1580.0235	192	8.2292892			
Total	1655.12	199				

The result of the above analysis shows that, as F= 1.303 and P= 0.250 there is no significant difference between the occupational groups of the local residents. So it can be concluded that, the local residents with different occupation have the same opinion regarding negative economic impact of tourism development. So this result supports H3.

7.2.4 Local residents and positive socio-cultural impact:

7.2.4.1. Number of respondent showing positive socio-cultural impact:

Responses of local residents towards positive socio-cultural impact were presented in following table 7.29.

Table 7.29: Number of respondents showing positive socio-cultural impact of tourism development

Sr. No	Positive Socio-Cultural Impact variable	Strongly agree	Agree	Neutral	Disagree	Strongly Disagree
1.	Tourism has improved language skills of locals.	0	162 (81.00)	33 (16.50)	5 (2.50)	0
2.	Tourism has improved hospitality and courtesy towards strangers	29 (14.50)	147 (73.50)	24 (12.00)	0	0
3.	Demand for traditional entertainment, art, architecture and craft have been increased.	150 (75.00)	43 (21.50)	7 (3.50)	0	0
4.	Tourism has created opportunities to meet new people and learn from them	156 (78.00)	41 (20.50)	3 (1.50)	0	0
5.	Tourism has increased the availability of recreation facilities, amenities at Sindhudurg.	150 (75.00)	37 (18.50)	13 (6.50)	0	0
6.	Tourism has made locals more tolerable, good mannered and polite with tourists, society and with family.	30 (15)	139 (69.50)	21 (10.50)	10 (5.00)	0
7.	Attitude towards work is more positive because of tourism in area.	52 (26.00)	134 (67.00)	8 (4.00)	6 (3.00)	0
8.	Cultural exchange between locals and guest has occurred	9 (4.50)	174 (87.00)	10 (5.00)	7 (3.50)	0
9.	Tourism at Sindhudurg has helped to conserve old buildings and Heritage.	5 (14.00)	162 (81.00)	11 (5.50)	13 (6.50)	0
10.	Public health (sanitation standard, hygiene) have improved because of tourism	17 (8.50)	157 (78.50)	5 (2.50)	21 (10.50)	0
11.	Tourism has helped to improve literacy and education facilities at Sindhudurg.	117 (58.50)	53 (26.50)	18 (9.00)	12 (6.00)	0
12.	Tourism has helped to remove social barriers like caste, religion and racism and introduced open society.	0	140 (70.00)	20 (10.00)	40 (20.00)	0
13.	Because of tourism, raods and other local services are well maintained.	10 (5.00)	157 (78.50)	28 (14.00)	5 (2.50)	0
14.	Tourism is a major reason for the variety of entertainment	5 (2.50)	184 (92.00)	3 (1.50)	8 (4.00)	0
15.	Tourism has increased residents pride in the local culture in the community	13 (6.50)	181 (90.50)	3 (1.50)	3 (1.50)	0
16.	Tourism encourages a variety of cultural activities for local residents.	171 (85.50)	29 (14.50)	0	0	0
17.	Tourism helps keep culture alive and helps maintain the ethnic identity of the local residents.	138 (69.00)	33 (16.50)	11 (5.50)	18 (9.00)	0

According to the above table 6.29 it was concluded that, positive socio-cultural impact such as; tourism has improved language skill of the locals (81.00%), tourism improves hospitality and courtesy towards strangers (88.00%), demand for traditional entertainment, art and craft has been increased (96.50%), created opportunity to meet new people and learn from them (98.50), increased the availability of recreational facility (93.50), locals become more tolerable, good mannered and polite (84.50%), attitude towards work become positive (93.00%), cultural exchange becomes possible (91.50%), attention towards conservation of old building and heritage (95.00%) and public health has improved (87.00%) were generally recognised by the local residents.

Besides the above the other positive socio-cultural impacts like, tourism has helped to improve literacy and education facilities (85.00%), it helps to remove social barriers (70.00%), road and other local services are well maintained (83.50%), availability of variety of entertainment (94.50%), it increased the residents pride in local culture (97.00%), it encourages variety of cultural activities (100.00%) and tourism helps to keep culture alive and maintain the ethnic identity of the local residents (85.50%) were also reported by the local residents.

7.2.4.2. Descriptive statistics for positive socio-cultural impact:

Descriptive statistics for positive socio-cultural impacts variable was calculated and presented in following table 7.30. According to the table it was noticed that mean values of all the variables was more than 3.5, therefore it can be concluded that the local residents were agreed to all the variables of positive socio-cultural impact. So it is confirmed that the local residents were strongly agree towards positive socio-cultural impact on local community.

Table 7.30: Descriptive statistics for positive socio-cultural impact

Sr. No.	Socio-Cultural Impact variable	Total Score	Mean	Standard Deviation
1.	Tourism has improved language skills of locals.	757	3.785	0.4689
2.	Tourism has improved hospitality and courtesy towards strangers	805	4.025	0.5155
3.	Demand for traditional entertainment, art, architecture and craft of Sindhudurg have been increased.	943	4.715	0.5245
4.	Tourism has created opportunities to meet new people and learn from them	953	4.765	0.4592
5.	Tourism has increased the availability of recreation facilities, amenities at Sindhudurg	937	4.6850	0.5895
6.	Tourism has made locals more tolerable, good mannered and polite with tourists, society and with their family.	789	3.945	0.6740
7.	Attitude towards work is more positive because of tourism in area.	832	4.160	0.6296
8.	Cultural exchange between locals and guest has occurred because of tourism.	785	3.9250	0.4801
9.	Tourism at Sindhudurghave helped to conserve old buildings and Heritage.	777	3.885	0.6113
10.	Public health (sanitation standard, hygiene) have improved because of tourism	770	3.850	0.7142
11.	Tourism has helped to improve literacy and education facilities at Sindhudurg.	875	4.375	0.8822
12.	Tourism has helped to remove social barriers like caste, religion and racism and introduced open society.	700	3.500	0.8082
13.	Because of tourism, roads and other local services are well maintained.	772	3.860	0.5213
14.	Tourism is a major reason for the variety of entertainment in the community.	786	3.930	0.4428
15.	Tourism has increased residents pride in the local culture in the community	804	4.020	0.3746
16.	Tourism encourages a variety of cultural activities for local residents.	971	4.855	0.3530
17.	Tourism helps keep culture alive and helps maintain the ethnic identity of the local residents.	891	4.455	0.9500
	Total	**14147**	**70.735**	**2.627**

(Source: Field survey)

7.2.4.3. One sample T test for positive socio-cultural impact:

Total 17 variables were considered to study the positive socio-cultural impact of tourism development. A one sample T test was conducted to study the agreement or disagreement of the local residents towards positive socio-cultural impact on the community. As there are 17 variables and it is a Five point Likert scale, the maximum score for positive socio-cultural impact is 85 and the minimum score is 17. The centre value or test value is 51. Calculated T value is 106.26.

According to the above table 7.30, the total score of positive socio-cultural impact was 14147 and mean value is 70.735 (SD = 2.627, SE = 0.186). As the mean value of positive socio-cultural impact (70.35) is higher than the test value (51) it can be concluded that the local residents were strongly agree to the positive socio-cultural impact of tourism development.

7.2.4.4. Two sample T test and ANOVA Test for positive socio-cultural impact:

Two sample T test and ANOVA test was conducted to know the difference in opinion of different groups of local residents regarding positive socio-cultural impact. For this analysis the local residents were grouped into different categories, the details of which were mentioned in table 7.12 of this chapter.

A. Two sample T test for Gender wise groups of the local residents:

Two sample T test was conducted to compare the opinion about positive socio-cultural impact for the gender wise groups of the local residents. According to the table 7.12 the local residents were subdivided into two groups i.e. Male and Female. The two sample t test analysis was presented in the following table 7.31.

Table 7.31: Two sample T test analysis

Particulars	Variable 1 Male	Variable 2 Female
Mean	70.6643357	70.912281
Variance	7.36540924	5.7957393
Observations	143	57
Pooled Variance	6.9214622	
Hypothesized Mean Difference	0	
df	198	
t Stat	-0.6016542	
P(T<=t) one-tail	0.27404631	
t Critical one-tail	1.65258578	
P(T<=t) two-tail	**0.54809261**	
t Critical two-tail	1.97201743	

The above analysis reported that, there is no statistically significant difference between the gender wise groups of the local residents because the significance value i.e. P= 0.548 which is more than 0.05. Therefore it is concluded that, both the groups (Male and Female) are agreed to the positive socio-cultural impact of tourism development. So this result supports H6.

B. ANOVA Test for location wise group of local residents:

Table 7.32: Descriptive statistics for location wise groups

Groups	Count	Sum	Average	Variance
Devbag	20	1412	70.6	9.0947368
Tarkarli	20	1431	71.55	3.8394737
Sindhudurg Fort	20	1410	70.5	3.6315789
Vijaydurg Fort	20	1407	70.35	6.0289474
Kunkeshwar Beach	20	1386	69.3	9.2736842
Sagareshwar Beach	20	1433	71.65	6.45
Velagar Beach	20	1440	72	4.9473684
Niwati Beach	20	1410	70.5	4.7894737
Savdav Waterfall	20	1412	70.6	9.6210526
Amboli Waterfall	20	1406	70.3	8.6421053

ANOVA test was conducted to compare the opinion of different groups (more than two groups) towards positive socio-cultural impact. According to the table 7.12 the local residents were grouped in to 10 groups according to the different locations. The ANOVA analysis for the location wise groups was presented into the above table 7.32 and 7.33.

Table 7.33: ANOVA Table

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	112.905	9	12.545	1.8916313	0.0553359	1.9294248
Within Groups	1260.05	190	6.6318421			
Total	**1372.96**	**199**				

By considering the above result presented in table 7.32 and table 7.33, it is reported that F= 1.891 and P= 0.055, as significance value (P= 0.055) is equal to 0.05 there is a significant difference between the different groups of local residents. So it was concluded that the local residents of different locations have different opinions regarding positive socio-cultural impact. So this result does not support H6.

C. ANOVA test for education wise groups of the local resident:

By considering the educational qualification, the local residents were divided into four groups. The details of these groups were shown in table 7.12. ANOVA analysis for these groups was presented in following table 7.34 and table 7.35.

Table 7.34: Descriptive statistics for education wise groups

Groups	Count	Sum	Average	Variance
Post Graduate	15	1065	71	5.5714286
Graduate	73	5172	70.849315	5.7408676
UptoHSC	54	3812	70.592593	7.6044724
UptoSSC	58	4098	70.655172	8.3351482

(Source: Field survey)

Table 7.35: ANOVA Table

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	3.4720489	3	1.1573496	0.1656395	0.9194287	2.6506765
Within Groups	1369.483	196	6.9871579			
Total	**1372.955**	**199**				

The analysis of ANOVA was presented in above table 7.34 and 7.35. From the above analysis it is observed that the F= 0.165 and P= 0.919. As significance value (P) is more than 0.05 it can be stated that there is no statistically significant difference between the educational groups of local residents.

Therefore it is concluded that, local residents of different educational groups have common opinion about positive socio-cultural impact of tourism development on local community. So this result supports H6.

D. ANOVA test for occupation wise groups of the local resident.

Occupation wise local resident were grouped into eight groups, the details of these groups was mentioned in table 7.12. The ANOVA analysis of these groups was conducted to know whether there are significant differences between the occupational groups of local residents. This analysis is presented in table 7.36 and table 7.37.

Table 7.36: Descriptive statistics for occupation wise groups

Groups	Count	Sum	Average	Variance
Businessman	43	3034	70.55814	5.6334441
Farmer	10	701	70.1	14.322222
Fisherman	44	3138	71.318182	5.9894292
Government Servant	32	2272	71	5.4193548
Private Job holders	29	2022	69.724138	9.7783251
Retired persons	11	780	70.909091	5.2909091
Students	18	1278	71	8
Unemployed	13	922	70.923077	5.4102564

(Source: Field survey)

Table 7.37: ANOVA Table

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	54.279623	7	7.7542319	1.1290212	0.3464655	2.0575308
Within Groups	1318.6754	192	6.8681009			
Total	**1372.955**	**199**				

According to the above table 7.36 and 7.37 it was observed that there is no significant difference between the occupational groups of local residents as F= 1.129 and P= 0.346 (which is more than 0.05).

Therefore it is confirmed that, local residents of different occupations have same opinion about positive socio-cultural impact of tourism development. So this result supports H6.

7.2.5 Local residents and negative socio-cultural impact:

7.2.5.1. Number of respondent showing negative socio-cultural impact:

Responses of local residents towards negative socio-cultural impact were presented in following table 7.38.

According to the above table 7.38 it was reported that, negative socio-cultural impact such as; overcrowded and noisy places (100.00%), commercialization of local culture, traditional arts and crafts (100.00%), problem of vandalism (79.00%), problems of alcoholism (65.00%), disruption of traditional cultural behavior (91.50%), problems like crime, smuggling and gambling (88.50%), problem of child labour (91.00%), unwanted change in life style of local residents (92.50%) and feeling of loss of control over communities future (89.00%) were recognized by the local residents.

Table 7.38: Number of respondents showing negative socio-cultural impactof tourism development

Sr. No.	Socio-Cultural Impact variable	Strongly agree	Agree	Neutral	Disagree	Strongly Disagree
1.	Tourism has generated problem like overcrowded and noisy places at Sindhudurg.	159 (79.50)	41 (20.50)	0	0	0
2.	Tourism has commercialized local culture, traditional arts and crafts.	169 (84.50)	31 (15.50)	0	0	0
3.	Tourism has created cultural conflicts and loss of cultural identify	1 (0.50)	43 (21.50)	18 (9.00)	138 (69.00)	0
4.	Tourism has brought vandalism.	13 (6.50)	145 (72.50)	15 (7.50)	27 (13.50)	0
5.	Cases of drug abuse are common because of tourism.	5 (2.50)	14 (7.00)	15 (7.50)	151 (75.50)	15 (7.50)
6.	Social evil like prostitution has increased with tourism.	0	14 (7.00)	7 (3.50)	165 (82.50)	14 (7.00)
7.	A problem of alcoholism has also increased with tourism.	2 (1.00)	128 (64.00)	6 (3.00)	51 (25.50)	13 (6.50)
8.	Tourism has made people corrupt and their mutual confidence is on low.	6 (3.00)	32 (16.00)	10 (5.00)	135 (67.50)	17 (8.50)
9.	Tourism causes the disruption of traditional cultural behaviour patterns in local residents.	5 (2.50)	178 (89.00)	3 (1.50)	14 (7.00)	0
10.	Tourism crates the problems like crime, smuggling, gambling	20 (10.00)	157 (78.50)	8 (4.00)	12 (6.00)	3 (1.50)
11.	Tourism increased the problem of child labour.	170 (85.00)	12 (6.00)	5 (2.50)	8 (4.00)	5 (2.50)
12.	Unwanted change in life style of local residents due to tourism.	16 (8.00)	169 (84.50)	6 (3.00)	9 (4.50)	0
13.	Feeling of loss of control over community's future.	25 (12.50)	153 (76.50)	11 (5.50)	10 (5.00)	1 (0.50)

(Source: Field survey)

7.2.5.2. Descriptive statistics for negative socio-cultural impact:

Negative socio-cultural impact variables was analysed to calculate mean, standard deviation and total score and presented in the following table 7.39.

Table 7.39: Descriptive statistics for negative socio-cultural impact

Sr. No.	Socio-Cultural Impact variable	Total Score	Mean	Standard Deviation
1.	Tourism has generated problem like overcrowded and noisy places at Sindhudurg.	959	4.795	0.4047
2.	Toruism has commercialized local culture, traditional arts and crafts.	969	4.8450	0.3628
3.	Tourism has created cultural conflicts and loss of cultural identify	507	2.5350	0.8440
4.	Tourism has brought vandalism.	744	3.720	0.7776
5.	Cases of drug abuse are common because of tourism.	443	2.2150	0.7822
6.	Social evil like prostitution has increased with tourism.	421	2.1050	0.6131
7.	Problems of alcoholism have also increased with tourism.	655	3.2750	1.0607
8.	Tourism has made people corrupt and their mutual confidence is on low.	475	2.3750	0.9534
9.	Tourism causes the disruption of traditional cultural behaviour patterns in local residents.	774	3.870	0.5519
10.	Tourism crates the problems like crime, smuggling, gambling	77	3.8950	0.7117
11.	Tourism increased the problem of child labour.	934	4.670	0.9029
12.	Unwanted change in life style of local residents due to tourism.	792	3.960	0.5384
13.	Feeling of loss of control over community's future.	791	3.955	0.6520
	Total	**9243**	**46.215**	**2.478**

(Source: Field survey)

Mean values are considered to decide agreement and disagreement of local residents to the particular statement of negative socio-cultural impact. According to the above table 7.39 it can be concluded that, variables which have mean values more than 3.5 indicates agreement of local residents to these variables. Mean values less than 2.4 indicates disapproval and mean values range between 2.5 to 3.4 indicates neutrality to the variables.

As per the above table it is reported that local residents show approval to variables like tourism generates problems like overcrowded and noisy places (M=4.795), commercialized local culture, traditional arts and crafts (M=4.8450), tourism brought vandalism (M= 3.720), disruption of traditional cultural behavior patterns in local residents (M= 3.870), tourism creates problem like crime, smuggling and gambling (M=3.895), increased problem of child labour (M=4.670), unwanted change in life style (M=3.960) and feeling of loss of control over communities future (M=3.955).

According to the above table local residents are totally disagree with the variables like, cases of drugs abuse are common because of tourism (M=2.2150), social evil like prostitution has increased with tourism (M=2.105) and tourism has made people corrupt and their mutual confidence is on low (M=2.375). Whereas local residents show neutrality to the variables such as, tourism has created cultural conflicts (M=2.535) and problem of alcoholism (M= 3.275).

7.2.5.3. One sample T test for negative socio-cultural impact:

Total 13 variables were considered to study the negative socio-cultural impact of tourism development. A one sample T test was conducted to study the agreement or disagreement of the local residents towards negative socio-cultural impact on the community. As there are 13 variables and it is a Five point Likert scale, the maximum score for negative socio-cultural impact is 65 and the minimum score is 13. The centre value or test value is 39. Calculated T value is 41.18.

According to the above table 7.39, the total score of negative socio-cultural impact was 9243 and mean value is 46.215 (SD = 2.478, SE = 0.175). As the mean value of negative socio-cultural impact (46.215) is higher than the test value (39) it

can be concluded that the local residents were strongly agree to the negative socio-cultural impact of tourism development.

7.2.5.4. Two sample T test and ANOVA Test for negative socio-cultural impact:

Two sample T test and ANOVA test was conducted to know the difference in opinion of different groups of local residents regarding negative socio-cultural impact. For this analysis the local residents were grouped into different categories, the details of which were mentioned in table 7.12 of this chapter.

A. Two sample T test for Gender wise groups of the local residents:

Two sample T test was conducted to compare the opinion about negative socio-cultural impact for the gender wise groups of the local residents. According to the table 7.12 the local residents were subdivided into two groups i.e. Male and Female. The two sample t test analysis was presented in the following table 7.40.

Table 7.40: Two sample T test analysis

Particulars	Variable 1 Male	Variable 2 Female
Mean	46.237762	46.157895
Variance	6.2810992	5.8853383
Observations	143	57
Pooled Variance	6.1691668	
Hypothesized Mean Difference	0	
df	198	
t Stat	0.2052803	
P(T<=t) one-tail	0.418782	
t Critical one-tail	1.6525858	
P(T<=t) two-tail	**0.837564**	
t Critical two-tail	1.9720174	

The above analysis presented in table 7.40 reported that, there is no statistically significant difference between the gender wise groups of the local residents because the significance value i.e. P= 0.837 which is more than 0.05. Therefore it is concluded that, both male and female groups of local residents are

agreed to negative socio-cultural impact of tourism development. So this result supports H7.

B. ANOVA Test for location wise group of local residents:

ANOVA test was conducted to compare the opinion of different groups (more than two groups) towards negative socio-cultural impact. According to the table 7.12 the local residents were grouped in to 10 groups according to the different locations. The ANOVA analysis for the location wise groups was presented into the following table 7.41 and 7.42.

Table 7.41: Descriptive statistics for location wise groups

Groups	Count	Sum	Average	Variance
Devbag	20	950	47.5	3.5263158
Tarkarli	20	940	47	8.8421053
Sindhudurg Fort	20	916	45.8	8.0631579
Vijaydurg Fort	20	926	46.3	10.747368
Kunkeshwar Beach	20	915	45.75	3.4605263
Sagareshwar Beach	20	898	44.9	7.9894737
Velagar Beach	20	937	46.85	4.0289474
Niwati Beach	20	926	46.3	2.1157895
Savdav Waterfall	20	909	45.45	7.3131579
Amboli Waterfall	20	926	46.3	2.5368421

(Source: Field survey)

Table 7.42: ANOVA Table

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	107.905	9	11.989444	2.0451537	0.036494	1.9294248
Within Groups	1113.85	190	5.8623684			
Total	**1221.76**	**199**				

The above result (table 7.41 and 7.42) shoes that F= 2.045 and P= 0.0364. The result revealed that the P value is less than 0.05.

Therefore there is significant difference between the location wise groups of local residents. So it can be concluded that local residents of different locations have different opinions regarding negative socio-cultural impacts of tourism development. Local residents of Devbag (M=47.5) shows highest consideration towards negative socio-cultural impact. So this result does not support H7.

C. ANOVA test for education wise groups of the local resident:

By considering the educational qualification, the local residents were divided into four groups. The details of these groups were shown in table 7.12. ANOVA analysis for these groups was presented in following table 7.43 and table 7.44.

Table 7.43: Descriptive statistics for education wise groups

Groups	Count	Sum	Average	Variance
Post Graduate	15	684	45.6	7.4
Graduate	73	3390	46.438356	5.9440639
UptoHSC	54	2494	46.185185	3.8518519
UptoSSC	58	2675	46.12069	8.3535995

(Source: Field survey)

Table 7.44: ANOVA Table

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	9.8790767	3	3.2930256	0.53259	0.6604467	2.6506765
Within Groups	1211.8759	196	6.1830404			
Total	**1221.755**	**199**				

The analysis of ANOVA for education wise groups was presented in above table 7.43 and 7.44. From the above analysis it is observed that the F= 0.532 and P= 0.660. As significance value (P) is more than 0.05 it can be stated that there is no statistically significant difference between the educational groups of local residents regarding negative socio-cultural impact.

Therefore it is concluded that, local residents of different educational groups have common thinking about negative socio-cultural impact of tourism development on local community. So this result supports H7.

D. ANOVA test for occupation wise groups of the local resident.

Occupation wise local resident were grouped into eight groups, the details of these groups was mentioned in table 7.12. The ANOVA analysis of these groups was conducted to know whether there are significant differences between the occupational groups of local residents. This analysis is presented in table 7.45 and table 7.46.

Table 7.45: Descriptive statistics for occupation wise groups

Groups	Count	Sum	Average	Variance
Businessman	43	1980	46.046512	4.854928
Farmer	10	454	45.4	7.1555556
Fisherman	44	2041	46.386364	9.1263214
Government Servant	32	1496	46.75	4.516129
Private Job holders	29	1336	46.068966	5.137931
Retired persons	11	509	46.272727	4.4181818
Students	18	836	46.444444	5.2026144
Unemployed	13	591	45.461538	9.7692308

(Source: Field survey)

Table 7.46: ANOVA Table

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	27.297104	7	3.8995863	0.6268288	0.7333715	2.0575308
Within Groups	1194.4579	192	6.2211349			
Total	**1221.755**	**199**				

The ANOVA analysis for occupation wise groups was mentioned in table 7.45 and table 7.46. According to this analysis it want observed that F= 0.627 and P= 0.733. The significance value i.e. value of P (0.733) is more than 0.05 therefore there

is no statistically significant difference between the occupational groups of local residents.

Hence this result revealed that, local residents of different occupational groups have common understanding regarding negative socio-cultural impacts of tourism development on local community. So this result supports H7.

7.2.6 Local residents and positive environmental impact:

7.2.6.1. Number of respondent showing positive environmental impact:

Responses of local residents towards positive environmental impact were presented in following table 7.47.

Table 7.47: Number of respondents showing positive environmental impact of tourism development

Sr. No.	Environmental Impact variable	Strongly agree	Agree	Neutral	Disagree	Strongly Disagree
1.	Tourism has contributed to the preservation of the natural environment and the protection of the wildlife in the community.	163 (81.50)	17 (8.50)	14 (7.00)	6 (3.00)	0
2.	Tourism has improved the ecological environment of the community in many ways.	154 (77.00)	19 (9.50)	15 (7.50)	12 (6.00)	0
3.	Tourism does not contribute to the negative effect of vegetation and loss of meadows and green space.	0	40 (20.00)	9 (4.50)	151 (75.50)	0

(Source: Field survey)

According to the above table 7.47, it is observed that the positive environmental impacts such as, tourism has contributed to the preservation of the natural environment and the protection of the wildlife in the community (90.00%) and tourism has improved the ecological environment of the community in many ways (86.50%) were generally recognized by the local residents.

7.2.6.2. Descriptive statistics for positive environmental impact:

Descriptive statistics for positive environmental impact was presented in table 7.48. Positive environmental impact variables was analysed to calculate mean, standard deviation and total score. This analysis was presented in following table 7.48.

Table 7.48: Descriptive statistics for positive environmental impact

Sr. No.	Environmental Impact variable	Total Score	Mean	Standard Deviation
1.	Tourism has contributed to the preservation of the natural environment and the protection of the wildlife in the community.	937	4.685	0.7338
2.	Tourism has improved the ecological environment of the community in many ways.	915	4.575	0.8707
3.	Tourism does not contribute to the negative effect of vegetation and loss of meadows and green space.	489	2.445	0.8064
	Total	**2341**	**11.705**	**1.680**

(Source: Field survey)

Mean values are considered to decide agreement and disagreement of local residents to the particular statement of positive environmental impact. Variables which have mean values more than 3.5 indicate agreement of local residents to these variables. Mean values less than 2.4 indicates disapproval and mean values range between 2.5 to 3.4 indicates neutrality to the variables.

According to the above table 7.48 it can be concluded that, local residents were strongly agree with the statements like tourism has contributed to the preservation of the natural environment and the protection of the wildlife in the community (M=4.685) and tourism has improved the ecological environment of the community in many ways (M= 4.575). Whereas they are disagree with the statement,

tourism does not contribute to the negative effect of vegetation and loss of meadows and green space (M=2.445).

7.2.6.3. One sample T test for positive environmental impact:

Total 3 variables were considered to study the positive environmental impact of tourism development. A one sample T test was conducted to study the agreement or disagreement of the local residents towards positive environmental impact on the community. As there are 3 variables and it is a Five point Likert scale, the maximum score for positive environmental impact is 15 and the minimum score is 3. The centre value or test value is 9. Calculated T value is 22.77.

According to the above table 7.48, the total score of positive environmental impact was 2341 and mean value is 11.705 (SD = 1.680, SE = 0.119). As the mean value of positive environmental impact (11.705) is higher than the test value (09) it can be concluded that the local residents were strongly agree to the positive environmental impact of tourism development.

7.2.6.4. Two sample T test and ANOVA Test for positive environmental impact:

Two sample T test and ANOVA test was conducted to know the difference in opinion of different groups of local residents regarding positive environmental impact. For this analysis the local residents were grouped into different categories, the details of which were mentioned in table 7.12 of this chapter.

A. Two sample T test for Gender wise groups of the local residents:

Two sample T test was conducted to compare the opinion about positive environmental impact for the gender wise groups of the local residents. According to the table 7.12 the local residents were subdivided into two groups i.e. Male and Female. The two sample t test analysis was presented in the following table 7.49.

Table 7.49: Two sample T test analysis

Particulars	Variable 1 Male	Variable 2 Female
Mean	11.6223776	11.912281
Variance	3.10991825	2.0814536
Observations	143	57
Pooled Variance	2.81903937	
Hypothesized Mean Difference	0	
df	198	
t Stat	-1.102282	
P(T<=t) one-tail	0.13583857	
t Critical one-tail	1.65258578	
P(T<=t) two-tail	**0.27167714**	
t Critical two-tail	1.97201743	

The above analysis presented in table 7.49 reported that, there is no statistically significant difference between the gender wise groups of the local residents because the significance value i.e. P= 0.272 which is more than 0.05. Therefore it is concluded that, both male and female groups of local residents have common opinion about positive environmental impact of tourism development. So this result supports H4.

B. ANOVA Test for location wise group of local residents:

ANOVA test was conducted to compare the opinion of different groups (more than two groups) towards positive environmental impact. According to the table 7.12 the local residents were grouped in to 10 groups according to the different locations. The ANOVA analysis for the location wise groups was presented into the following table 7.50 and 7.51.

Table 7.50: Descriptive statistics for location wise groups

Groups	Count	Sum	Average	Variance
Devbag	20	235	11.75	2.0921053
Tarkarli	20	219	10.95	2.6815789
Sindhudurg Fort	20	225	11.25	5.1447368
Vijaydurg Fort	20	232	11.6	6.9894737
Kunkeshwar Beach	20	226	11.3	4.7473684
Sagareshwar Beach	20	238	11.9	3.1473684
Velagar Beach	20	242	12.1	1.0421053
Niwati Beach	20	242	12.1	0.2
Savdav Waterfall	20	242	12.1	1.0421053
Amboli Waterfall	20	240	12	0.8421053

(Source: Field survey)

Table 7.51: ANOVA Table

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	30.945	9	3.4383333	1.2311002	0.2780901	1.9294248
Within Groups	530.65	190	2.7928947			
Total	**561.59**	**199**				

The ANOVA analysis was presented in table 7.50 and table 7.51. According to this analysis it is reported that F= 1.231 and P= 0.278. Here P value is more than 0.05 therefore it is revealed that there is no significant difference between the groups.

So it can be concluded that local residents of different locations have different opinions regarding positive environmental impacts of tourism development. So this result supports H4.

C. ANOVA test for education wise groups of the local resident:

By considering the educational qualification, the local residents were divided into four groups. The details of these groups were shown in table 7.12. ANOVA analysis for these groups was presented in following table 7.52 and table 7.53.

Table 7.52: Descriptive statistics for education wise groups

Groups	Count	Sum	Average	Variance
Post Graduate	15	166	11.066667	4.352381
Graduate	73	860	11.780822	2.423516
UptoHSC	54	640	11.851852	2.4304682
UptoSSC	58	675	11.637931	3.3227465

(Source: Field survey)

Table 7.53: ANOVA Table

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	7.9571494	3	2.6523831	0.9390021	0.422831	2.6506765
Within Groups	553.63785	196	2.8246829			
Total	**561.595**	**199**				

The analysis of ANOVA for educational groups of local residents was presented in above table 7.52 and 7.53. From the above analysis it is observed that the F= 0.939 and P= 0.423. As significance value (P) is more than 0.05 it can be stated that there is no statistically significant difference between the educational groups of local residents regarding positive environmental impact.

Therefore it is concluded that, local residents of different educational groups have common opinion about positive environmental impact of tourism development on local community. So this result supports H4.

D. ANOVA test for occupation wise groups of the local resident.

According to occupation local residents were grouped into eight groups, the details of these groups was mentioned in table 7.12. The ANOVA analysis of these groups was conducted to know whether there are significant differences between the occupational groups of local residents. This analysis is presented in table 7.54 and table 7.56.

Table 7.54: Descriptive statistics for occupation wise groups

Groups	Count	Sum	Average	Variance
Businessman	43	501	11.651163	2.6611296
Farmer	10	124	12.4	0.7111111
Fisherman	44	508	11.545455	4.0676533
Government Servant	32	389	12.15625	1.4264113
Private Job holders	29	346	11.931034	2.0665025
Retired persons	11	129	11.727273	2.0181818
Students	18	194	10.777778	4.5359477
Unemployed	13	150	11.538462	3.2692308

(Source: Field survey)

Table 7.55: ANOVA Table

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	29.91395	7	4.2734214	1.5432126	0.1548601	2.0575308
Within Groups	531.68105	192	2.7691721			
Total	**561.595**	**199**				

The ANOVA analysis for occupation wise groups was mentioned in table 7.54 and table 7.55. According to this analysis it want observed that F= 1.543 and P=0.155. The significance value i.e value of P (0.155) is more than 0.05 therefore there is no statistically significant difference between the occupational groups of local residents.

Therefore this result revealed that, local residents of different occupational groups have common understanding regarding positive environmental impacts of tourism development on local community. So this result supports H4.

7.2.7 Local residents and negative environmental impact:

7.2.7.1. Number of respondents showing negative environmental impact:

Responses of local residents towards negative environmental impact were presented in following table 7.56.

Table 7.56: Number of respondents showing negative environmental impact of tourism development

Sr. No	Environmental Impact variable	Strongly agree	Agree	Neutral	Disagree	Strongly Disagree
1.	Tourism causes water, air pollution.	154 (77.00)	46 (23.00)	0	0	0
2.	Tourism produces noise	54 (27.00)	115 (57.50)	7 (3.50)	24 (12.00)	0
3.	Tourism produces littering	182 (91.00)	18 (9.00)	0	0	0
4.	Tourism creates congestion.	173 (86.50)	16 (8.00)	8 (4.00)	3 (1.50)	0
5.	Tourism activities like boating produces serious water pollution in lakes, bays or the ocean.	183 (91.50)	11 (5.50)	4 (2.00)	2 (1.00)	0
6.	Tourism produces large quantities of waste products	178 (89.00)	11 (5.50)	4 (2.00)	7 (3.50)	0
7.	Hotels, airlines, attractions and other related tourism business that serve tourists throw away garbage.	185 (92.50)	15 (7.50)	0	0	0
8.	Tourists littering destroys the beauty of the landscape	129 (64.50)	16 (8.00)	16 (8.00)	39 (19.50)	0

(Source: Field survey)

According to the above table 7.56 it is reported that, the negative environmental impact such as, tourism causes water, air pollution (100.00%), tourism produce noise (84.50%), tourism produce littering (100.00%), tourism creates congestion (94.50%), tourism activities like boating creates water pollution (97%), tourism produces large quantities of waste products (94.50%), tourism business like hotels, airlines etc. creates garbage (100.00%) and tourists littering destroys the beauty of the landscape (72.50%) were generally recognized by the local residents.

7.2.7.2. Descriptive statistics for negative environmental impact:

Descriptive statistics for negative environmental impact was presented in table 7.57.

Table 7.57: Descriptive statistics for negative environmental impact

Sr. No.	Environmental Impact variable	Total Score	Mean	Standard Deviation
1.	Tourism causes water, air pollution.	954	4.770	0.4219
2.	Tourism produces noise	799	3.995	0.8882
3.	Tourism produces littering	982	4.910	0.2869
4.	Tourism creates congestion.	959	4.795	0.5785
5.	Tourism activities like boating produces serious water pollution in lakes, bays or the ocean.	975	4.875	0.4587
6.	Tourism produces large quantities of waste products	960	4.800	0.6419
7.	Hotels, airlines, attractions and other related tourism business that serve tourists throw away garbage.	985	4.925	0.2641
8.	Tourists littering destroys the beauty of the landscape	835	4.175	1.2173
	Total	**7449**	**37.245**	**1.945**

(Source: Field survey)

Mean values are considered to decide agreement and disagreement of local residents to the particular statement of negative environmental impact. Variables which have mean values more than 3.5 indicate agreement of local residents to these variables. Mean values less than 2.4 indicates disapproval and mean values range between 2.5 to 3.4 indicates neutrality to the variables.

According to the above table 7.57, it is concluded that all the variables have mean values more than 3.5, therefore it is confirmed that local residents were strongly agree to the negative environmental impact.

7.2.7.3. One sample T test for negative environmental impact:

Total 8 variables were considered to study the negative environmental impact of tourism development. A one sample T test was conducted to study the agreement or disagreement of the local residents towards negative environmental impact on the community. As there are 8 variables and it is a Five point Likert scale, the maximum

score for positive environmental impact is 40 and the minimum score is 8. The centre value or test value is 24. Calculated T value is 96.29.

According to the above table 7.57, the total score of negative environmental impact was 7449 and mean value is 37.245 (SD = 1.945, SE = 0.138). As the mean value of negative environmental impact (37.245) is higher than the test value (24) it can be concluded that the local residents were strongly agree to the negative environmental impact of tourism development.

7.2.7.4. Two sample T test and ANOVA Test for negative environmental impact:

Two sample T test and ANOVA test was conducted to know the difference in opinion of different groups of local residents towards negative environmental impact. For this analysis the local residents were grouped into different categories, the details of which were mentioned in table 7.12 of this chapter.

A. Two sample T test for Gender wise groups of the local residents:

Table 7.58: Two sample T test analysis

Particulars	Variable 1 Male	Variable Female
Mean	37.1888112	37.385965
Variance	3.900719	3.5269424
Observations	143	57
Pooled Variance	3.79500439	
Hypothesized Mean Difference	0	
df	198	
t Stat	-0.6460845	
P(T<=t) one-tail	0.25948639	
t Critical one-tail	1.65258578	
P(T<=t) two-tail	**0.51897278**	
t Critical two-tail	1.97201743	

Two sample T test was conducted to compare the opinion about negative environmental impact for the gender wise groups of the local residents. According to the table 7.12 the local residents were subdivided into two groups i.e. Male and Female. The two sample t test analysis was presented in the above table 7.58.

According to the above analysis presented in table 7.58, it is cleared that as P= 0.519 (which is more than 0.05) there is no statistically significant difference between the group of local residents. Therefore it was concluded that both male and female local residents were agree to the negative environmental impact of tourism development. So this result supports H5.

B. ANOVA Test for location wise group of local residents:

ANOVA test was conducted to compare the opinion of different groups (more than two groups) towards positive environmental impact. According to the table 7.12 the local residents were grouped in to 10 groups according to the different locations. The ANOVA analysis for the location wise groups was presented into the following table 7.59 and 7.60.

Table 7.59: Descriptive statistics for location wise groups

Groups	Count	Sum	Average	Variance
Devbag	20	752	37.6	5.0947368
Tarkarli	20	731	36.55	4.3657895
Sindhudurg Fort	20	715	35.75	5.4605263
Vijaydurg Fort	20	748	37.4	3.2
Kunkeshwar Beach	20	744	37.2	2.5894737
Sagareshwar Beach	20	748	37.4	2.3578947
Velagar Beach	20	744	37.2	2.4842105
Niwati Beach	20	752	37.6	3.0947368
Savdav Waterfall	20	762	38.1	2.4105263
Amboli Waterfall	20	753	37.65	4.45

(Source: Field survey)

Table 7.60: ANOVA Table

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	78.345	9	8.705	2.4515675	0.0115714	1.9294248
Within Groups	674.65	190	3.5507895			
Total	**753**	**199**				

The ANOVA analysis for the location wise groups of local residents was presented in the above table 7.59 and 7.60. According to these tables it is noted that the F= 2.451 and P= 0.011. The value of P is less than 0.05; therefore there is statistically significant difference between the groups. So it can be concluded that local residents of different locations have different opinion about negative environmental impact. So this result does not support H5.

C. ANOVA test for education wise groups of the local resident:

By considering the educational qualification, the local residents were divided into four groups. The details of these groups were shown in table 7.12. ANOVA analysis for these groups was presented in following table 7.61 and table 7.62.

Table 7.61: Descriptive statistics for education wise groups

Groups	Count	Sum	Average	Variance
Post Graduate	15	567	37.8	4.1714286
Graduate	73	2703	37.027397	3.249239
UptoHSC	54	2016	37.333333	4
UptoSSC	58	2163	37.293103	4.2108288

(Source: Field survey)

Table 7.62: ANOVA Table

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	8.6325531	3	2.8775177	0.7576866	0.5191183	2.6506765
Within Groups	744.36245	196	3.7977676			
Total	**752.995**	**199**				

According to the above ANOVA analysis, F= 0.758 and P= 0.519. As significance value (P= 0.519) is more than 0.05; there is no statistically significant difference between the groups of local residents. Therefore it is concluded that local residents of different educational qualification have the same opinion about negative environmental impact. So this result supports H5.

D. ANOVA test for occupation wise groups of the local resident.

According to occupation local residents were grouped into eight groups, the details of these groups was mentioned in table 7.12. The ANOVA analysis of these groups was conducted to know whether there are significant differences between the occupational groups of local residents. This analysis is presented in table 7.63 and table 7.64.

Table 7.63: Descriptive statistics for occupation wise groups

Groups	Count	Sum	Average	Variance
Businessman	43	1599	37.186047	3.0121816
Farmer	10	384	38.4	2.7111111
Fisherman	44	1636	37.181818	4.756871
Government Servant	32	1211	37.84375	2.3941532
Private Job holders	29	1081	37.275862	3.4926108
Retired persons	11	410	37.272727	4.4181818
Students	18	659	36.611111	4.7222222
Unemployed	13	469	36.076923	4.2435897

(Source: Field survey)

Table 7.64: ANOVA Table

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	50.143391	7	7.1633416	1.9568307	0.0629012	2.0575308
Within Groups	702.85161	192	3.6606855			
Total	**752.995**	**199**				

The ANOVA analysis for occupational groups was presented in table 7.63 and 7.64. According to this analysis it was observed that, there is no significant difference between the occupational groups of local residents as F= 1.957 and P= 0.062 (which is more than 0.05).

Therefore it is concluded that local residents of different occupational groups have the common understanding regarding negative environmental impact. So this result supports H5.

7.3. Category-II: Study of Tourists Respondents:

The survey and analysis of tourist respondents was undertaken to achieve the following basic objectives.

5. To understand the demographic and visitation profile of the tourist respondents.
6. To study the expenditure pattern of tourist respondents and
7. To analyse tourism potential of Sindhudurg district.

A sample of 100 tourist respondents was selected with the help of convenient sampling method. 10 tourists were approached and surveyed at each tourist destination. Tourists below 18 years of age and foreign tourist were excluded from the survey. Total 100 filled questionnaires were used to analyse the responses of tourist respondents. The survey result was presented under various headings to cover the necessary information for analysis and hypothesis testing.

7.3.1 Demographic and visitation profile of the tourist respondents:

7.3.1.1 Age wise distribution of tourists:

Age wise distribution of tourists was presented in following table 7.64. About 61.00 % of tourists belong to the age group of 31-50 years, 21.00% were above 50 years of age and remaining 18.00% were of 18-30 years age group. Table 7.65

concluded that, there were a highest number of tourists who aged in between 31-50 years.

Table 7.65: Age of tourist respondents

Age of tourists	Count	Percent (%)
18-30	18	18.00
31-50	61	61.00
Above 50	21	21.00
Total	**100**	**100.00**

(Source: Field survey)

7.3.1.2 Marital status of tourist respondents:

Distribution of tourists based on marital status was mentioned in table 7.66. Out of total tourists nearly 88.00 % were married and remaining 12.00% were unmarried. The sample of tourists includes the highest number of married people.

Table 7.66: Marital status of tourist respondents

Marital status	Count	Percent (%)
Married	88	88.00
Unmarried	12	12.00
Total	**100**	**100.00**

(Source: Field survey)

7.3.1.3. Education qualification of tourists:

Following Table 7.67 explains the educational qualification of tourist respondents. According to the table 7.67, it was observed that majority of the tourists were graduate (35.00%).

Table 7.67: Educational Qualification of tourist respondents

Educational qualification	Count	Percent (%)
Doctoral degree	10	10.00
Post graduation	23	23.00
Graduation	35	35.00
Diploma	6	6.00
HSC	16	16.00
SSC	10	10.00
Total	**100**	**100.00**

(Source: Field survey)

About 23.00% tourists were post graduate. Nearly 16.00% completed their H.S.C. and 10.00% completed their S.S.C. Only 10.00% of tourists were having doctoral degree and 6.00% completed their diploma in various field.

7.3.1.4. Occupation of tourists:

Data regarding occupation of tourist respondents was presented in table 7.68. The data showed that 35.00% of tourists were private servants and 28.00% were government servants. About 20.00% were engaged farming activities. Nearly 11.00% of tourists have their own business. Only 6.00% tourists were found as retired persons.

Table 7.68: Occupation of Tourist Respondents

Occupation	Count	Percent (%)
Business	11	11.00
Farming	20	20.00
Government job	28	28.00
Private job	35	35.00
Retired	6	6.00
Total	**100**	**100.00**

(Source: Field survey)

7.3.1.5. Annual income of the tourist respondents:

Annual income of the tourist respondents was mentioned in the following table 7.69.

Table 7.69: Annual income of tourists

Income level	Count	Percent (%)
100000-250000	26	26.00
250000-500000	71	71.00
More than 500000	3	3.00
Total	**100**	**100.00**

(Source: Field survey

As per the above table it was noticed that, about 71.00% of the tourists obtained annual income in range between Rs. 250000-500000. Nearly 26% of the tourists have their annual income up to Rs. 250000. Only 3.00% of the tourists had their annual income more than Rs. 500000.

7.3.1.6. Travelling pattern of the tourists:

Travelling pattern of tourist respondent was mentioned in table 7.70. The travelling means the accompanying persons for the tourists. Here tourists were asked about with whom they are travelling.

Table 7.70: Travelling pattern of tourists

Travelling pattern	Count	Percent (%)
With family	47	47.00
With friends	53	53.00
Total	**100**	**100.00**

(Source: Field survey)

According to the above table 7.70 it was observed that, 53.00% of the tourists travelled with their friends and 47.00 travelled with their family. So here one can concluded that the tourists like to travel with group rather than alone.

7.3.1.7. Source of information for tourists about Sindhudurg:

Data regarding source of information for tourists about Sindhudurg district was presented in following table 7.71.

Table 7.71: Source of information for tourists about Sindhudurg

Source of information	Count	Percent (%)
Friends and relatives	40	40.00
Internet	40	40.00
Last visit	20	20.00
Total	**100**	**100.00**

(Source: Field survey)

According to the above table 7.71 it is noticed that, major source of information for tourists about Sindhudurg district is internet (40.00%) and friends and relatives (40.00%). Nearly 20.00% of the tourists repeated their visit based on the experience of last visit.

From the above table it is concluded that, publicity on internet and mouth publicity plays an important role to attract the tourists towards Sindhudurg.

7.3.1.8. Mode of transport used by the tourists:

Tourists used various modes of transport to reach Sindhdudurg, the details regarding mode of transport used by the tourists furnished in following table 7.72.

Table 7.72: Mode of transport used by the tourists

Mode of transport	Count	Percent (%)
Public transport	4	4.00
Hired vehicle	59	59.00
Owned vehicle	37	37.00
Total	**100**	**100.00**

(Source: Field survey)

With reference to the above table it was concluded that, large no of tourists (59.005) used hired vehicle where as 37.00% used owned vehicles to reach Sindhudurg. Only 4.00% of tourists rely on public transport.

Here this study recommends that, the local government should strengthen the role of public transport in tourism development by offering promotional schemes for tourism. Also clean and attractive buses like Volvo increased the number of tourists towards public transport.

7.3.1.9. Entry point of tourists to Sindhudurg:

Data regarding entry point of tourists to Sindhudurg was presented in table 7.73.

Table 7.73: Entry point of tourists to Sindhudurg

Entry point	Count	Percent (%)
Patradevi Banda	2	2.00
KarulGhat	34	34.00
Kharepatan	11	11.00
PhondaGhat	53	53.00
Total	**100**	**100.00**

(Source: Field survey)

Tourists from all over the Maharashtra and India travelled to Sindhudurg for tourism. According to the above table 7.73 it was observed that, majority of the tourist entered from PhondaGhat (53.00%) and KarulGhat (34.00%). Tourists from Western Maharashtra used this way. Therefore it can be concluded that, majority of tourists are from Western Maharashtra.

About 11.00% of tourists entered from Kharepatan as they travelled by using Mumbai-Goa highway. Only 2.00% entered from Patradevi, it is the boundary point between Maharashtra and Goa. Tourist from South India entered from this point.

7.3.1.10. Purpose of tourists to visit Sindhudurg:

There are various motivational factors for tourists to travel. In this section the motivation or purpose of tourists for travelling to sindhudurg was presented in following table 7.74.

Table 7.74: Purpose of tourists to visit Sindhudurg

Purpose of visit	Count	Percent (%)
Adventure	2	2.00
Leisure	87	87.00
Religious	11	11.00
Total	**100**	**100.00**

(Source: Field survey)

The above table 7.74 explained that, leisure purpose is the main reason for majority of the tourists (87.00%). Besides this 11.00% of the tourists came to Sindhudugr for religious purpose and only 2.00% came to enjoy adventures water sports. So it can be concluded that Sindhudurg is major tourist destination for leisure purpose.

7.3.1.11. Frequency of tourists visits to Sindhudurg:

Classification of tourists based on frequency of their visit was furnished in table 7.75.

Table 7.75: Frequency of tourists visits to Sindhudurg

Frequency of visit	Count	Percent (%)
First visit	81	81.00
Second visit	6	6.00
Third visit	4	4.00
More than three	9	9.00
Total	**100**	**100.00**

(Source: Field survey)

As per the above table it is understood that, for 81.00% tourists, it was their first visit. Nearly 9.00% of tourists visited Sindhudurg for more than three times. For 6.00% of tourists it was e second visit and 4.00% of tourists were enjoying the third visit.

7.3.1.12. Accommodation type used by the tourists:

Data regarding type of accommodation used by the tourists was mentioned in table 7.76.

Table 7.76: Accommodation type used by the tourists

Accommodation type	Count	Percent (%)
Home Stay	37	37.00
Relatives	4	4.00
Resorts	59	59.00
Total	**100**	**100.00**

(Source: Field survey)

As per the above table, it was noticed that majority of tourists (59.00%) used resorts for accommodation while 37.00% prefer home stay. Home stay accommodation was mostly preferred by tourists who travelled with family. Only 4.00% of tourists stay at their relatives.

7.3.1.13. Duration of tourists stay:

Tourists were classified according to their length of stay in Sindhudurg and this information was presented in following table 7.77.

Table 7.77: Duration of tourists stay

Duration of stay	Count	Percent (%)
One day	53	53.00
Two days	47	47.00
Total	**100**	**100.00**

(Source: Field survey)

Almost 53.00% of tourist stays for a day where as 47.00 of tourists preferred to stay for two days. Here one day means one day and one night where as two days means two days and one night.

7.3.1.14. No. of tourist interested to revisit to Sindhudurg:

In this study, tourists were asked to whether they like to come again in Sindhdurg? The response of this question was presented in following table 7.78.

Table 7.78: No of tourists interested to revisit

Interested to revisit	Count	Percent (%)
Yes	83	83.00
No	17	17.00
Total	**100**	**100.00**

(Source: Field survey)

Nearly 83.00% of tourists interested in revisit to Sindhudurg. Only 17.00% of tourists were not interested to come again in Sindhudurg.

7.3.1.15. Expenditure of tourists:

The survey results regarding expenditure pattern of tourists was presented in following table 7.79 and 7.80.

Table 7.79: Per day expenditure of tourists (In Rs.)

Expenditure Variable	Per Day Expenditure (Rs)	Percent to total expenditure (%)
Accommodation	719	22.48
Food	381	11.91
Travel	324	10.13
Shopping	321	10.03
Entertainment	1103	34.49
Medical	0	0.00
Others	350	10.94
Total	**3198**	**100.00**

(Source: Field survey)

The above table 7.79 shows that, per day expenditure of tourists in Sindhudurg was estimated at Rs. 3198/-. According to the above table it was cleared that nearly 34.49% of the tourist's expenditure was on entertainment (this is due to the high cost of water sport facilities), this is the major head of expenditure for tourists.

Out of total per day expenditure of tourist, 22.48% expenditure was on accommodation, 11.91% on food, 10.94% on other miscellaneous expenses, 10.13% on travel and 10.03% was on shopping.

Table 7.80: Per day expenditure pattern of tourists

Per Day expenditure level (Rs)	Count	Percent (%)
Up to 1500	15	15.00
1500-3000	36	36.00
3000-4500	22	22.00
4500-6000	24	24.00
More than 6000	3	3.00
Total	**100**	**100.00**

(Source: Field survey)

The above table 7.80 explains the per day expenditure pattern of tourists. As per the above table it was concluded that, about 36.00% of the tourists spent in between Rs. 1500-3000 per day. Nearly 24.00% of the tourists spent in between Rs. 4500-6000 per day. About 22.00% of the tourists spent in range of Rs. 3000-4500 per day. Only 15.00% of the tourists spent up to Rs. 1500 per day and 3.00% spent more than Rs. 6000 per day.

7.3.2. Tourists respondents and tourism potential of Sindhudurg district:

7.3.2.1. Number of tourists responded towards tourism potential of Sindhudurg:

Responses of tourists' respondents and descriptive statistics of tourism potential of Sindhudurg district was presented in following table 7.81and table 7.82.

Table 7.81: Number of tourists showing tourism potential of Sindhudurg district

Sr. No.	Variables of Tourism Potential	Strongly agree	Agree	Neutral	Disagree	Strongly Disagree
1.	Temples and monuments at Sindhudurg are having great architectural and historical values.	59 (59.00)	41 (41.00)	0	0	0
2.	Historical buildings at Sindhudurghave great architectural and historical values.	33 (33.00)	67 (67.00)	0	0	0
3.	Culture of villages also serves as great attraction for tourists and introduce them with traditional life	34 (34.00)	66 (66.00)	0	0	0
4.	History and traditions of Sindhudurg have attracted tourists.	34 (34.00)	63 (63.00)	3 (3.00)	0	0
5.	Handicrafts, Souvenirs, Literature of Sindhudurg carries local touch which make them unique	32 (32.00)	55 (55.00)	13 (13.00)	0	0
6.	Museums in Sindhudurg are good source of information about local life	0	0	82 (82.00)	18 (18.00)	0
7.	Fair and festivals of Sindjudurg are a source of attraction for tourists	55 (55.00)	45 (45.00)	0	0	0
8.	Religious places in Sindhudurg having great religious values.	60 (60.00)	40 (40.00)	0	0	0
9.	Food of Sindjudurg is delicious with local / traditional touch and safe to eat.	57 (57.00)	43 (43.00)	0	0	0
10.	Shopping places at Sindhudurg are upto date and attract tourists.	35 (35.00)	65 (65.00)	0	0	0

11.	People of Sindhudurg are a good, friendly, peace lover and co-operative in nature	12 (12.00)	75 (75.00)	13 (13.00)	0	0
12.	Information centers are equipped with all sorts of information about the destination.	3 (3.00)	21 (21.00)	20 (20.00)	56 (56.00)	0
13.	Communication and transportation facilities are good.	4 (4.00)	70 (70.00)	13 (13.00)	13 (13.00)	0
14.	Accommodation facilities are good in this area.	21 (21.00)	73 (73.00)	0	6 (6.00)	0
15.	Guides in the area are knowledgeable and good mannered	0	17 (17.00)	68 (68.00)	15 (15.00)	0
16.	Sindhudurg is a safe place to travel without any fear of being robbed / theft/ sexual harassment.	37 (37.00)	63 (63.00)	0	0	0
17.	Sindhudurg is a cheap destination for travel and tourism.	16 (16.00)	75 (75.00)	0	9 (9.00)	0
18.	Sindhudurg district posses natural beauty which attracts large number of tourists	68 (68.00)	32 (32.00)	0	0	0
19.	Attitude of the various official is good and co-operative	8 (8.00)	71 (71.00)	7 (7.00)	14 (14.00)	0
20.	Sindhudurg district is having pollution free, healthy atmosphere.	64 (64.00)	17 (17.00)	5 (5.00)	14 (14.00)	0
21.	Tourists destinations in this area are clean and following the hygiene norms	0	14 (14.00)	0	81 (81.00)	5 (5.00)
22.	Proper and well maintained parking system is available for tourists.	0	0	0	23 (23.00)	77 (77.00)
23.	Public utility (Toilet + bathroom + wash room) is easily available and well maintained.	0	0	0	41 (41.00)	59 (59.00)
24.	Public drinking water facilities are easily available and well maintained.	0	0	0	75 (75.00)	25 (25.00)
25.	Public health services are available for the tourists at every destination.	20 (20.00)	68 (68.00)	12 (12.00)	0	0
26.	Banking facilities and ATM Networks are strong in this area.	70 (70.00)	30 (30.00)	0	0	0

(Source: Field survey)

Table 7.82: Descriptive statistics for tourism potential of Sindhudurg district

Sr. No.	Variables of Tourism Potential	Total Score	Mean	Standard Deviation
1.	Temples and monuments at Sindhudurg are having great architectural and historical values.	459	4.590	0.4943
2.	Historical buildings at Sindhudurg	433	4.330	0.4726

	have great architectural and historical values.			
3.	Culture of villages also serves as great attraction for tourists and introduce them with traditional life	434	4.340	0.4761
4.	History and traditions of Sindhudurg have attracted tourists.	431	4.310	0.5260
5.	Handicrafts, Souvenirs, Literature of Sindhudurg carries local touch which make them unique	419	4.190	0.6466
6.	Museums in Sindhudurg are good source of information about local life	282	2.820	0.3861
7.	Fair and festivals of Sindjudurg are a source of attraction for tourists	455	4.550	0.5000
8.	Religious places in Sindhudurg having great religious values.	460	4.600	0.4924
9.	Food of Sindjudurg is delicious with local / traditional touch and safe to eat.	457	4.570	0.4976
10.	Shopping places at Sindhudurg are upto date and attract tourists.	435	4.350	0.4794
11.	People of Sindhudurg are a good, friendly, peace lover and co-operative in nature	399	3.990	0.5024
12.	Information centers are equipped with all sorts of information about the destination.	271	2.710	0.9022
13.	Communication and transportation facilities are good.	365	3.650	0.7571
14.	Accommodation facilities are good in this area.	409	4.090	0.6681
15.	Guides in the area are knowledgeable and good mannered	302	3.020	0.5682
16.	Sindhudurg is a safe place to travel without any fear of being robbed / theft/ sexual harassment.	437	4.370	0.4852
17.	Sindhudurg is a cheap destination for travel and tourism.	398	3.980	0.7245
18.	Sindhudurg district posses natural beauty which attracts large number of tourists	468	4.680	0.4688
19.	Attitude of the various official is good and co-operative	373	3.730	0.8022
20.	Sindhudurg district is having pollution free, healthy atmosphere.	431	4.310	1.080
21.	Tourists destinations in this area are clean and following the hygiene norms	223	2.230	0.7502
22.	Proper and well maintained parking	123	1.230	0.4230

	system is available for tourists.			
23.	Public utility (Toilet + bathroom + wash room) is easily available and well maintained.	141	1.410	0.4943
24.	Public drinking water facilities are easily available and well maintained.	175	1.750	0.4352
25.	Public health services are available for the tourists at every destination.	408	4.080	0.5628
26.	Banking facilities and ATM Networks are strong in this area.	470	4.700	0.4606
	Total	**9658**	**96.580**	**3.049**

(Source: Field survey)

According to the above table 7.81 and 7.82, percentages, total score, mean values and standard deviation was considered to decided agreement and disagreement for a particular statements of tourism potential. Variables which have mean values more than 3.5 indicate agreement of tourist's respondents to these variables. Mean values less than 2.4 indicates disapproval and mean values range between 2.5 to 3.4 indicates neutrality to the variables.

With reference to above tables it can be concluded that, tourists' respondents' shows agreement to the 19 variables out of 26 variables of tourism potential as the mean values were more than 3.5.

According to the above tables it can be reported that, tourists respondent shows neutrality to the variables such as museums in Sindhudurg are good source of information about local life (M= 2.820), information centers are equiped with all sorts of information about the destination (M= 2.710) and guides in the area are knowledgeable and good mannered (M= 3.020).

Tourists respondents were strongly disagree with the statements like, tourists destinations in this area are clean and follows the hygiene norms (M= 2.230), proper and well maintained parking system is available for tourists (M= 1.230), Public utility like toilet, bathrooms and wash rooms are easily available and well maintained (M=

1.410) and public drinking water facilities are easily available and well maintained (M= 1.750).

7.3.2.2. One sample T test for tourism potential of Sindhudurg:

Total 26 variables were considered to study the tourism potential of Sindhudurg. A one sample T test was conducted to study the agreement or disagreement of the tourists' respondents towards tourism potential.

As there are 26 variables and it is a Five point Likert scale, the maximum score for tourism potential is 130 and the minimum score is 26. The centre value or test value is 78. Calculated T value is 60.94.

According to the above table 6.82, the total score of tourism potential was 9658 and mean value is 96.58 (SD = 3.049, SE = 0.305). As the mean value of tourism potential (96.58) is higher than the test value (78) it can be concluded that, tourists respondents were strongly agree to the fact that, Sindhudurg district has the significant potential for tourism development.

7.3.2.3. ANOVA Test to analyse tourism potential:

Two Sample T test and ANOVA test was used to study the differences in opinion among the different groups of tourists' respondents. For this analysis the tourists were subdivided into different groups according to age, location, educational qualification and occupation. The details of these groups were mentioned in following table 7.83.

Table 7.83: Groups of the tourists' respondents

Sr. No	Groups	Categories of groups	No. of local residents
1.	**Age**	18-30	18
		31-50	61
		Above 50	21
2.	**Location**	Tarkarli	10
		Devbag	10
		Sindhudurg Fort	10

		Vijaydurg Fort	10
		Kunkeshwar beach	10
		Sagareshwar beach	10
		Velagar beach	10
		Niwati beach	10
		Savdav waterfall	10
		Amboli waterfall	10
3.	**Education**	Doctorate	10
		Post Graduate	23
		Graduate	35
		Diploma Holder	06
		Upto HSC	16
		Upto SSC	10
4.	**Occupation**	Businessman	11
		Farmer	20
		Government Servant	28
		Private Job holders	35
		Retired persons	06

(Source: Field survey)

As mentioned earlier two-samples t-test was used to compare the mean score on some continuous variables for two different groups of participants, while the ANOVA was used to compare the mean scores of more than two groups. The study was based on 5% significance level.

A. ANOVA Test for age wise groups of the tourists respondents:

ANOVA test was conducted to compare the responses of the tourists towards tourism potential. According to the table 7.83, tourists were grouped in to 03 groups according to the age. The ANOVA analysis for the age wise groups was presented into the following table 7.84 and 7.85.

Table 7.84: Descriptive statistics for age wise groups

Age Groups	Count	Sum	Average	Variance
18-30	21	2042	97.238095	12.590476
31-50	62	5997	96.725806	8.4973559
Above 50	17	1632	96	8.5

(Source: Field survey)

Table 7.85: ANOVA Table

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	14.441767	2	7.2208833	0.7729703	0.4644621	3.0901867
Within Groups	906.14823	97	9.3417344			
Total	**920.59**	**99**				

According to the above analysis, it was concluded that as F= 0.772 and P= 0.464 (which is more than 0.05) there is no significant difference between the age groups of tourists. Therefore all the three age groups of tourists were agreed regarding Sindhudurg possesses significant tourism potential. So this result supports H1.

B. ANOVA Test for location wise groups of the tourists respondents:

Tourists' respondents were grouped into 10 groups according to the location. The details of these groups were presented in table 7.83. The ANOVA analysis of these groups was presented in following table 7.86 and table 7.87.

Table 7.86: Descriptive statistics for location wise groups

Groups	Count	Sum	Average	Variance
Devbag	10	959	95.9	15.433333
Tarkarli	10	972	97.2	7.2888889
Sindhudurg Fort	10	972	97.2	7.2888889
Vijaydurg Fort	10	957	95.7	2.9
Kunkeshwar Temple Beach	10	960	96	5.7777778
Sagareshwar Beach	10	970	97	7.7777778
Velagar Beach	10	952	95.2	13.066667
Niwati	10	970	97	9.5555556
Savdav Waterfall	10	1003	100.3	7.7888889
Amboli Waterfall	10	956	95.6	4.0444444

(Source: Field survey)

Table 7.87: ANOVA Table

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	192.3	9	21.365556	2.6402581	0.0092567	1.985595
Within Groups	728.3	90	8.0922222			
Total	**920.6**	**99**				

The result of the above analysis revealed that, there is statistically significant difference between the location wise groups of tourists as F= 2.640 and P= 0.009 (P value is less than 0.05). Therefore it can be concluded that tourists of different locations have different opinion about tourism potential of Sindhudurg district. So this result does not support H1.

C. ANOVA Test for education wise groups of the tourist respondent:

On the basis of educational qualification tourists respondents were classified into 6 groups, the details of these groups were mentioned in Table 7.83. The ANOVA analysis was presented in table 7.88 and table 7.89.

Table 7.88: Descriptive statistics for educational groups

Groups	Count	Sum	Average	Variance
Doctorate	10	967	96.7	8.0111111
Post Graduate	23	2246	97.652174	11.418972
Graduate	35	3367	96.2	9.1647059
Diploma Holder	6	572	95.333333	7.0666667
Upto HSC	16	1541	96.3125	7.8291667
Upto SSC	10	965	96.5	10.055556

(Source: Field survey)

Table 7.89: ANOVA Table

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	42.171775	5	8.4343551	0.9028012	0.4827488	2.3112702
Within Groups	878.18822	94	9.3424279			
Total	**920.36**	**99**				

With reference to the above analysis presented in table 7.88 and 7.89, it was reported that there was no statistically significant difference between the educational groups of tourists respondents because F= 0.902 and P= 0.483 (significance value P is more than 0.05). Therefore it can be concluded that tourists of different educational groups have the common opinion regarding, there is a tourism potential in Sindhudurg district. So this result supports H1.

D. ANOVA Test for occupation wise groups of tourist respondents:

Occupation wise tourists' respondents were categorized into 5 groups, the details of which presented in table 7.83. The ANOVA analysis of the said groups was presented in following table 7.90 and table 7.91.

Table 7.90: Descriptive statistics for occupation wise groups

Groups	Count	Sum	Average	Variance
Businessman	11	1050	95.454545	5.4727273
Farmer	20	1932	96.6	8.4631579
Government Servant	28	2718	97.071429	6.2169312
Private Job holders	35	3391	96.885714	15.045378
Retired persons	6	580	96.666667	0.6666667

(Source: Field survey)

Table 7.91: ANOVA Table

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	22.329394	4	5.5823485	0.5903889	0.6704012	2.4674936
Within Groups	898.26061	95	9.4553748			
Total	**920.59**	**99**				

The result of the ANOVA analysis shows that F= 0.590 and P= 0.670, here the P value is more than 0.05 therefore there is no significant difference between the tourists of different occupations.

Hence it is concluded that, tourists of different occupations have common understanding regarding Sindhudurg possesses significant tourism potential. So this result supports H1.

7.4. Category-III: Study of Tourism Professionals:

Study of tourism professionals was undertake to understand the economic impact of tourism development on those people who are directly or indirectly engaged in tourism related activities like accommodation unit and non-accommodation unit.

For the purpose of this study tourism professional were classified as accommodation units and non-accommodation units. These units were selected and surveyed with pre designed questionnaires. The details regarding type and number of these units were presented in following table 7.92.

Table 7.92: Category of Tourism Professionals

Sr. No.	Category of tourism professional	Type	Number (N)
1.	Accommodation unit	Bed and Breakfast	21
		Resort	29
		Total	**50**
2.	Non-accommodation unit	Hotels/Restaurants	20
		Small shops	20
		Tour Operators	10
		Total	**50**
		Grand Total	**100**

(Source: Field survey)

According to the above table it is explained that, total 50 accommodation units were selected of which 21 units were Bed and Breakfast type and other 29 were of resort category. Also a sample of 50 non-accommodation units was selected, this sample includes 20 hotels/restaurants, 20 small shops and 10 tour operators. Tourism

professionals were selected by approaching them straight those who have their business in the study area.

The above units were analysed to know ownership pattern, structure and dimension of business, facilities provided, income generation, employment potential, human resource employed, demand for raw material and marketing aspect etc.

7.4.1. Accommodation unit:

Total 50 accommodation units were surveyed and analysed out of that 21 units are registered under Bed and Breakfast Scheme of MTDC and 29 units are recognized as a resort and they are in a process of registration under Bed and Breakfast Scheme. All the units start functioning professionally in tourism business after 2000 as the flow of tourists increased towards Sindhudurg district. As per the survey data 33.00% accommodation units established after 2000, 8.00% after 2012, 5.00% after 2011, 3.00% after 2014 and 1 unit established in the year 2013.

For 52.00% of tourism professionals accommodation unit is the main business whereas for 48.00% it is the secondary business because they are engaged in other business or service as main source of income.

7.4.1.1. Type of room, bed capacity and facilities in accommodation unit:

All the accommodation units are having small and sufficient size rooms for tourists. These rooms are equipped with double bed. Regarding bed capacity in accommodation units, nearly 40.00% of accommodation units have 5 rooms with 10 bed capacity, 24.00% are having 3 rooms with 06 bed capacity, 18.00% units are equipped with 4 rooms and 8 bed capacity and 18.00% accommodation units are having 2 rooms with 4 bed capacity. All the accommodation units have the double bed in their rooms as well as nearly all the units provides extra bed in room and they

have the facility to accommodate small groups. Nearly 40.00% accommodation units can accommodate large groups also.

Nearly 70.00% of accommodation units have the A.C. rooms. About 54.29% units have A.C. for 2 rooms, 31.43% units have A.C. for single room and 14.29% of accommodation units have A.C. in 3 rooms.

All the accommodation units are facilitated with attached toilet and bathroom, hot water in bathroom and minimum internal furniture like small wardrobe with lock, tea table with two chairs. Only 23.00% of accommodation units are having T.V. with Cable in their rooms. Nearly 80.00% of accommodation units providing breakfast, lunch and dinner and only 20.00% providing only tea coffee, snacks and cold drinks. These 20.00% units are having contacts with other hotels for lunch and dinner; they provide room service for lunch and dinner to tourists as per their demand.

7.4.1.2. Percentage occupancy and room rent:

On an average accommodation units have 77.60% of occupancy during peak period while they have 28.20% of occupancy in off period. The average length of stay of tourists was calculated as 2.24 day per visit and total number of tourists per accommodation unit/annum was calculated as 369.34 tourists (this figure may be vary with other units because each and every unit have their own strategy of marketing and relation with repeated tourists).

On an average room rent for Non A.C. room was Rs. 856.522/day and room rent for A.C. room was Rs. 1265.71/day. All the accommodation units in Sindhudurg are suffering from seasonality in tourism business therefore all the units give off season discounts to the tourists (not a specific percent discount but they actually lower down the room rent. In off season on an average one can get the room in Rs. 500 also).

7.4.1.3. Employment in accommodation unit:

Altogether there were 132 employees working in 50 accommodation units with an average employment of 2.64 persons per unit. Following table 6.93 shows the percentage number of employees based on the place of origin.

Table 7.93: Place of origin of employees in accommodation unit

Sr. No	Place of origin	Number of employees	Percentage (%)
1	Local area (Village)	47	35.6
2	District excluding local area	53	40.1
3	State excluding district	12	9.0
4	Country excluding state	13	9.8
5	Foreign	7	5.3
	Total	132	100.00

(Source: Field survey)

From the above table it was observed that, nearly 35.6% of the employees were from the same area or from the same tehsil. About 40.1% of the employees from the same district excluding local area and same tehsil. It was also observed that employee from other district (9.0%) and other state (9.8%) also working in accommodation unit. Foreign employees (5.3%) mainly from Nepal also engaged in accommodation units. These Nepalese are mainly hired as a cook for Chinese dishes.

Regarding salary of the employees, 47.73% of the employees getting salary between Rs. 1500-3000, 26.52% of the employees getting salary in between Rs. 3000-4500, 17.42 % of the workers getting up to Rs. 1500 and 8.33% of the employees getting salary more than Rs. 4500.

7.4.1.4. Sources of raw material:

All the accommodation units depend only on local market for the various raw materials like fruits, vegetables, chicken, mutton, fish, and grains. Every

accommodation units have their own water source beside these 40.00% accommodation units have the water connection of local government.

7.4.1.5. Marketing and booking facilities:

Nearly 76.00% of the accommodation units use their own networking system for marketing; about 34.00% of the units give advertisement in newspaper where as 15.00% of the accommodation units make publicity through internet with the help of their own websites. About 62.00% of the accommodation units use small and large road side signboards for advertisements.

Regarding booking facilities provided to tourists, all the accommodation units take bookings through direct enquiry. 11.00% units provide online booking facility. About 60.00% of the units take booking from tour operators and 66.00% accommodation units take booking agents.

7.4.1.6. Awareness about tourism policy:

Accommodation units were asked with question regarding tourism policy, the result shows that nearly 76.00% of the tourism professional were known about tourism policy of India and Maharashtra whereas 24.00% were totally unknown about tourism policy of the government.

7.4.2. Non-accommodation unit:

Total 50 Non-accommodation units were surveyed and analysed out of that 20 units are restaurants, 20 units are small shops and 10 units are tour operators.

According to the data it was observed that 60% of the hotels were started after 2000 while 40.00% hotels were established before 2000. Nearly 85.00% of the small shops were established after 2000 whereas only 15.00% established before 2000. All the tour operators were started their business after 2000.

For 78.00% of tourism professionals non-accommodation unit is the main business whereas for 22.00% it is the secondary business, as they are depend upon other business as main source of income. This is due to the seasonality in tourism business.

7.4.2.1. Employment in non-accommodation unit:

Altogether there were 53 employees (full time and part time) working in 50 non-accommodation units with an average employment of 1.06 persons per unit. There is very low employment generation in non-accommodation because the owners themselves working in their units as a worker. Following table 7.94 shows the percentage number of employees based on the place of origin.

Table 7.94: Place of origin of employees in non-accommodation unit

Sr. No	Place of origin	Number of employees	Percentage (%)
1	Local area (Village)	17	32.07
2	District excluding local area	33	62.3
3	State excluding district	0	0.0
4	Country excluding state	0	0.0
5	Foreign	3	5.7
	Total	53	100.00

(Source: Field survey)

From the above table it was observed that, nearly 32.07% of the employees were from the same area or from the same tehsil. About 62.3% of the employees from the same district excluding local area and same tehsil. It was also observed that there was no any employee from other district and other state working in non-accommodation unit. Foreign employees (5.7%) mainly from Nepal also engaged in non-accommodation units only in restaurants. These Nepalese are mainly hired by those hotels who have attached Chinese center.

Regarding salary of the employees, 63.70% of the employees getting salary between Rs. 1500-3000, 13.50% of the employees getting salary in between Rs. 3000-4500, 17.40 % of the workers getting salary upto Rs. 1500 and 5.40% of the employees getting salary more than Rs. 4500.

7.4.2.2. Average number of customer and income per day:

All the hotels and tour operators were operating throughout the year; nearly 73.00% of the small shops were operated throughout the year while 27.00% of the small shops remain closed during rainy season between June to September. The number of customers per day for hotels ranged from 10 to 50 during peak period, while in off period it ranged from 10-30. The tour operators reported that, the numbers of customers per day were ranged from 5-15 where as in off period it was 0-5. The number of customers per day for small shops was ranged from 5-30 while in off period it was ranged from 0-10.

As per the survey results it is observed that, nearly 39.50% of the units received per day income between Rs. 200-1200, 31.00% of the units received in between Rs. 1201-3000, about 17.00% receive in between Rs. 3001-5000 and only 12.5% units received per day income more than Rs. 5000.

7.4.2.3. Sources of raw material:

Nearly 93.00% of the non-accommodation units depend only on local market for the various raw materials like fruits, vegetables, chicken, mutton, fish, grains etc. and only 7.00% of the unit depend upon distant market such Pune, Kolhapur, Mumbai and Goa for fruits, showpiece items and other thing that are not available in local market.

7.4.2.4. Marketing and booking facilities:

As per the study it was observed that there were no any special measures taken by the non-accommodation unit for marketing. Only 2.00% of the tour operators give the advertisement in newspaper and 12.00% use the road side signboards for publicity. Whereas only 8.00% of the hotel owners use the road side signboards for marketing.

7.4.2.5. Awareness about tourism policy:

Non-accommodation units were asked with question regarding tourism policy, the result shows that nearly 86.00% of the tourism professional were known about tourism policy of India and Maharashtra whereas 14.00% were totally unknown about tourism policy of the government.

7.4.3. Tourism professional and varied impact of tourism development:

7.4.3.1. Number of tourism professional showing varied impact of tourism development:

Number of tourism professionals and descriptive statistics for varied tourism impact of tourism development was presented in following table 7.95 and table 7.96.

Table 7.95: Number of tourism professionals showing varied impact of tourism development

Sr. No	Impact of Tourism	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1.	Tourism has improved the image of Sindhudurg.	79 (79.00)	21 (21.00)	0	0	0
2.	Due to tourism, infrastructure like road, park cinema, restaurants at Sindhudurg have been enhanced.	0	66 (66.00)	17 (17.00)	17 (17.00)	0
3.	Tourism has created employment and investment opportunity	29 (29.00)	71 (71.00)	0	0	0
4.	Tourism has helped to preserve culture and tradition of Sindhudurg.	21 (21.00)	59 (59.00)	4 (4.00)	12 (12.00)	4 (4.00)
5.	Tourism helps to improve the communication skill of local people.	10 (10.00)	88 (88.00)	2 (2.00)	0	0

6.	Attitude and manners of local people towards work have improved due to tourism.	9 (9.00)	81 (81.00)	5 (5.00)	5 (5.00)	0
7.	Living standard of local people have improved due to tourism	0	13 (13.00)	16 (16.00)	71 (71.00)	0
8.	Alcoholism, prostitution, drugs, gambling has increased due to tourism.	0	7 (7.00)	16 (16.00)	77 (77.00)	0
9.	Working in tourism business feels insecure about future employment.	0	11 (11.00)	4 (4.00)	75 (75.00)	10 (10.00)
10.	Disputes between tourism professionals arise due to tourism.	0	64 (64.00)	0	36 (36.00)	0
11.	Disputes between local tourism professionals and government arise due to tourism.	0	57 (57.00)	8 (8.00)	35 (35.00)	0
12.	Disputes between tourism professionals and customers arise due to tourism.	0	14 (14.00)	0	77 (77.00)	9 (9.00)
13.	Prices of daily consumption goods have increased because of tourism.	0	67 (67.00)	5 (5.00)	28 (28.00)	0
14.	Places have become overcrowded and noisy.	20 (20.00)	80 (80.00)	0	0	0
15.	Tariff and taxes have increased due to tourism.	0	31 (31.00)	0	69 (69.00)	0
16.	Socio-cultural commercialization occurs due to tourism.	20 (20.00)	80 (80.00)	0	0	0
17.	Environmental pollution increased due to tourism.	15 (15.00)	85 (85.00)	0	0	0
18.	Incident of robbery and loot increased due to tourism.	0	9 (9.00)	8 (8.00)	83 (83.00)	0
19.	Seasonality of tourism affects the tourism business.	82 (82.00)	18 (18.00)	0	0	0
20.	More efforts are needed by the government for tourism development.	77 (77.00)	23 (23.00)	0	0	0
21.	Government schemes and funds are sufficient to start and run the tourism business.	0	15 (15.00)	9 (9.00)	76 (76.00)	0
22.	Government norms, rules and regulations help to develop the tourism business.	0	15 (15.00)	11 (11.00)	65 (65.00)	9 (9.00)
23.	Attitude of local people towards tourism business is satisfactory.	6 (6.00)	77 (77.00)	9 (9.00)	8 (8.00)	0

(Source: Field survey)

Table 7.96: Descriptive statistics for varied tourism impact by tourism professionals.

Sr. No	Impact of Tourism	Total Score	Mean	Standard Deviation
1	Tourism has improved the image of Sindhudurg.	497	4.790	0.4094
2	Due to tourism, infrastructure like road, park cinema, restaurants at Sindhudurg have been enhanced.	349	3.490	0.7719
3	Tourism has created employment and investment opportunity	429	4.290	0.4560
4	Tourism has helped to preserve culture and tradition of Sindhudurg.	381	3.810	1.032
5	Tourism helps to improve the communication skill of local people.	408	4.080	0.3387
6	Attitude and manners of local people towards work have improved due to tourism.	394	3.940	0.5829
7	Living standard of local people have improved due to tourism	242	2.420	0.7132
8	Alcoholism, prostitution, drugs, gambling has increased due to tourism.	230	2.300	0.5946
9	Working in tourism business feels insecure about future employment.	216	2.160	0.7483
10	Disputes between tourism professionals arise due to tourism.	328	3.280	0.9648
11	Disputes between local tourism professionals and government arise due to tourism.	322	3.220	0.9383
12	Disputes between tourism professionals and customers arise due to tourism.	219	2.190	0.7825
13	Prices of daily consumption goods have increased because of tourism.	339	3.390	0.8978
14	Places have become overcrowded and noisy.	420	4.200	0.4020
15	Tariff and taxes have increased due to tourism.	262	2.620	0.9296
16	Socio-cultural commercialization occurs due to tourism.	420	4.200	0.4020
17	Environmental pollution increased due to tourism.	415	4.150	0.3589
18	Incident of robbery and loot increased due to tourism.	226	2.260	0.6133
19	Seasonality of tourism affects the tourism business.	482	4.820	0.3861
20	More efforts are needed by the government for tourism development.	477	4.770	0.4230
21	Government schemes and funds are	239	2.390	0.7371

	sufficient to start and run the tourism business.			
22	Government norms, rules and regulations help to develop the tourism business.	232	2.320	0.8394
23	Attitude of local people towards tourism business is satisfactory.	381	3.810	0.6620
	Total	**7890**	**78.900**	**3.549**

(Source: Field survey)

According to the above table 7.95 and 7.96, percentages, total score, mean values and standard deviation was considered to decided agreement and disagreement for a particular statements of varied tourism impact.

With reference to the above it can be concluded that, tourism professionals felt that government should increase their efforts for tourism development by allocating the sufficient funds towards tourism sectors. Also it was expressed that the government norms are sometimes becomes hurdles for development of tourism business.

Tourism professionals show neutrality to variables such as, infrastructural development due to tourism (M= 3.490), disputes arise between tourism professionals (M= 3.280), disputes arise between tourism professionals and government (M= 3.220), price of daily consumption goods have increased (M= 3.390), tariff and taxes have increased (M= 2.620).

Following table 7.97 and table 7.98 shows the positive and negative impact of tourism development expressed by the tourism professional.

A. Positive impact of tourism development:

Tourism professional shows the following positive impact of tourism development.

Table 7.97: Positive impact of tourism development

Sr. No	Positive impact of tourism development	Mean
1	Tourism has improved the image of Sindhudurg.	4.790
2	Tourism has created employment and investment opportunity for Sindhudurg people.	4.290
3	Tourism has helped to preserve culture and tradition of Sindhudurg.	3.810
4	Tourism helps to improve the communication skill of local people.	4.080
5	Attitude and manners of local people towards work have improved due to tourism.	3.940
6	Attitude of local people towards tourism business is satisfactory.	3.810

B. Negative impact of tourism development:

Tourism professionals show following negative impact of tourism development.

Table 7.98: Negative impact of tourism development

Sr. No	Negative impact of tourism development	Mean
1	Places have become overcrowded and noisy.	4.200
2	Socio-cultural commercialization occurs due to tourism.	4.200
3	Environmental pollution increased due to tourism.	4.150
4	Seasonality of tourism affects the tourism business.	4.820
5	More efforts are needed by the government for tourism development.	4.770
6	Government schemes and funds are sufficient to start and run the tourism business.	2.390
7	Government norms, rules and regulations help to develop the tourism business.	2.320

7.4.3.2. One sample T test for varied tourism impact:

Total 23 variables were considered to study the varied tourism impact of tourism development. A one sample T test was conducted to study the agreement or disagreement of the tourism professionals towards varied tourism impact. As there are 26 variables and it is a Five point Likert scale, the maximum score for varied tourism impact is 115 and the minimum score is 23. The centre value or test value is 69. Calculated T value is 27.89.

According to the above table 6.97, the total score of varied tourism impact was 7890 and mean value is 78.90 (SD = 3.549, SE = 0.355). As the mean value of varied tourism impact (78.90) is higher than the test value (69) it can be concluded that, tourism professionals were strongly agree to the fact that, there is varied impact of tourism development.

7.4.3.3. ANOVA Analysis:

ANOVA test was used to study the differences in opinion among the different groups of tourism professionals. For this analysis the tourism professionals were subdivided into different groups like accommodation unit, restaurants owner, small shop owners and tour operators. ANOVA analysis was presented in following table 7.100 and table 7.101.

Table 7.99: Descriptive statistics for category of tourism professionals

Groups	Count	Sum	Average	Variance
Accommodation unit	50	3933	78.66	13.575918
Restaurants	20	1569	78.45	10.576316
Small Shops	20	1583	79.15	14.765789
Tour Operators	10	805	80.5	7.3888889

(Source: Field survey)

Table 7.100: ANOVA Table

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	33.78	3	11.26	0.8909843	0.4487812	2.6993926
Within Groups	1213.2	96	12.637708			
Total	**1247**	**99**				

The above results revealed that, as F= 0.890 and P= 0449 (P value is more than 0.05) there is no statistically significant difference between the different groups of tourism professionals. So it can be concluded that all the groups of tourism professionals have common opinion about different positive and negative impact of tourism development.

7.5. Fulfillment of objectives:

The aim of this section is to present summarized sequential presentation of objectives and analytical techniques used to achieve stated objectives.

7.5.1. To study the potential of study area for sustainable tourism development:

Total 26 variables were considered to study the tourism potential of Sindhudurg. A one sample T test was conducted to study the agreement or disagreement of the tourists' respondents towards tourism potential. As there are 26 variables and it is a Five point Likert scale, the maximum score for tourism potential is 130 and the minimum score is 26. The centre value or test value is 78. Calculated T value is 60.94.

According to the table 7.81 and 7.82, the total score of tourism potential was 9658 and mean value is 96.58 (SD = 3.049, SE = 0.305). As the mean value of tourism potential (96.58) is higher than the test value (78) it can be concluded that, tourists respondents were strongly agree to the fact that, Sindhudurg district has the significant potential for tourism development.

7.5.2. To study the economic impacts of tourism in the study area:

This objective was studied by considering two sub sections,

7.5.2.1. Positive economic impact:

Responses of local residents towards positive economic impact were presented in Table 7.10. Twelve variables were considered to measure the positive economic impact on local residents. A One Sample T test was conducted to study the local resident's agreement or disagreement with positive economic impact. As there are 12 variables and it is a Five point Likert scale, the maximum score for positive economic impact is 60 and the minimum score is 12. The center value/ test value is 36. Calculated T value is 45.34.

According to the table 7.11, total score for positive economic impact was 9405 and mean value is 47.025 (SD = 3.4385, SE = 0.175). As the mean value (47.025) is higher than the centre value (36), it can be concluded that the local residents are strongly agree about positive economic impact of tourism development.

7.5.2.2. Negative economic impact:

Responses of local residents towards negative economic impact were presented in table 7.20. Total nine variables were considered to study the negative economic impact of tourism development. A one sample T test was conducted to study the agreement or disagreement of the local residents towards negative economic impact on the community. As there are 9 variables and it is a Five point Likert scale, the maximum score for negative economic impact is 45 and the minimum score is 9. The centre value or test value is 27. Calculated T value is 53.35.

According to the table 7.21, the total score of negative economic impact was 7576 and mean value is 37.880 (SD = 2.884, SE = 0.204). As the mean value of negative economic impact (37.880) is higher than the test value (27) it can be

concluded that the local residents were strongly agree to the negative economic impact of tourism development.

7.5.3. To assess the socio-cultural impact of tourism in the study area:

This objective was studied with the help of following two sub sections,

7.5.3.1. Positive socio-cultural impact:

Responses of local residents towards positive socio-cultural impact were presented in following table 7.29. Total 17 variables were considered to study the positive socio-cultural impact of tourism development. A one sample T test was conducted to study the agreement or disagreement of the local residents towards positive socio-cultural impact on the community. As there are 17 variables and it is a Five point Likert scale, the maximum score for positive socio-cultural impact is 85 and the minimum score is 17. The centre value or test value is 51. Calculated T value is 106.26.

According to the table 7.30, the total score of positive socio-cultural impact was 14147 and mean value is 70.735 (SD = 2.627, SE = 0.186). As the mean value of positive socio-cultural impact (70.35) is higher than the test value (51) it can be concluded that the local residents were strongly agree to the positive socio-cultural impact of tourism development.

7.5.3.2. Negative socio-cultural impact:

Responses of local residents towards negative socio-cultural impact were presented in table 7.38. Total 13 variables were considered to study the negative socio-cultural impact of tourism development. A one sample T test was conducted to study the agreement or disagreement of the local residents towards negative socio-cultural impact on the community. As there are 13 variables and it is a Five point

Likert scale, the maximum score for negative socio-cultural impact is 65 and the minimum score is 13. The centre value or test value is 39. Calculated T value is 41.18.

According to the table 7.39, the total score of negative socio-cultural impact was 9243 and mean value is 46.215 (SD = 2.478, SE = 0.175). As the mean value of negative socio-cultural impact (46.215) is higher than the test value (39) it can be concluded that the local residents were strongly agree to the negative socio-cultural impact of tourism development.

7.5.4. To study the environmental impact of tourism in the study area:

This objective was studied under the following heads,

7.5.4.1. Positive environmental impact:

Responses of local residents towards positive environmental impact were presented in table 7.47. Total 3 variables were considered to study the positive environmental impact of tourism development. A one sample T test was conducted to study the agreement or disagreement of the local residents towards positive environmental impact on the community. As there are 3 variables and it is a Five point Likert scale, the maximum score for positive environmental impact is 15 and the minimum score is 3. The centre value or test value is 9. Calculated T value is 22.77.

According to the table 7.48, the total score of positive environmental impact was 2341 and mean value is 11.705 (SD = 1.680, SE = 0.119). As the mean value of positive environmental impact (11.705) is higher than the test value (09) it can be concluded that the local residents were strongly agree to the positive environmental impact of tourism development.

7.5.4.2. Negative environmental impact:

Responses of local residents towards negative environmental impact were presented in the table 7.56. Total 8 variables were considered to study the negative

environmental impact of tourism development. A one sample T test was conducted to study the agreement or disagreement of the local residents towards negative environmental impact on the community. As there are 8 variables and it is a Five point Likert scale, the maximum score for positive environmental impact is 40 and the minimum score is 8. The centre value or test value is 24. Calculated T value is 96.29.

According to the table 7.57, the total score of negative environmental impact was 7449 and mean value is 37.245 (SD = 1.945, SE = 0.138). As the mean value of negative environmental impact (37.245) is higher than the test value (24) it can be concluded that the local residents were strongly agree to the negative environmental impact of tourism development.

7.5.5. To find out whether tourism development in study area is sustainable?

By considering the analysis of tourism development in terms of tourism potential of Sindhudurg district, it was concluded that, there is tremendous potential in Sindhudurg district for sustainable tourism development. Impact analysis of present tourism development process highlighted that, local communities were strongly agreed to the both positive and negative economic, environmental and socio-cultural impact. So it was concluded that present tourism development process is not fully sustainable, if we overcome the negative impact of existing tourism development process then in nearby future the tourism development process of Sindhudurg district will be sustainable.

7.5.6. To suggest some sustainable tourism development plans for the study area:

Chapter VI presents the planning for sustainable tourism development process in Sindhudurg district.

7.6. Position of hypothesis:

This section presents the summary of hypothesis testing with relevant respondents with the help of Two sample T test and ANNOVA.

H1: The study area possesses the potential to develop sustainable tourism:

This hypothesis was tested with tourist respondents. Because tourists are the one who can better judge the tourism potential of any tourist destination. For this analysis the tourists were subdivided into different groups according to age, location, educational qualification and occupation as mentioned in table 7.83.

This hypothesis was supported by all three age groups (Table 7.84 and 7.85), different educational groups (Table 7.88 and 7.89) and different occupational groups (Table 7.90 and 7.91) of tourist respondents.

This hypothesis was not supported by location wise groups of tourists as mentioned in Table 7.86 and 7.87.

H2: There are positive economic impacts of tourism in the study area:

This hypothesis was tested with local residents. For this analysis the local residents were subdivided into different groups according to gender, location, educational qualification and occupation. The details of these groups were mentioned in table 7.12.

This hypothesis was supported by gender wise groups (Table 7.13), different educational groups (Table 7.16 and 7.17) and different occupational groups (Table 7.18 and 7.19) of local residents.

This hypothesis was not supported by location wise groups (Table 7.14 and 7.15) of local residents.

H3: There are negative economic impacts of tourism in the study area:

This hypothesis was tested with local residents. For this analysis the local residents were subdivided into different groups according to gender, location, educational qualification and occupation. The details of these groups were mentioned in table 7.12.

This hypothesis was supported by gender wise groups (Table 7.22), and different occupational groups (Table 7.27 and 7.28) of local residents.

This hypothesis was not supported by location wise groups (Table 7.23 and 7.24), different educational groups (Table 7.25 and 7.26) of local residents.

H4: There are positive environmental impacts of tourism in the study area:

This hypothesis was tested with local residents. For this analysis the local residents were subdivided into different groups according to gender, location, educational qualification and occupation. The details of these groups were mentioned in table 7.12.

This hypothesis was supported by all the groups like gender wise groups (Table 7.49), location wise groups (Table 7.50 and 7.51), different educational groups (Table 7.52 and 7.53) and different occupational groups (Table 7.54 and 7.55) of local residents.

H5: There are negative environmental impacts of tourism in the study area:

This hypothesis was tested with local residents. For this analysis the local residents were subdivided into different groups according to gender, location, educational qualification and occupation. The details of these groups were mentioned in table 7.12.

This hypothesis was supported by gender wise groups (Table 7.58), different educational groups (Table 7.61 and 7.62) and different occupational groups (Table 7.63 and 7.64) of local residents.

This hypothesis was not supported by location wise groups (Table 7.59 and 7.60), of local residents.

H6: There are positive socio-cultural impacts of tourism in the study area:

This hypothesis was tested with local residents. For this analysis the local residents were subdivided into different groups according to gender, location, educational qualification and occupation. The details of these groups were mentioned in table 7.12.

This hypothesis was supported by gender wise groups (Table 7.31), different educational groups (Table 7.34 and 7.35) and different occupational groups (Table 7.36 and 7.37) of local residents.

This hypothesis was not supported by location wise groups (Table 7.32 and 7.33), of local residents.

H7: There are negative socio-cultural impacts of tourism in the study area:

This hypothesis was tested with local residents. For this analysis the local residents were subdivided into different groups according to gender, location, educational qualification and occupation. The details of these groups were mentioned in table 7.12.

This hypothesis was supported by gender wise groups (Table 7.40), different educational groups (Table 7.43 and 7.44) and different occupational groups (Table 7.45 and 7.46) of local residents.

This hypothesis was not supported by location wise groups (Table 7.41 and 7.42), of local residents.

CHAPTER VIII

SUMMARY, CONCLUSION AND RECOMMENDATIONS

8.1. Introduction:

Tourism is the best alternative for socio-economic development and survival of local people. But at the same time, tourism is the most fragile phenomenon and is a subject to wider ranging influences if it is not properly planned and unguided, process of tourism development can have a profound and negative impact on environment, ecosystem, economic, social, cultural, historical, political condition of the region. The increasing flow of the tourist in large number to destination areas causes effects on the existing physical and social orders, these may be destruction of natural sites, damaging physical landscapes, decimating forest covers, disturbing ecosystem, accelerating pollution and contaminating water, encroaching agricultural land, creating urban congestion, disfiguring cultural and historical monuments, subverting socio-cultural values and accentuating socio-economic inequalities.

At present trend of the tourism development is shifted from quantitative to qualitative approach in regards with global sustainable development trend, therefore the study of sustainable tourism development is very essential.

The aim of this chapter is present the summary of the findings, conclusion of the study and general recommendations based on the finding of the study.

8.2. Summary of findings:

The present study of “Sustainable tourism development in Konkan region of Maharashtra: With special reference to Sindhudurg district” was undertaken to understand the impact of tourism development on the local residents and to find out the tourism potential of Sindhudurg district. This study was undertaken with following objectives.

1. To study the potential of study area for sustainable tourism development.
2. To study the economic impacts of tourism in the study area.
3. To study the environmental impact of tourism in the study area.
4. To assess the socio-cultural impact of tourism in the study area.
5. To find out whether tourism development in study area is sustainable?
6. To suggest some sustainable tourism development plans for the study area

These objectives were set to study the following hypotheses of the study.

H1: The study area possesses the potential to develop sustainable tourism.

H2: There are positive economic impacts of tourism in the study area.

H3: There are negative economic impacts of tourism in the study area.

H4: There are positive environmental impacts of tourism in the study area.

H5: There are negative environmental impacts of tourism in the study area.

H6: There are positive socio-cultural impacts of tourism in the study area.

H7: There are negative socio-cultural impacts of tourism in the study area.

Sindhudurg district is situated at the southern region of konkan, spread over an area of around 5207 sqkm. This district is surrounded by Sahyadri hills at the eastern side and Arabian Sea on the western side of 121 km coastline. It is located in between Mumbai (Financial capital of India) and Goa (Tourism capital of India). This area is identified as Special Tourism Area by state government. In order to promote tourism in the district and designated area in the district, Government of Maharashtra has declared Sindhudurg district as 'Tourism District' on 30th April 1997. Tourism business is spread all over the district, therefore whole district with all 8 tahsils viz., Kankavli, Sawantwadi, Kudal, Malvan, Dodamarg, Vengurla, Vaibhavwadi and Dovgad was selected as a study area purposively.

The list of the tourist sites will be prepared with the help of official web site and books related to the tourism information of the Sindhudurg district. From the list following 10 tourist sites will be selected purposively according to the popularity of the sites.

1. Devbag beach
2. Tarkarli beach
3. Sindhudurg fort
4. Vijaydurg fort
5. Sagareshwar beach
6. Velagar beach
7. Niwati beach
8. Kunkeshwar beach
9. Savdav waterfall
10. Amboli waterfall.

The sustainable tourism development process involves the views of the local residents, Tourism professional and tourists groups. The local residents were selected from the close periphery of the tourist place. The convenient sampling method was used for sample selection. Total 200 local resident respondents were selected for the study i.e. 20 local residents from each tourist place. It was done through meeting the residents personally or including the residents in sample when one meets them. From the selected tourist site a list of accommodation and non-accommodation units was prepared and 100 tourism professionals were selected (50 accommodation unit and 50 non accommodation units). Tourism professionals were selected by approaching them straight those who have their business in the study area. 10 tourists from each tourism spot were selected using convenient sampling method.

Questionnaires will be employed to get the primary data from the local farmers of the selected villages. Secondary data will be collected from various reports of Department of Tourism, Government of India, and Government of Maharashtra, World Tourism Organization (WTO) statistics and Maharashtra Tourism Development Corporation (MTDC).

The data from questionnaire will be analyzed to obtain statistical frequency, percentage, mean and standard deviation. Descriptive statistics was showing the basic features of all the respondents. The hypothesis testing will be analyzed by using one and two sample t-test and one-way ANOVA.

Chapter I discusses the different perspectives of study of tourism, tourism concept and meaning, various definitions of tourism, forms of tourism, international tourism growth and development of tourism in India. It is found that, the international tourism has been unfrequented growth over the years. During 1992-2014 international tourist arrivals grew from 435 million to 1133 million showing a percentage change of 160% for a period around 20 years. International tourism receipts increased from US$ 475.3 billion in 2000 to US$1245.0 billion in 2014. The highest growth in tourism receipt was observed in the year 2004, i.e. 19.6 percent with US$ 633.2 billion, this was due to rapidly increase in the tourist arrivals.

Europe is the major region in international tourist arrival, receiving 51.4% of the international tourist. Middle East countries receiving only 4.45% of the international tourist and ranks last. Europe ranked first in international tourism receipt over the year from 2010 to 2014. This was followed by Asia and the Pacific with a receipt of US$ 376.8 billion in 2014. The market share of this region in the world was 30.3 percent; the growth in tourism receipt was achieved with a growth rate of 4.1 percent over the previous year 2013, where tourism receipts were US$ 360.7 billion.

In 2014, France grabs the first position in international tourist arrivals with 83.8 million tourists, and came 3rd in international tourism receipts with US$ 57.4 billion. The United States ranked 1st in international tourism receipts with US$ 177.2 billion, and 2nd in international tourist arrivals with 74.8 million. Spain was 2nd in international tourism receipt and 1st in Europe region with US$ 65.2 billion in 2014, and 3rd in arrivals with 65 million tourists. China remained 4th in arrivals (55.6 million), in receipts (US$ 56.9 billion), following 10% growth in 2014.

It is observed that, there was a fluctuating growth in terms of foreign tourist's arrivals in India. The FTA's was reached to 7.68 million in 2014 with 10.2% annual growth rate over the previous year. The maximum number of foreign tourist arrivals was recorded in the month of December and minimum number of foreign tourist arrivals was recorded in the month of May. USA is the major market for Indian tourism with 1.11 million tourists having a share of 14.57% in total foreign tourist arrivals in India in 2014. Followed by Bangladesh recoded 0.94 million tourist to India with percentage share of 12.27%. in this top ten countries United Kingdom and Sri Lanka occupied 3rd and 4th rank with 0.83 and 0.30 million tourist flow to India respectively. The percentage share of United Kingdom was 10.92% and that of Sri Lanka was 3.93% in total FTA's in2014. Mostly 81.9% to 98.5% of foreign tourists use the air route to reach India. Travel by sea route was very meager.

It was observed that, Tamil Nadu was the top performer in receiving foreign tourists, with percentage share of 20.6%. Followed by Maharashtra(19.4%), Uttar Pradesh(12.9%), Delhi(10.3%), Rajasthan(6.8%), West Bengal(6.1%), Kerala(4.1%), Bihar(3.7%), Karnataka(2.5%) and Haryana(2.4%) respectively. These top ten states shared 88.8% share in total foreign tourists' visits in India.

It was observed that the share of India in international tourist arrivals increased from 0.39% in 2000 to 0.68% in 2014. India's position in international tourist arrival was upgraded from 50th rank to 41st rank. India's share in Asia and the Pacific was total fluctuating, it can be noted that this share was increased from 2.42% in 2002 to 2.91% in 2014. The rank of India in Asia and the Pacific region was 12th in 2014.

Tourism receipts in India increased from US$ 3460 million in 2000 to US$ 20236 million in 2014. In terms of Indian Rupees it is increased from 15626 crore in 2000 to 123320 crore in 2014. Indian share in world tourism receipt increased from 0.73% in 2000 to 1.62% in 2014. Indian share in Asia and the Pacific regions receipt was increased from 4.06% in 2000 to 5.37% in 2014. India's rank in world tourism receipts was at 15th position during 2014, whereas In 2014 India was at 8th rank in Asia and the Pacific regions receipt.

It was reported that the number of Indian national departures increased from 4.42 million in 2000 to 18.33 million in 2014. it was observed that, the number of domestic tourist visits to all States/UTs increased from 220.11 million in 2000 to 1290.11 million in 2014. It was noticed here that, there is continuous increase in number of domestic tourists visit, but the growth rate was irregular. Tamil Nadu ranks 1st in number of domestic tourist visits with 327.5 million visits in 2014, Uttar Pradesh ranks 2nd (182.82 million), Karnataka ranks 3rd (118.28 million). Maharashtra was on 4th position and Andhra Pradesh achieved 5th position with 94.12 and 93.30 million domestic tourist visits respectively.

In 2014 there were 1232 approved hotels in India, out of that majority of hotels were Three Star (538). The total numbers of rooms available were 82304 in 2014. In India there were 977 tour operators in 2014 which was approved by Ministry

of Tourism. Out of that majority of tour operators were engaged in inbound tourism (464). It was observed from the above table that, during 2014-15, the total planned outlay for tourism development in India was Rs. 1882.00 crore, out of that allocation was Rs 1100.00 crore and actual expenditure for different purposes was Rs. 910.39 crore.

Chapter II presents the research design of the present research. It explains the research problem, objectives and hypotheses, significance and limitations and in detailed methodology of the study. It also presents the chapter scheme of the thesis. Detailed methodology of the study was already mentioned in the first section of this chapter.

Chapter III presents a review of literature of tourism at the international and national levels. It includes the literature with particular emphasis on sustainable tourism development. This was considered essential for an understanding of tourism development at the global and national level.

The main objective of chapter IV was to presents a conceptual framework of sustainable tourism development which is followed by theoretical background of the study. To study the concept of sustainable tourism development, consideration of impact of tourism is most important. This chapter focuses on economic, environmental and socio-cultural impacts of tourism, concept of sustainable tourism development and theories related to the entire study.

The concept of sustainable development of tourism was studied with the help of historical background, definitions and principles. These studies applied theories such as equity theory, growth machine theory, lifecycle theory, power theory and social exchange theory.

The Socio-Economic background of a study area has a direct influence on tourism activities carried out in that region. The various physical factors like agro-climatic conditions, soil type, cropping pattern, marketing and communication facilities decide the suitability of a particular enterprise to that area. As the present study was conducted in Sindhudurg district, a brief account of geographical and socio-economic conditions prevailing in Sindhudurg district was given in chapter V, so as to have better understanding of study area. The tahsil wise tourist places of the district were explained in this chapter.

Chapter VI deals with the analysis and interpretation of survey data. For the purpose of convenience in analysis of the study, the respondents were grouped under three categories, i.e. category -I of local resident, Category-II of tourist respondents and Category-III of tourism professionals. Therefore three different questionnaires were used to study the respondent's perceptions regarding tourism development in Sindhudurg district. Local resident's questionnaires were used to study the impact of tourism development on economic, social-cultural and environmental factors. Tourist respondents were analysed to study the potential of Sindhudurg district for sustainable tourism development and tourism professional were analysed to study the general trend in accommodation and non-accommodation sector as well as to study the overall impact of tourism development.

Study of demographic profile of the local residents showed that, about 70.50% of local residents belong to the age group of 18-40 years and remaining 29.50% were above 40 years of age.Out of total local residents 71.50% male and remaining 28.50% were female whereas 72.00% were married while 28.00% were unmarried. It was observed that majority of the local residents were graduate (36.50%).

The data on occupation showed that 22.00% local residents engaged in fishing activity. This is due to the fact that out of 10 tourist spots 8 spots were coastal tourism spots. About 21.50% engaged in various business activities. Nearly 16.00% worked as a government servant and 14.50% working in private sector. About 9.00% local residents were student and 6.50% were unemployed. Only 5.00% local residents were found as a farmer and 5.50% were retired professionals. It was clear that 30.50% local residents were working professionals; their major source of income is private and government job.

It was noticed that, about 46.00% of the local residents obtained annual income in range between Rs. 100000 - 250000. Nearly 24% of local resident have their annual income less than Rs. 100000. Only 14.50% of the local residents had their annual income in between Rs. 250000- 500000.

About 72.00% of the local residents were known that, the Sindhudurg district is Tourism district. Nearly 28.00% local residents were unknown about this fact. Nearly 43.50% of local resident directly or indirectly engaged in tourism activity, whereas 56.50% of local residents were not related with tourism activity.

Study of local resident's perceptions towards impact of tourism development shows the following results;

1. Local residents were strongly agreed to the positive economic impact of tourism development. Regarding positive economic impact there was no statistically significant difference between the groups of local residents based on gender, education and occupation. Only there was a statistically significant difference between the groups of local residents of different locations.
2. Local residents were strongly agreed to the negative economic impact of tourism development. Regarding negative economic impact there was no statistically

significant difference between the groups of local residents based on gender and occupation. There was a statistically significant difference between the groups of local residents of different locations and different educational level.

3. Local residents were strongly agreed to the positive socio-cultural impact of tourism development. Regarding positive socio-cultural impact there was no statistically significant difference between the groups of local residents based on gender, education and occupation. There was a statistically significant difference between the location wise groups of local residents.
4. Local residents were strongly agreed to the negative socio-cultural impact of tourism development. Regarding negative economic impact there was no statistically significant difference between the groups of local residents based on gender, education and occupation. There was a statistically significant difference between the groups of local residents of different locations.
5. Local residents were strongly agreed to the positive environmental impact of tourism development. There was no statistically significant difference between all the groups of local residents based on gender, location, education and occupation.
6. Local residents were strongly agreed to the negative environmental impact of tourism development. There was no statistically significant difference between the groups of local residents based on gender, education and occupation. There was a statistically significant difference between the location wise groups of the local residents.

Study of tourists respondents shows that, about 61.00 % of tourists belong to the age group of 31-50 years, 21.00% were above 50 years of age and remaining 18.00% were of 18-30 years age group. Out of total tourists nearly 88.00 % were married and remaining 12.00% were unmarried.It was observed that majority of the

tourists were graduate (35.00%). The result showed that 35.00% of tourists were private servants and 28.00% were government servants. About 20.00% were engaged farming activities. Nearly 11.00% of tourists have their own business. Only 6.00% tourists were found as retired persons. About 71.00% of the tourists obtained annual income in range between Rs. 250000-500000. Nearly 26% of the tourists have their annual income up to Rs. 250000. Only 3.00% of the tourists had their annual income more than Rs. 500000.

It was observed that, 53.00% of the tourists travelled with their friends and 47.00 travelled with their family. It was noticed that, major source of information for tourists about Sindhudurg district is internet (40.00%) and friends and relatives (40.00%). It was reported that, large no of tourists (59.005) used hired vehicle where as 37.00% used owned vehicles to reach Sindhudurg. It was observed that, majority of the tourist entered from PhondaGhat (53.00%) and KarulGhat (34.00%). Leisure purpose was the main reason for majority of the tourists (87.00%).

It was understood that, for 81.00% tourists, it was their first visit. Nearly 9.00% of tourists visited Sindhudurg for more than three times. For 6.00% of tourists it was e second visit and 4.00% of tourists were enjoying the third visit. It was noticed that majority of tourists (59.00%) used resorts for accommodation while 37.00% prefer home stay. Almost 53.00% of tourist stays for a day where as 47.00 of tourists preferred to stay for two days. Nearly 83.00% of tourists interested in revisit to Sindhudurg. Only 17.00% of tourists were not interested to come again in Sindhudurg.

The result of the analysis shows that, per day expenditure of tourists in Sindhudurg was estimated at Rs. 3198/-. Nearly 34.49% of the tourist’s expenditure was on entertainment (this is due to the high cost of water sport facilities), this is the

major head of expenditure for tourists. Out of total per day expenditure of tourist, 22.48% expenditure was on accommodation, 11.91% on food, 10.94% on other miscellaneous expenses, 10.13% on travel and 10.03% was on shopping.

It was reported that, about 36.00% of the tourists spent in between Rs. 1500-3000 per day. Nearly 24.00% of the tourists spent in between Rs. 4500-6000 per day. About 22.00% of the tourists spent in range of Rs. 3000-4500 per day. Only 15.00% of the tourists spent uptoRs. 1500 per day and 3.00% spent more than Rs. 6000 per day.

The result of the analysis concluded that, tourists respondents were strongly agree to the fact that, Sindhudurg district has the significant potential for tourism development. There was no statistically significant difference between groups of tourists' respondents (based on age, education and occupation), only there was a statistically significant difference between the location wise groups of the tourists respondents regarding tourism potential of Sindhudurg district.

For the study of tourism professionals 50 accommodation units were selected of which 21 units were Bed and Breakfast type and other 29 were of resort category. Also a sample of 50 non-accommodation units was selected, this sample includes 20 hotels/restaurants, 20 small shops and 10 tour operators. Tourism professionals were selected by approaching them straight those who have their business in the study area. The analysis of this study shows the following results,

1. All the units were established after 2000, only some hostels were established before 2000.
2. For 52.00% of tourism professionals accommodation unit is the main business whereas for 48.00% it is the secondary business.

3. Nearly 40.00% of accommodation units have 5 rooms with 10 bed capacity, 24.00% are having 3 rooms with 06 bed capacity, 18.00% units are equipped with 4 rooms and 8 bed capacity and 18.00% accommodation units are having 2 rooms with 4 bed capacity.
4. Nearly 70.00% of accommodation units have the A.C. rooms.
5. All the accommodation units are facilitated with attached toilet and bathroom, hot water in bathroom and minimum internal furniture like small wardrobe with lock, tea table with two chairs. Only 23.00% of accommodation units are having T.V. with Cable in their rooms.
6. Nearly 80.00% of accommodation units providing breakfast, lunch and dinner.
7. On an average accommodation units have 77.60% of occupancy during peak period while they have 28.20% of occupancy in off period.
8. The average length of stay of tourists was calculated as 2.24 day per visit
9. On an average room rent for Non A.C. room was Rs. 856.522/day and room rent for A.C. room was Rs. 1265.71/day.
10. In accommodation units there was an average employment of 2.64 persons per unit.
11. All the accommodation units depend only on local market for the various raw materials.
12. Nearly 76.00% of the tourism professional were known about tourism policy of India and Maharashtra whereas 24.00% were totally unknown.
13. About 78.00% of tourism professionals non-accommodation unit is the main business whereas for 22.00% it is the secondary business.
14. In non-accommodation units there was an an average employment of 1.06 persons per unit.

15. All the hotels and tour operators were operating throughout the year; nearly 73.00% of the small shops were operated throughout the year while 27.00% of the small shops remain closed during rainy season.
16. The number of customers per day for hotels ranged from 10 to 50 during peak period, while in off period it ranged from 10-30. The tour operators reported that, the numbers of customers per day were ranged from 5-15 where as in off period it was 0-5. The number of customers per day for small shops was ranged from 5-30 while in off period it was ranged from 0-10.
17. It was observed that, nearly 39.50% of the units received per day income between Rs. 200-1200, 31.00% of the units received in between Rs. 1201-3000, about 17.00% receive in between Rs. 3001-5000 and only 12.5% units received per day income more than Rs. 5000.
18. Nearly 86.00% of the tourism professional of non-accommodation units were known about tourism policy of India and Maharashtra whereas 14.00% were totally unknown.
19. It was concluded that, tourism professionals were strongly agree to the fact that, there is varied impact of tourism development. There was no statistically significant difference between the different groups of tourism professionals regarding varied impact of tourism development.

In chapter VII efforts are made to suggest strategic planning for the sustainable tourism development in Sindhudurg. This chapter discusses tourism planning process, planning for sustainable tourism development, characteristics of sustainable tourism planning and components' of sustainable tourism planning. This chapter suggests stakeholders networking model for sustainable tourism development.

8.3. Conclusion:

This study focused on exploring perception of local residents, tourists and tourism professionals towards impact of tourism development and tourism potential of Sindhudurg district. The results of this study draw the following conclusions.

Local residents were strongly agreed about positive economic impact of tourism development. Following are the major positive economic impact of tourism development as perceived by the local residents;

1. Tourism improves infrastructural facilities.
2. Tourism creates employment opportunities.
3. Availability of more facilities.
4. Better standard of services.
5. Value appreciation of local resources.
6. Tourism provides variety of jobs.
7. Benefit for local business and
8. Tourism brings more investment to the resident's economy.

Local residents were strongly agreed to the negative economic impact of tourism development. Following are the major negative economic impact recognized by the local residents.

1. Price of many goods and services has increased.
2. Real estate prices have increased.
3. Cost of living has increased.
4. Jobs available are of low wages.
5. Seasonal tourism creates high risk and under or unemployment issues.
6. Exclusion of locals from natural resources.
7. Shortage of goods and services.

Local residents were strongly agreed to the positive socio-cultural impact of tourism development. Following major positive socio-cultural impacts were identified by the study.

1. Tourism has improved language skill of the locals.
2. Tourism improves hospitality and courtesy towards strangers.
3. Demand for traditional entertainment, art and craft has been increased.
4. Created opportunity to meet new people and learn from them.
5. Increased the availability of recreational facility.
6. Locals become more tolerable, good mannered and polite.
7. Attitude towards work become positive.
8. Cultural exchange becomes possible.
9. Attention towards conservation of old building and heritage.
10. Availability of variety of entertainment.
11. It increased the residents pride in local culture.
12. It encourages variety of cultural activities and
13. Tourism helps to keep culture alive and maintain the ethnic identity of the local residents.

Local residents were also strongly agreed to the following major negative socio-cultural impact of tourism development.

1. Tourism generates problems like overcrowded and noisy places.
2. Tourism has commercialized local culture, traditional arts and crafts.
3. Tourism brought vandalism.
4. Disruption of traditional cultural behavior patterns in local residents.
5. Tourism creates problem like crime, smuggling and gambling.
6. Increased problem of child labour.

7. Unwanted change in life style and feeling of loss of control over communities' future.

Local residents were strongly agreed to the following major positive environmental impact.

1. Tourism helps for preservation of the natural environment and the protection of the wildlife.
2. Tourism has improved the ecological environment of the community in many ways.

Local residents were strongly agreed to the negative environmental impact of tourism development. Following are the major negative environmental impact of tourism development as recognized by the local community.

1. Tourism causes water, air pollution.
2. Tourism produces noise.
3. Tourism produces littering.
4. Tourism creates congestion.
5. A tourism activity like boating creates water pollution.
6. Tourism produces large quantities of waste products.
7. Tourism business like hotels, airlines etc. creates garbage and tourists littering destroys the beauty of the landscape.

According to the study of tourists' respondents it can be concluded that Sindhudurg district has the significant tourism potential for further tourism development.

Tourism professionals were strongly agreed to the varied impacts of tourism development. Following are the major positive impacts were recognized by the tourism professionals.

1. Tourism has improved the image of Sindhudurg.
2. Tourism has created employment and investment opportunity for Sindhudurg people.
3. Tourism has helped to preserve culture and tradition of Sindhudurg.
4. Tourism helps to improve the communication skill of local people.
5. Attitude and manners of local people towards work have improved due to tourism.
6. Attitude of local people towards tourism business is satisfactory.

Following negative impacts were recognized by the tourism professionals.

1. Places have become overcrowded and noisy.
2. Socio-cultural commercialization occurs due to tourism.
3. Environmental pollution increased due to tourism.
4. Seasonality of tourism affects the tourism business.

It can be concluded that, tourism professionals felt that government should increase their efforts for tourism development by allocating the sufficient funds towards tourism sectors. Also it was expressed that the government norms are sometimes becomes hurdles for development of tourism business.

Therefore overall it can be concluded that, there is both positive and negative economic, socio-cultural and environmental impact of tourism development on local community. Also it is concluded that Sindhudurg district possesses significant tourism potential for the further development of tourism.

8.4. Recommendations:

Following are the some recommendations made on the basis of result of the study. These recommendations will be useful for the further planning of tourism development in Sindhudurg district.

1. Government should provide attention and develop the village roads which connect the tourism spots in study area.
2. Multiple information service centers must be developing to provide information to the incoming tourists. These information centers can be developed by the local authorities with the collaboration of MSRTC and Konkan Railway Board in Sindhudurg . These centers must be established at important tourist arriving points like ST stand and Railway Station.
3. Local educated youths should be hired as a tourist guides those who know Hindi, English and regional languages of the Sindhudurg. These guides should be attached with Multiple Information Service Centers.
4. Local residents should be promoted to develop more guest houses or converted their own houses under Bread and Breakfast scheme of the MTDC.
5. Local authorities should take care of maintenance of heritage buildings and ancient temples of the Sindhudurg.
6. Organization of tourism festivals in Sindhudurg is a good measure to promote the tourism but local government must organize such festivals in major cities of the India like Pune, Mumbai, Delhi, Kolkatta, Bengaluru, Madras etc with collaboration with MTDC and ITDC.
7. There should be a town planning in each tehsil and village of the Sindhudurg.
8. Local authorities must provide attention towards development of proper drainage system at tourist places.
9. Local authorities should develop a Village Tourism Development Board for those villages having tourism spots. The members of the board must be from various segments of the society which includes Sarpanch, Deputy Sarpanch, Gramsevak, Talathi, Member of the MTDC, Police Patil, Member of the local police station,

senior citizans, Chairman of the Self Help Groups/MahilaMandals/Youth Clubs, owners of the hotels, Principal of the local school/High School/Jr. College/ Sr. College, member of the local financing unit and graduated youths those having interest in tourism development.

10. Sindhudurg Tourism Promotion Council must be established for proper planning and development of tourism under the chairmanship Hon. District Collectorate.
11. Local authorities must provide attention towards carrying capacity of the tourist spot. Proper coordination and planning must be necessary to maintain the carrying capacity of the tourist place. In this regards the role of Village Tourism Development Board and Sindhudurg Tourism Promotion Council is very important.
12. Local authorities should strengthen the transportation facilities with the help of MSRTC. MSRTC can start mini buses or hired the local vehicles under their brand towards tourist spots from important tourist arriving points.
13. New tourist places those having tourism potential should be find out and it will be promoted through District Tourism Promotion Council.
14. There are various places which are suitable for adventure sports other than water sports like paragliding, ballooning, rock climbing and trekking that can be develop and promoted. Local youths should be promoted and trained to run such kind of adventure sports activities. For this local authority can develop official District Adventure and Water Sport Board.
15. There is also very good scope to develop alternative tourism like Agritourism, Ecotourism, Religeous tourism and Rural Tourism in Sindhudurg.
16. 'Sindhudurg tourism' information broacher should be prepared and distributed throughout the country for information and promotion.

17. Sindhudurg is well known for its culture so local youth can be promoted to develop cultural groups. These groups can be performing for entertainment purpose of the tourist.
18. Now a day's website plays an important role in development and promotion of the business so official website of the Sindhudurg Tourism must be prepared by the local authority. Newer sources of communication like the whats app, hike, facebook, and tweeter must be used.
19. Packaged toursalso have to be marketed.Guided tours could be improved and promoted.
20. Entertainment facilities must be provided in order to ensure a longer stay by the tourists.
21. Basic infrastructural facilities have to be developed. Roads need to be improved.Parking space must be provided.
22. Shopping facilities need a boost. Shopping malls can be opened up.
23. Local culture and handicrafts must be promoted.
24. Public- Private Partnership should be encouraged for tourism development.
25. Mango, cashew, coconut, arecanut orchards and forests may be promoted as tourist picnic spots.
26. Cleanliness and environmental sustainability must be taken care of.
27. Role of government and travel agents needs to be emphasized.
28. Clean toilets, safe and pure drinking water and changing rooms should be developed at each tourist destination.
29. Beach guards should be appointed at every beach for safety of tourists.
30. Local authorities should have to provide legislative frame work to regulate the tourism in study area.

SCOPE FOR THE FUTURE STUDY

The present study of **"Sustainable tourism development in Konkan region of Maharashtra (With special reference to Sindhudurg district)"** highlighted the, present tourism development process in study area. It was observed that there are positive as well as negative economical, environmental and socio-cultural impacts of present tourism development on local community of study area. Local communities can be benefited only if tourism business survives for a longer period, but by considering the emerging negative impacts of tourism, it is necessary to adopt and implement the sustainable tourism development policies in study area.

In future, research should be carried out in direction to evaluate sustainable tourism development plans which are implemented by the local authorities. As well as researcher has a tremendous scope to suggest sustainable tourism development models of other tourist destinations of similar nature. This is an overall research of all type of tourism, so here researcher has a scope to conduct a research regarding specific tourism type like coastal tourism, medical tourism etc.

This study area has a majority of fisherman community towards popular tourist destinations so specifically one can conduct a research on impact of tourism on livelihood of this community or role of this community in tourism development. Research can also undertake an innovative research regarding exploring some unexplored and virgin tourist destinations of the study area.

Sustainable development is need of the present world, so there is lots of scope to conduct research regarding this concept and its application in today's most growing service industry of the world i.e. tourism industry.

BIBLIOGRAPHY

1. Ana Isabel Polo and Dolores Frias (2010). Collective Strategies for Rural Tourism: The experience of networks in Spain. *Journal of Tourism Consumption and Practice.* Volume 2 (1):25-45.
2. Andriotis, K. (2005). Community groups' perceptions of and preferences for tourism development: Evidence from Crete. *Journal of Hospitality & Tourism Research,* 29(1), 67-90.
3. Andriotis, K., & Vaughan, D.R. (2003). Urban residents' attitudes toward tourism development: The case of Crete. *Journal of Travel Research*, 42(2), 172-185.
4. Andriotis, K., (2000). Local Community Perceptions of Tourism as a Development Tool: The Island Of Crete. *Unpublished Ph.D. Thesis*. Bournemouth University.
5. Anonymous, (2015). *Socio-economic Review and District Statistical Abstract of Sindhudurg District (2014)*. Directorate of Economics and Statistics, Government of Maharashtra.
6. Ap, J. (1992). Residents' perceptions on tourism impacts. *Annals of Tourism Research,* 19(4), pp. 665–90.
7. Aref, F., & Sarjit, S. G. (2009). Rural Tourism Development through Rural Cooperatives. *Nature and Science,, 7*(10), 68-73.
8. Barman, Dr. Arup, Tourism in Meghalaya for Sustainable Livelihood – The Educational Perspective (December 12, 2011). Available at SSRN: http://ssrn.com/abstract=1971565 or http://dx.doi.org/10.2139/ssrn.1971565.
9. Beeton, S. (2006). *Community development through tourism*. In Landlink Press, Australia.
10. Bimonte, S. (2006). Sustainable tourism and management tools. In C.A. Brebbia, & F.D. Pineda (Ed.), *Sustainable Tourism II* (pp. 325-334). WIT Press.
11. Bramwell, B. (2003). Selecting policy instruments for sustainable tourism. ed W.F. Theobald, Butterworth Heinemann (eds). *Global tourism*. Oxford, Burlington, pp. 361-379.
12. Bramwell, B., & Lane, B. (1993). Sustainable tourism: an evolving global approach. *Journal of Sustainable Tourism*, 1(1), 6-16.

13. Briassoulis, H. (2002). Sustainable tourism and the question of the commons. *Annals of Tourism Research*, 29(4), pp. 1065–1085.
14. Brougham, J.E., & Butler, R.W. (1981). A segmentation analysis of resident attitudes to the social impact of tourism. *Annals of Tourism Research*, 13(4), 569-590.
15. Burkart, A., and Medlik, S. (1974). Tourism: Past, Present and Future. London: Heinemann.
16. Butler, R. (1991). Tourism, environment, and sustainable development. *Environmental Conservation*, 18(3), pp. 201-209.
17. Butler, R. (1993) "Tourism: An Evolutionary Perspective", in J. G. Nelson, R. Butler and G. Wall (eds.) "*Tourism and Sustainable Development: Monitoring, Planning, Managing"*, Department of Geography Publication series, No. 37, University of Waterloo Canada, pp. 27-43.
18. Butler, R. (1996). Problems and possibilities of sustainable tourism: the case of the Shetland Islands. In L. Briguglio, R. Butler, D. Harrison & W. L. Filho (Eds.). *Sustainable Tourism in Islands and Small State: Case Studies*. London: Pinter, pp. 11-31.
19. Butler, R.W. (1980). The concept of tourism area cycle of evolution: implications for management of resources. *Canadian Geographer*. 24 (1), pp.5-12.
20. Choudary,Y.Lokeswara, (2010). Indian Tourism Industry - The Potential Perspectives. Available at SSRN: http://ssrn.com/abstract=1623443 or http://dx.doi.org/10.2139/ssrn.1623443.
21. Cohen, E. (1972) Toward a Sociology of International Tourism. *Social Research*, 39 (1), 164–82.
22. Commonwealth of Australia (1992). *National strategy for ecologically sustainable development. Canberra, Australia*. Australian Government Publishing Services.
23. Cooper, C., Fletcher, J., Gilbert, D., & Wanhill, S. (1993). *Tourism principles and practice.* London: Pitman Publishing.
24. Curtin, S., & Busby, G. (1999). Sustainable destination development: The tour operator perspective. *International Journal of Tourism Research*, 1, 135-147.
25. Devashish Dasgupta (2011). *Tourism Marketing.* Published by Dorling Kindersley (India) Pvt. Ltd.

26. Doxey, G.V. (1975). A causation theory of visitor-resident irritants, methodology, and research inferences. In *Sixth annual conference proceedings of the Travel Research Association* (pp.195-198).San Diego, CA: Travel and Tourism Research Association.
27. DPDC, Sindhudurg, (2009). *Destination Sindhudurg (Tourist Guide).* District Collector, Sindhudurg.
28. Edward, M., (2005), A study on, the quality attributes of Kerala as a Global Tourism Destination. *Unpublished Ph. D. Thesis*, Cochin University of Science and Technology.
29. Elliott, J., (1997). *Tourism: politics and public sector management*. London: Routledge.
30. Emerson, R.M. (1976). Social exchange theory. *Annual Review of Sociology*, 2, 335-362.
31. English Tourist Board (1991). Tourism and the Environment: Maintaining the Balance (plus four associated volumes: the reports of the Countryside Working Group, the Heritage Sites Working Group, the Historic Towns Working Group, and Visitor Management Case Studies). London: English Tourist Board.
32. ESCAP (1999). *Guidelines on Integrated Planning For Sustainable Tourism Development.* Economic And Social Commission For Asia And The Pacific. United Nations, New York, 1999. pp 03-30. Available online at http://www.unescap.org/ttdw/Publications/TPTS_pubs/Pub_2019/pub_2019_fulltext.pdf.
33. Farrell, B.H. (1999). Conventional or sustainable tourism? No room for choice. *Tourism Management* 20(1), pp. 3–6.
34. Frederick, M. (1992). *Tourism as a rural development tool: an exploration of the literature*. (Vol. 22). Washington, DC: U.S. Department of Agriculture, Economic Research Service.
35. Fyall, A. and Garrod, B., (1997). Sustainable Tourism: Towards a Methodology for Implementing the Concept. In M. J. Stabler, eds. *Tourism Sustainability*. Oxon, CAB International.
36. George Ene, S., & Baraitaru, M. (2010). Sustainable Development Strategies in Domestic and International Tourism. *European Journal of Interdisciplinary Studies*, 3: pp 36-44.

37. George Ene, S., & Baraitaru, M. (2010). Sustainable Development Strategies in Domestic and International Tourism. *European Journal of Interdisciplinary Studies*. 3, pp. 36-44.
38. Global Development Research Centre, (2008). Website: www.gdrc.com, accessed on 12/4/2008.
39. GOI, (2014). *India Tourism Statistics, 2013*, Market Research Division, Ministry of Tourism, Government of India, New Delhi.
40. GOI, (2015). *India tourism Statistics at a glance-2014*, Market Research Division, Ministry of Tourism, Government of India, New Delhi.
41. Government of India, Ministry of Finance (2014).Economic Survey 2013-14: Chapter 10 – Services Sector. Retrieved from http://indiabudget.nic.in/es2012-13/echap-10.pdf.
42. Government of India, Ministry of Tourism (2010). Tourism Survey for State of Maharashtra (July 2009- June 2010). Retrieved from http://tourism.gov.in/writereaddata/CMSPagePicture/file/marketresearch/statisticalsurveys/Maharashtra.pdf.
43. Government of India, Ministry of Tourism. (2011). Annual Report 2010-11. Retrieved from
44. Government of India, Ministry of Tourism. (2014). Annual Report 2013-14. Retrieved from http://tourism.gov.in/writereaddata/Uploaded/Tender/051720121254577.pdf.
45. Government of Maharashtra, Planning Department (2011). District Socio-Economic Review of Sindhudurg-2011. Retrieved from http://mahades.maharashtra.gov.in/files/publication/dsa_sindhudurg_2011.pdf
46. Government of Maharashtra, Tourism and Cultural Affairs Department (1999). Maharashtra Tourism Policy-1999. Retrieved from http://www.maharashtratourism.gov.in/mtdc/HTML/Maharashtratourism/images/PDF/TourismPolicy_1999.pdf
47. Government of Maharashtra, Tourism and Cultural Affairs Department (2006). Maharashtra Tourism Policy-2006. Retrieved from http://www.maharashtratourism.gov.in/mtdc/HTML/Maharashtratourism/images/PDF/TourismPolicy_2006.pdf.
48. Gunn, C.A. (1979). *Tourism Planning*. New York: Russack and Company.
49. Gunn, C.A. (1988). *Tourism Planning*. 2nd ed. New York: Taylor & Frances.

50. Gunn, C.A. (1994). *Tourism Planning: Basics, Concepts, Cases*. 3rd ed. Washington: Taylor & Frances.
51. H, Sivasankari.,(2015). The multifacets of marketing in tourism. *International Contemporary Research Journal in Management and Social Science (Icrjmss)*. 1(2), pp: 49-51.
52. Hajare, P. J., (2012). Tourism Development in Raigad District: A Geographical Analysis. *Unpublished Ph. D. thesis.* Tilak Maharashtra Vidyapeeth, Pune.
53. Hall, C. M. (1995). *Introduction to tourism in Australia* (2nd ed.). Melbourne, Australia: Longman.
54. Hall, M., & Lew Allan A. (1998) *"Sustainable Tourism"*, Longman Limited, pp.29-36.
55. Hamedi, M. (2010). Sustainable Tourism Development In Iran: Concept: Opportunities And Challenges. *International Journal of Sustainable Development*. 2(2): pp 35-42.
56. Hardy A.L., Beeton, R.J.S., and Pearson, L. (2002). Sustainable tourism: an overview of the concept and its position in relation to conceptualizations of tourism. *Journal of Sustainable Tourism*, 10(6), pp. 475-96.
57. Hardy, A., Beeton, R. J. S., & Pearson, L. (2002). Sustainable tourism: An overview of the concept and its position in relation to operationalisation of tourism. *Journal of Sustainable Tourism*, 10(6), 475-496.
58. Harris, R., & Leiper, N. (Eds.). (1995). *Sustainable tourism. An Australian perspective*. Chatswood, Australia: Butterworth-Heinemann.
59. Hawkes, S. and Williams, P. (1993). *The Greening of Tourism: From Principles to Practice*. Burnaby, British Columbia: Simon Fraser University Press.
60. Healy, R., (1994). The "Common Pool" Problem in Tourism Landscapes. *Annals of Tourism Research*, 21, pp. 596–611.
61. Hitchcock, M., King, V.T. and Parnwell, M.J.G. (1993).Tourism in South-East Asia: introduction. M. Hitchcock; V.T. King and M.J.G. Parnwell (eds). *Tourism in South-East Asia*. Routledge, London pp.1–31.
62. Holden, A. (2000). *Environment and tourism*. London: Routledge.
63. http://divcomkonkan.gov.in/
64. http://en.wikipedia.org/wiki/Adventure_travel
65. http://en.wikipedia.org/wiki/Cultural_tourism
66. http://sillignakis.com/PDF/Rural_Tourism_Finall_ALL.pdf

67. http://tourism.gov.in/writereaddata/Uploaded/Tender/053120110313488.pdf
68. http://tourismnepalinfo.blogspot.in/2013/09/some-important-defintion-of_tourism.html
69. http://tourismnepalinfo.blogspot.in/2013/09/some-important-defintion-of_tourism.html
70. http://tourismnepalinfo.blogspot.in/2013/09/some-important-defintion-of_tourism.html
71. http://www.docstoc.com/docs/37589132/SWOT-Analysis-of-TRNC-Rural-tourism-sector
72. http://www.ica.coop/tica/cartagenaverma.pdf
73. http://www.konkanyatra.com/
74. http://www.mpa.gov/pdf/publications/Stakeholder_Synthesis.pdf
75. http://www.oecd.org/glossary/0,3414,en_2649_37425_1970394_1_1_1_1,00.ht
76. http://www.openstarts.units.it/dspace/bitstream/10077/867/1/f6ivona.pdf
77. http://www.responsibletourismpartnership.org/CapeTown.html
78. Hudman, L.E. and Hawkins, D.E., 1989, *Tourism in Contemporary Society: An Introductory Text*, Prentice Hall, New Jersey.
79. Hunter, C. (1997). Sustainable tourism as an adaptive paradigm. *Annals of Tourism Research*, 4(4), pp. 850-67.
80. Iasija M. (2011). What are the main benefits that India gets from Tourism? Available at http://www.preservearticles.com/201101072776/benefits-that-india-gets-from- tourism.html.
81. Iasija Mohit (2011). What are the negative impacts of tourism on India? Available at http://www.preservearticles.com/201101072775/negative-impacts-of-tourism-on-india.html.
82. Inskeep, E. (1991) "*Tourism Planning: An Integrated and Sustainable Approach*", New York Van Nostrand Reinhold, pp. Xviii.
83. Inskeep, E. (1991). *Tourism Planning: An Integrated and Sustainable Development Approach*. New York: Van Nostrand Reinhold.
84. International Union for the Conservation of Nature and Natural Resources. (1980). *World Conservation Strategy.* Morges: ICUN.
85. Jafari, J. (2000). *Encyclopedia of tourism*. London: Routledge.

86. Jafari, Jafar., (1997). "Tourism and culture: An inquiry into Paradox" in UNESCO/AIEST Proceedings of Round table. *Culture, Tourism Development: Critical issues for the XXIst century*, UNESCO, Paris.
87. Juganaru et al., (2008). Sustainable Tourism Types. *Annals of the University of Craiova- Economic Sciences Series*. Vol-II, pp. 797-804.
88. Jurowski, C., Muzaffer, U., & Williams, D.R. (1997). A theoretical analysis of host community resident reactions to tourism. *Journal of Travel Research*, 36(2), 3-11.
89. K, Rajesh, (2009). Coastal Tourism in Kerala: Its impact on Economy and Environment. *Unpublished Ph. D. thesis.* Cochin University of Science and Technology, 2009
90. Ko, J. (2001). Assessing Progress of Tourism Sustainability. *Annals of Tourism Research*, 28(4), pp. 817–820.
91. Krippendorf, J., Zirnmer,P., and Glauber, H.(1988). Fuer einen andern Tourismus. Frankfurt: Fischer Taschenbuch Verlag.
92. Krishnaiah., (2012). Tourism in Andhra Pradesh: A conceptual framework. *The Economic Challenger*. Vol 14(54). Pp 49-51.
93. Krishnaiah., P & N., Kavitha. (2011). International tourism in the contemporary scenario: A global perspective. *The Economic Challenger*. Vol 14(53). Pp 12-14.
94. Kumar, S.V., & Chandrashekhar K.S. (2006). Sustainable Development and Tourism. In M.R. Biju (Ed.), *Sustainable Dimensions of Tourism Management* (pp. 77-84). Mittal Publications-Publishers of Scholarly Books, 4594/9, Daryaganj, New Delhi-110002. 2006.
95. Lane B., (1994), "What is rural tourism", *Journal of sustainable tourism.* Volume 2, No.7.
96. Lane, B. (2005). Sustainable rural tourism strategies: A tool for development and conservation. *Inter American Journal of Environment and Tourism*. 1(1), pp.12-18.
97. Liu, Z. (2003). Sustainable tourism development: A critique. *Journal of Sustainable Tourism*, 11(6), 459-475.
98. Mason, P., & Cheyne, J. (2000).Residents' attitude to proposed tourism development. *Annals of Tourism Research*, 27(2), 391-411.
99. Matheison, A. and Wall, G., (1982). *Tourism: Economic, Physical and Social Impacts*, Longman, London.

100. Mathieson, A. and Wall, G. (1982). *Tourism Economic, Physical and Social Impacts*. London:Longman.

101. McGehee, N.G., Andereck, K.L., & Vogt, C.A. (2002). An examination of factors influencing resident attitudes toward tourism in twelve Arizona communities. Retrieved from (http://fama2.us.es:8080/turismo/turismonet1/economia%20del%20turismo/turismo%20y%20antropologia%20social/EXAMINATION%20OF%20FACTORS%20INFLUENCING%20RESIDENT%20ATTITUDES%20TOWARD%20TOURISM%20IN%20TWELVE%20ARIZONA%20COMMUNITIS.PDF(September 25, 2013).

102. Mill, R.C. & A. M. Morrison., (2002). *The Tourism System*. USA, Kendal/Hunt Publishing Company.

103. Mill, R.C. and Morrison, A.M. (1985). *The Tourism System: An Introductory Text*. New Jersey: Prentice-Hall.

104. Mitchell, J., (1973). Networks, norms and institutions. In: Boissevain, J., Mitchell, J. (Eds.), *Network Analysis Studies in Human Interaction*. The Hague, Mouton.

105. Motiram (2006). Globalization and Tourism: Impact and Prospects. In Biju. M.R., (eds.), *Sustainable Dimensions of Tourism Management.* Pp 223-228. mittal Publications New Delhi.

106. Mowforth, M., & Munt, I. (1998). *Tourism and sustainability. New tourism in the third world*. London & New York: Routledge.

107. Murphy, P.E. (1985). *Tourism: A Community Approach*. London: Methuen.

108. Neto, F. (2003). A new approach to sustainable tourism development: Moving beyond environmental protection. Natural Resources Forum, 27: 212–222. Available at http://www.ataland.com/files/articles/1.pdf.

109. Organisation for Economic Co-Operation and Development (2008). Sustainable Development's glossay. Available from:

110. Pearce, D. G., (1989). *Tourism Development*, (2nd edition) Longman scientific and Technical, London.

111. Pearce, P.L., Moscardo, G.M., & Ross, G.F. (1996).*Tourism community relationships.* Oxford, UK: Pergamon Press.

112. Perdue, R.R., Long, P.T., & Allen, L. (1987). Rural resident tourism perceptions and attitudes. *Annals of Tourism Research*, 14(3), 420-429.

113. Perdue, R.R., Long, P.T., & Allen, L. (1990). Resident support for tourism development. *Annals of Tourism Research*, 17(4), 586-599.

114. Pigram, J. (1997). Best practice environmental management and the tourism industry. In C. Cooper & S. Wanhill (Eds.), *Tourism development: environmental and community issues* (pp. 117-128). Chichester, England: John Wiley and Sons.

115. Pizam, A., & Milman, A. (1986). The social impacts of tourism. *Tourism Recreation Research,* 11(1), 29-32.

116. R. Tinsley, P. Lynch (2001). Small tourism business networks and destination development. *Hospitality Management.* 20: pp.367–378.

117. Ray, Nilanjan. (2012). Rural Tourism and its impact on Socio-Economic Condition: Evidence from West Bengal, India. *Global Journal of Business Research,* Vol 6(2): pp 11-22.

118. Reisinger, Y. (2009). *International tourism: cultural and behavior*. Burlington, MA: Elsevier Publishers.

119. Sharma, S., (2012), "Socio cultural impacts of tourism A study of Jaisalmer". *Unpublished Ph. D. thesis* Department of Tourism and Hotel Management, Kurukshetra University, 2012.

120. Sharma, S., (2012), "Socio cultural impacts of tourism A study of Jaisalmer". Unpublished Ph. D. thesis Department of Tourism and Hotel Management, Kurukshetra University, 2012.

121. Sharpley, R. and Telfer, D.J., (2002). *Tourism and Development: Concepts and Issues*. UK: Channel View.

122. Simmons, D.G. (1994). Community participation in tourism planning. *Tourism Management*, 15(20), pp. 98–108.

123. Smith, S.L.J. (1994). The tourism product. *Annals of Tourism Research*, 21(3), pp.582–95.

124. Stabler, M. J. (1997). An overview of the sustainable tourism debate and the scope and content of the book. In M. J. Stabler (Ed.), *Tourism and sustainability. Principles to practice* (pp. 1-22). Wallingford: CAB International.

125. Szarka, J., (1990). Networking and small firms. *International Small Business Journal.* 8 (2), pp.10–21.

126. Talwar, Prakash (2006), (Ed.). Travel and Tourism Management: Travel and Tourism (Volume 1). Isha Books D-43, Prithviraj Road, Adarsh Nagar, Delhi-110033. 2006.

127. Todaro, M.P., and Smith, S.C., (2003). *Economic Development.* Pearson Education Limited.

128. Tosun, C. (1998). Roots of unsustainable tourism development at the local level: the case of Urgup in Turkey. *Tourism Management*, 19(6), 595-610.

129. UNWTO (1994). Recommendations on Tourism Statistics, *Statistical Papers, Series M. No. 83*. United Nations Department for Economic and Social Information and Policy Analysis, Statistical Division and World Tourism Organization United Nations, New York.

130. UNWTO, (2015). *Tourism Highlights 2015*, United Nations World Tourism Organisation, Madrid.

131. Uphoff, N., and Langholz, J. (1998). Incentives for Avoiding the Tragedy of the Commons. *Environmental Conservation*, 25, pp. 251–261.

132. Wang, Y., Pfister, R.E., & Morais, D.B. (2006). Residents' attitudes toward tourism development: A case study of Washington. In R. Burns and K. Robinson (Comps.) *Proceedings of the 2006 Northeastern Recreation Research Symposium*; 2006 April 9-11; Bolton Landing, NY (pp.411-419). Gen. Tech. Rep. NRS-P-14. Newtown Square, PA: U.S. Department of Agriculture, Forest Service, Northern Research Station.

133. Weaver, D., & Lawton, L. (1999). *Sustainable tourism: a critical analysis*. Gold Coast: CRC for Sustainable Tourism.

134. Weaver, D., & Lawton, L. (2006). *Tourism management*.3rd ed. John Wiley & Sons Australia, Ltd Publication.

135. World Commission on Environment and Development (1987). *Our common future*. Oxford: Oxford University Press.

136. World Commission on Environmental and Development (WCED), (1987). *Our Common Future*. New York: Oxford University Press. Available on: http://www.un.org/esa/dsd/resources/res_databases.shtml [Accessed 12 June 2009].

137. World Tourism Organization. (1996). Agenda 21 for the travel and tourism industry. *Towards environmentally sustainable development*. Madrid: World Tourism Organisation.

138. World Tourism Organization (2004). Sustainable development of tourism. Conceptual definition.
Retrieved 29/04, 2005, from http://unaa.org.au/praxis.php/category/view/8

139. www.iittm.org

140. www.unwto.org

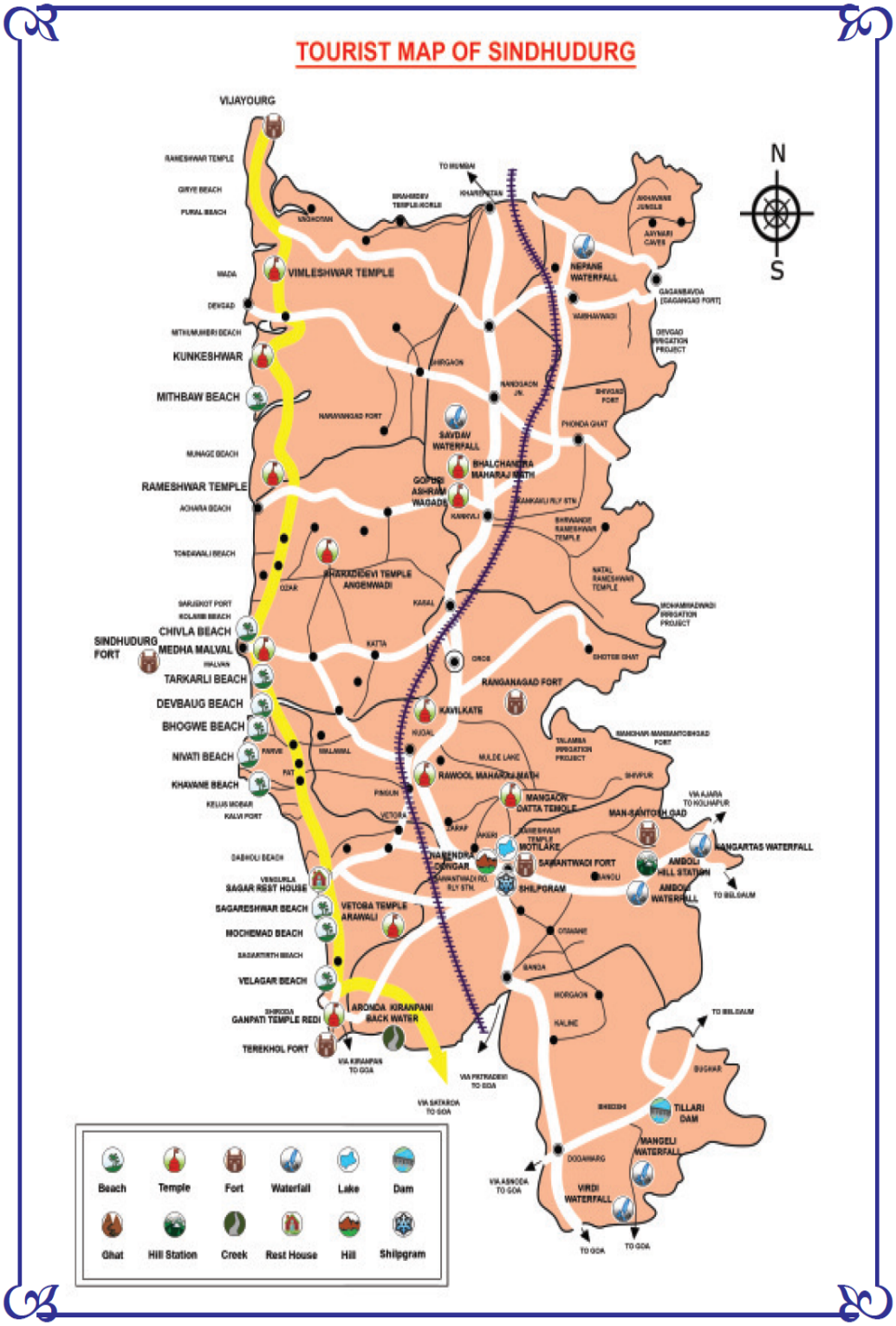
141. Yan. L., (2014). Residents' attitudes toward tourism impacts in zhouzhuang canal town. *Unpublished Master Thesis* submitted to Department of Social Sciences, Mid-Sweden University (January 2014)

142. Yilmaz, Burcu Selin and Gunel, Ozgur Devrim (2008). The Importance of Strategic Stakeholder Management in Tourism Sector: Research on Probable Applications. *Tourismos: An International Multidisciplinary Journal of Tourism*. 4(1), pp. 97-108. Spring 2009.

143. Yutyunyong, T., & Scott, N. (2010). The integration of social exchange theory and social representations theory: A new perspective on residents' perception research. Retrieved from: http://utcc2.utcc.ac.th/localuser/amsar/PDF/Integration_of_Social_Exchange_Theory.pdf (accessed September 26, 2013).

APPENDICES
APPENDIX: I

SINDHUDURG DISTRICT TOURISM MAP



APPENDIX II

INFORMATION OF TOURIST PLACES, ART, CULTURE AND TRADITION OF SINDHUDURG DISTRICT

A) Information of tourist places:

1. Vijaydurg fort:

King Bhoj in 1200 A.D built this fort and named as a “Gheria”. Later Shivaji Maharaj took the charge of this fort and renamed as a “Vijaydurga”. This fort is also known as Jibralter of east. This fort spread over an area of 48 acres. This fort has an beach of about a kilometer, from right side of this beach tourists can see a very good view of this fort.

2. Kunkeshwar Temple & Beach:

This place is very famous for beach tourism and religious tourism. Kunkeshwar temple is the temple of Lord Shiva, which was built by Yadava during 1100 AD. Historically it was said that, this temple was frequently visited by Shivaji Maharaj. This temple is very famous for its ancient construction. This temple is situated at the sea shore known as a kunkeshwar beach. This beach is somewhat rocky; one can observe the Shiv Lingas on the rocks. Kunkeshwar temple and beach is one the gift of god to the Sindhudurg district especially for the residents of devgad taluka.

3. Vimleshwar Temple, Wada:

Vimaleshwar temple is the temple of Lord Shiva, which is situated in the coconut and beetle nut plantations of Wada village. This temple has the historical background as this temple was built in Pandva era. It was said that Pandava stay here for some time during their vanvas period.

4. Mithbav Beach:

Mithbav beach is situated at Mithbav village. This beach is famous for its natural scenary. Mithbav village is also famous for Mango plantations.

5. Devgad Fort:

Devgad fort is located near to the devgad port and spread over an area of 12 acres. Tourists gathered here in the evening to see the sunset. Lord Ganesha and Lord Hanuman temples are constructed in the fort.

6. Bhagwati Temple:

This temple is situated in Kotkamte village. It was said that, Admiral Kanhoji Angre constructed this temple and it is the village deity. Tourits can see the historic Wad and Pimpal trees in front of this temple.

7. Rameshwar temple, Girye:

This temple is located in Girye village which is hardly 3 km away from Devgad city. Historically speaking Gangadhar Bhanu, the brother of Nana Phadnis was constructed this temple. This temple is having Deepmalas a typical konkani style temple.

8. Sagari Godi, Girye:

Chief of Maratha navy, Sarkhel Kanhoji Angre constructed a Godi (Dock) for the repairs of the ships and boats. It is located about one and half km away from Rameshwar temple on the banks of Vaghotane creek. This is a unique architectural monument. The dock is 350 long and 225 ft broad carved in the stone after calculating the high and low tide timings. The ships were brought in during the high tide and after the water drained out during the low tide the entrance was blocked with stone for easy repairs. Even today one can still see the remains of the roads used to tie the ships and cannons.

9. Napane Water Fall:

Napane waterfall located in Sherpe village in Vaibhavwadi. It is referred as swimmers delight. The area around the Napane waterfall is also famous for natural habitat especially for the hornbills.

10. Karul Ghat:

This ghat is the most important link between Sindhudurg and Kolhapur district. This ghat is about 15 km in length. Travelling in the ghat through fog is a unique experience for travelers during monsoon and in winter season. This ghat is having very dense greenery which attracts the nature lovers. It is one of the coolest place and also famous for Gagangiri maharaj math as well as for beautiful sunset.

11. Aainari Caves:

Aainari village is located deep in the Sahyadri ranges. The caves are located about 5 km from the village, the entrance to the cave is very small and one has to crawl to reach the cave. The cave is carved in a very interior ridge in the Sahyadri mountain rangs. The cave, supported by stone pillar is about 40 ft in length and 30 ft in breadth. There are two water ponds in the caves. There are eight rooms in the cave

which have carved cots and platform to sit. This spot is very much in the interior and not easily accessible.

12. Savdav Waterfall:

This waterfall is located in Savdav village which is 6 km away from Mumbai-Goa highway. This waterfall runs only in monsoon season. This is very safe and pleasant waterfall.

13. Phonda Ghat:

This is another important ghat which connects Kolhapur and Sindhudurg districts. It is 17 km in length. This ghat is also famous for its greener especially in monsoon season.

14. Bhalchandra Maharaj Math:

This monastery is situated in the middle of Kankavali city. This is fully crowded devotee place in all over sindhudurg district, small but attractive temples are situated along the side of this memorial spot.

15. Gopuri Ashram Wagade:

Appasaheb Patwardhan was called Gandhi of Konkan founded "Gopuri-Ashram" on the bank of river Gadhnadi. It was center of "Sarvodaya Movement". He had successful experiments on poultry farm, wind mill, oil mill, handicraft papers, easy cooker system, floor grinder, gobargas plant, medicinal trees plantation.

16. Mhadkadevi temple, Kasarde:

Mhadkadevi temple is located inside 1 km from Kasarde village which is located on Mumbai-Goa highway. The temple is surrounded by greenery and thick forests. This place is very quite and peaceful.

17. Kharepatan:

Kharepatan a small town situated on the banks of river Sukh in the northen entrance of Sindhudurg district. Historians say that in the ancient times this was the capital city of Shilahar Kingdom. Around 800 A.D. Silahar king Dhammiyar established the Balipatan town today known as Kharepatan.

18. Sindhudurg Fort:

Huge sea rocks of Malvan have easefully shouldered the responsibility of two Forts Sindhudurg & Padmagad on their broad chest. The name of the fort is given to the Sindhudurg district. Tourist from all over the world visit through out the year to see this Maratha glory. Maratha King Chatrapati Shivaji Maharaj built this fort on is land of 'Kurte' which amazes people & one appreciates imaginative power of Shivaji.

In 1664 Shivaji erected this fort on 44 acers of land. It took 500 stone splitters & stone breakers, 200 blacksmiths, 3000 labourers & hundreds of skilled artists who toiled very hard to complete this fort in three years. This is evident from stone inscriptions. Initially 3 K.M. long outer wall (Tat) was built. Average height of wall 10 meter and 2 to 4 meter broad in which liquid lead was used in the foundation. This wall today also stands impenetrable. The trick used in the construction of entrance door seems to be mastermind work. The technique was so deceptive for the enemy that they could not even realize from where the entrance door begins. Outer zigzag wall also built in such a way that if the enemy would come to attack it would be visible from any side so that troops inside the fort could fire their guns and cannons effectively and humble the enemy . Crores of Hones (Goldcoins) were then spent to build this wonderful fort. In Sindhudurg Fort there is 'Shri Shivarajeshwar temple the only temple of King Shivaji. Also there are temple of Hanuman & Jarimari mandir and Goddess 'Bhavani Temple'. Impressions of Shivaji's fingers prints found to be preserved here on one of the wall . Also lies, inside the Fort Worth seeing temples of Bhavanimata, Shambhu Mahadev, Jarimari & Mahapurush. All are in good conditions. There was one rare coconut tree inside the fort which has two branches.

19. Tarkarli Beach:

Considered as queen of Sindhudurg's beaches. The miles long stretch of delighting cajurina plantations and unique rural cottages lined up in dunes impresses upon a visitor to make halt at this beach. Tarkarli situated 6 Kms. south of Malvan on the west coast. The major attraction here is the long and narrow stretch of beach, with its pristine waters. On a clear day, you can see the sea-bed through a depth of 20ft. Then, of course, there are the forts, Sindhudurg one of Maharashtra's more popular and important sea forts, built in the 17th century and the famous Padmagarh Fort. While in Tarkarli, make sure to visit the konkan's favorite food restaurant for the delectable cuisine and experience something unusual-staying in MTDC's inviting tents and house boats.

20. Chivala Beach:

This C shaped beach is clean as most of the beaches in this region. This is beach can we viewed for rock garden. This is rare beach including sites by sitting on these rocks, you can enjoy sea water sunset also.

21. Tondavali Beach:

This hideaway paradise is reached by taking turnoff from Malvan - Achara road. You can stroll on this beach for hours without seeing another soul.

22. Dhamapur lake & Devi Bhagwati Temple:

Situated in the western part of Sindhudurg, the Dhamapur Lake is well known for its clean, crystal clear waters. Spread over 5 acres, the lake area is ideal for excursions and water sports. Dhamapurlake water is very pure. Near Dhamapur lake Bhagawati Temple is there. Boating facility is also available.

23. Bharadi Devi Temple, Anganewadi:

Godess Bharadidevi of Angnewadi village is renowned all over. She has occured in a self existent rock from. It is believed that when a person asks for a favor, the godess fulfills it. Once in a year devotees from Maharashtra, Goa and Karnataka come together in a village for pilgrimage.

24. Rameshwar Temple Achara:

Lord Rameshwar is tutelary deity of Achara Village. A unique tradition observed here is that once in a five years village seek divine verdict of Lord Rameshwar and the occasion called “Gavpalne” takes place. In a ritual villagers and all domesticated animals has to reside outside the village for nearly three days. A strong belief is that by mercy of Rameshwar villager’s life is protected from all risks. Temple offers devotees 10 room residency in its spacious courtyard which resembles popular temples of Goa.

25. Jai Ganesh Temple Medha Malvan:

Mr. Jayant Salgaonkar, the Kalnirnaykar, have built this temple. The statue of Ganesha is made up of panchdhatu which is very attractive. Tourists are coming here from all parts of Maharashtra.

26. Devbag Beach:

Devbag beach is a geographic wonder of Malvan’s coast. The formation of sandy islets changes every year at picturesque Sangam Point of this beach but beauty never ends. Devbag beach is famous for beautiful sunset. The spot at which karli river meets Arbian Sea is best spot to watch sunset.

27. Rock Garden:

Towards the north of Malvan town adjacent to Arse mahal a rock garden is developed on the stony landscape. Using various naturally found local stones and number of pretty trees and greenery, the rock garden is a place of delight. It is treat to

watch the waves dashing on the stone edges, raising foam fountains while the setting sun with a colorful sky provides the exquisite landscape.

28. Ozar caves:

This is the cave where the eminent saint Brahmanand Swami lived and medicated. Located about 5 km from Malvan, on the Achra road near Kolamb village. This cave is situated in a mango groove with a very pleasant shade. There is a small stream and a tiny tank which has water throughout the year. This place is very serene and has a calming effect.

29. Kasar Taka:

Kasar taka is a charming place especially known for rainy season tourism. This is located on the Malvan-Kudal road, about 4 km from Chauke village on the Kudal road one finds ariver roring between two mountains. On the banks of this river is the local deity temple. Generally there is a huge crowd of tourists to this place between June to September when nature is at its peak.

30. Walavak Creek and Back Water:

Offers Truly spell binding view Tarkarli creek (Estury) in karli river situated between majestic mountains that slopes down to meet its stream; but to see this view the visitor has to trek from mauli Temple to one huge rock situated towards west on the top of the hill. Here visitors turnout in large numbers in summer season. Walawal is also known for Laxmi Narayan temple. The natures amazing pecularity here is that one full moon day Lord Laxminarayan sees reflected images of both Sun and Moon in the river. That means on the full moon day when the sun is sinking towards west coincidently moon also rises in the east.

31. Ranganagad Fort:

Situated at an altitude of 2600 ft. above sea level Rangnagad is a trekker's delight. This fort is among the fifteen forts built during the Shilahar Bhoj's regime. Shivaji captured Rangnagad in 1659 and made the fort his favourate resting place. Fresh water in lake and Rangnaidevi temple inside the fort are scenic splendors.

32. Rawool Maharaj Math Pinguli:

A potent saint of Konkan who sacrificed himself for the welfare of the society. Later he self immolated himself at Pinguli where math stands in his name.

33. Datta Mandir Mangaon:

Birthplace of Paramhans Vasudevanand Saraswati alias Tembyeswami who has left rich treasure of philosophy written in form of granthas. It is located on a route

to Sawantwadi from Kudal one comes across the Akeri town. Mangaon is located about 6-7 km from Akeri on the Shivapur-Dukanwad road. The Datta temple, Yakshini temple and the penance site of saint Tembhe Swami are located in very pleasant and peaceful surroundings. Mangaon is about 4 km from Kudal.

34. Shree Saibaba Temple Kavilkate:

It is the first temple of saibaba in Maharashtra. The eyes of saibaba statue are looking very live. It is very calm and quite spiritual place.

35. Bhogave Beach:

White sand beach just 33 km. from Vengurle city. Exquisitely secluded on Exotic western shores of Sindhudurg. This beach offers to the tourist wonderful view of Karli's estuary which mingles secretly with sea waters from behind Devbaug's Famous Mobar Point. The beach lures to the tourists by its stunning white sand and beautiful blue water lagoon, thus an idealist spot for swimming , sunbathing and pick nicking. Flock of local sea birds add to the beauty of serene surroundings by playing with the sea waters. You can explore much more here. A hill in the back drop offers panoramic view of Arabian sea and light house situated on the rocky island. Sunset is the peak time to watch this natures expression.

36. Kille Nivati and Nivati Beach:

This dilapidated fort by the seashore impress upon the visitor by its range of rocks situated at its bottom. The rippling perennial springs here content one's mind. Fort also commands the fine view of Bhogwe beach. We can see dolphins group near Arawali, Nivati and Bogave beaches. Normally dolphins come to sea shore by racing folk of small fish to prey them. Morning 9.00 AM and evening 5.00 PM is dolphins deserved timings on sea shore.

37. Velagar Beach:

This Beautiful known beach is famous among foreign tourists. Long beach with coconut and Carijuana trees at backdrop.

38. Sagareshwar Temple and Beach:

Overlooking the natural port Vengurla this pristine stretch of shiny sand and dunes is bordered with magnificent Cajurina Plantations which offers pleasure to the visitors.Sagareshwar mandir and M.T.D.C. Resort at the beach are the spots to visit.

39. Khavane Beach:

Intimate size beach in relative isolation surrounded with hilly area.

40. Mochemad creek and back water:

Very delightful Creek & Back Water at Mochemad. Journey by the costal highway bridge on this backwater is not to be missed.

41. Ganesh temple and beach, Redi:

Village Redi is famous for Ganesh Mandir. 6 ft. X 4 ft. Ganesh Statue is very popular amongst the devotees. Rocky beach is main attraction of tourist. This place is situated at south west to sawantwadi. Some years back this place was known for bauxite and others ores of aluminium. Redi is gifted with Arabian sea to its west and it has got ancient history of Lord Ganesha. In 1974 local person named Sadashiv Kambli visualised the sclupture of Lord Ganesha in his dreams for this he persuade it for long period and with help of Local workers he dug out the sclupture of Ganesha from sea shore. Today after survey it is now clear that this was made by Panadavas during their rule the sclupture is about 6 feet in height and 4 feets in breadth whole thing was readily found in one single piece.

42. Sagareshwar Rest House:

Govt. guest house situated at unique site just below the light-house. Tourist can see ocean in 180 degree. We can see very beautiful scenery of Arabian sea , sagareshwar. The scenery from light house is wonderful. Light house, government rest house are also attractive. This is 400 years ancient structure.

43. Vetoba Temple Aravali:

The famous Vetoba temple is located in Aravali adjacent to Shiroda town. The temple was established in the 17^{th} century by the Nathpanthiya Siddhapurush Bhumaiyya. Vetoba is considered as a god that protects the people from evil. A six feet high idol of Vetoba can be seen in the temple.

44. Kondura Beach:

This is situated in vayangari village and having very clean, natural beauty sites.

45. Terekhol Fort:

Near to Reddi ganesh mandir approximately 5kms. It is shivkalin historic place. It is beautiful site with green natural scenery.

46. Dutch warehouse of Vengurle:

Located on the way to Vengurla port, this warehouse resembles a land fort. Although now the building is in a delapitated stae one can imagine the original huge structure. It has strong walls and ramparts on all the four sides. It was used for

housing the administrative offices till 1963. Currently, this building is declared as dangerous and visitors are advised to view it from a distance.

47. Amboli Hill Station:

Amboli is a hill station near Sawantwadi. It is quite but pleasant hill resort. It is 690 mtrs above sea level. The area is surrounded with dense forest and sea view point offers you panoramic view of a good part of konkan coast. It is 26 km far from Sawantwadi and 539 k.m from Mumbai. There is a big Marvelous Waterfall (30 Mtrs Hight) 1.5 K.m. away from Amboli. Most of the young lot take bath under pouring water. In summer, weather condition is pleasant and cool. Hiranyakeshi, Kawalesad point, Nangartas water fall, Mahadevgad point, Shirgaonkar point etc. are very attractive & beautiful points in Amboli Hill Station.

48. Hiranyakeshi:

Scenic place of worship dedicated to Lord Shiva where pilgrims gather in large numbers during Mahashivratri. The Hiranykeshi river originates from mountain rock and flows down from this place. You can spend hours angling for fish in its proceedings stream. 5.5 Km away from Amboli.

49. Nagartas Waterfall Amboli:

For waterfall lovers this roaring beauty is just 9 k.m. away. When you arrive at this fall walk cautiously at the edge of the drop off. Stand on the erected platform for viewers and let your eyes follow the sound of falling water into the cavity.

50. Amboli waterfall:

Amboli is a hill station near Sawantwadi . It is quite but pleasant hill resort. It is 690 mtrs above sea level. The area is surrounded with dense forest and sea view point offers you panoramic view of a good part of konkan coast. It is 26 k.m far from Sawantwadi and 539 k.m from Mumbai. There is a big Marvelous Waterfall (30 Mtrs Hight) 1.5 K.m. away from Amboli. Most of the young lot take bath under pouring water. In summer, weather condition is pleasant and cool. Hiranyakeshi, Kawalesad point, Nangartas water fall, Mahadevgad point, Shirgaonkar point etc. are very attractive & beautiful points in Amboli Hill Station.

51. Sawantwadi Palace:

Sawantwadi was ruled by Khemsawant and this beautiful palace was built by King Khemsawant-Bhosle(3rd) in 1800 A.D., where tourist can see ‘Ganjifa’ traditional art of paintng which is more than 300 yrs. Old. Lake (Moti Talav) in front of the palace is spot for boating. The palace was built by Khem Sawant Bhosale ruler

of princely state Sunderwadi during 1755-1803. Entry gate (Lester gate) was built in 1895.

52. Shilpgram:

Sawantwadi Municipal Corporation has developed the Shilpgram or the crafts village to introduce the tourist to the folk art, handicrafts and the exquisite cuisine. Located in a very peasant environment surrounded by lush trees, the Shilpgram hosts a handicraft gallery, an open air theatre with good restaurant and lodging facility. Tourists are given live demonstration of bamboo craft and mud craft. Traditional folk arts such as Dashavatar, Chitrakathi and puppet shows are organized in the open air auditorium. The shilpgram is highly acclaimed by tourists from the country as well as abroad.

53. Moti Lake:

Moti means pearl and this lake is a Pearl in the cap of picturesque town Sawantwadi it reside in enchanting landscape formed by the pleasing green hills all around baoting facilty is available in the lake. Sawantwadi town situated at the periphery of Moti talav is an unique example of peripheral city of India.

54. Narendra Dongar:

It is situated in forest land having a very diverse forest. Good sunrise and sunset point.

55. Manohar Santosh gad Fort:

These two steep rock forts of Shivapur has tableland of considerable size on the top. A narrow valley separates two fort heads.

56. Tillari Dam:

In the ranges of Sahyadri. The big dam is situated at Tillari. The height of the dam from foundations is 74.55 mtrs & length is 1178.50 mtrs.

57. Mangeli water fall:

Beautiful waterfall in the picturesque mountain of Sahyadri. To view this fall one has to reach Virdi a village of Dodamarg taluka situated on the Maharashtra - Karnataka border.

58. Virdi Waterfall:

Very beautiful water fall at the phanaswadi (Mangeli) in Dodamarg Taluka.

B) Art, Culture, Tradition in Sindhudurg.

1. Dashavatar:

In Indian mythology the ten incarnations of Lord Vishnu is collectively known as Dashavtar. To preserve the universe from destruction Vishnu took ten different forms (Avatar) from time to time. They are Matsya (fish), Kutchha (turtle), Varah (boar), Narsinha (half man and half lion). Vaman (a brahman boy). Parshuram, Rama, Krishna, Buddha and Kalanki.

In Konkan Dashavatar is the most popular art form. Dance ritual dramas are held in most of the temples during festive occasions. Interesting characters in these dramas are Apsaras (Heavenly Maidens). Men play their role in women's attire. There are nine original Dashavatar performing groups in Sindhudurg district and Walawalkar group is believed to be the first. Credit also goes to pioneer Shyamnaikji kale who introduced Dashavatar in Sindhudurg in 11th century. Same Dashvtar is today known as "Adivere Dashavatar" in which ten incarnations of Lord Vishnu are presented one after the other on the stage.

A form called Aatdashavatar is also highly appreciated by the locals. It is presented in two parts. Part one begins with Ganesh stavan, Saraswatistavan, Brahmin priest's entry and killing of Shankasura (Purvarang) while part two is a proper play and includes mythological stories (Uttar-rang or Leela-natya)

The first incarnation Matsya Avatar is presented to the audience in the theatre. The myth begins with Lord Brahma who is busy in penance. The demon named Shankasura siezes this opportunity to steal his vedas and Shastras (holy books). Lord Vishnu who is witness to this incident then promises Brahama of bringing back his Vedas. Vishnu wanders in search of Shankasura and when he finds him, fierce battle takes place between them. Shankasura runs from the battlefield and hides under water in a conchshell. As Vedas remained drowned in water, it was necessary to bring them up. To retrieve them Vishnu descends into the water in the form of fish that is lower part of body like that of fish and upper part like that of a man (Matsya Avatar). In a battle under the water Vishnu Finally defeats Shankar who surrenders and explains the motive behind stealing of Vedas. That he did so with an intention to pass philosophical knowledge of Vedas from elite people to downtrodden society (Bahujan Samaj). Vishnu appreciated Shankasuras courage and gave him a vow that in the three worlds (Trailokaya) before worshipping Vishnu People will worship his conchshell. Vishnu then restored the Vedas to Brahma.

2. Chitrakathi:

Chitrakathi's description is found in someshwaras Manasullhas Thereby one can imagine the primitiveness of this art. In tribals life there is a long-standing tradition of chitrakathi's paintings. Wall paintings of Saora, Gaund, Pradhan are extremely popular in India and abroad. Warli community's wall paintings too received wide publicity, which are known for its depiction of human figures and other nature images in shadow form. In Sindhudurg Thakar Community is keeping this priceless treasure of traditional art alive.

In this form of painting 15" x 12" inches plain paper is used. Page is then filled with pictures painted in unique style. Colors used in paintings are a nature's gift to this art from such as Geru, Red earth and green color prepared from leaves.

Story telling is done in a distinctive style. These stories are from epics of Mahabharata and Ramayana from set of pictures storyteller displays each pictures and tells the episode it illustrates. The stories are all in poetry and total number of pictures still existing is about 4000 No. Tribal artists have added new pictures in past 60 years. Ganesh Festival marks the beginning of chitrakathi. First picture displayed is of Lord Ganesha, besides leaf of prosperity thereafter leaf of Saraswati (Goddess of knowledge). Thakar artists use the term "Pothi" to set of pictures which contains 30 to 50 pages arranged in chronological order. These pages are unbound like pages of Ramayana and Mahabharata previously one artist used to keep 40 to 50 Pothis but today fortunately 15 to 20 Pothis are in good condition. Some pothis date back to 300 years whereas some 50 to 60 years old. The art of story telling may become extinct in less than a decade and half unless effective steps are taken by the government to preserve it.

3. Shadow Play:

This ancient art is popularly known as 'Chandyachaya Bahoolya' in Marathi. The art is in existence over since the hunting stage of mankind. Tribals living in different parts of India has successfully preserved a continued this art over the years. In shadow play pictures carved in leather are held between a screen and the lamp to cast the shadow on the screen while artist narrates the story. Artist is a nayak (the leader person). He makes the pictures dance on the stage, which is prepared, similar to the dayati program. This aesthetic looking stage is a rotating house covered with black cloth over the erected frame on its three sides while front one is a white screen.

In order to perform the show 'Nayak' sits inside the frame but he is no visible to the audience. He begins his show by blowing couch shell thus signaling audience of character's arrival. The mates of the artist who sit outside the frame provide the tune of music by using the musical instruments like Dholki (a small drum), Tabla and unique instrument called Vat Vadya, which is known for producing hauntingly melodious note.

Fascinating presentation of this art spellbound the audience characters are visible on the screen one after the other, being their size enlarged and reduced. Moving the picture forward and back ward from the lamp according to the role of the character is the skill of the nayak sitting inside the frame. The leader also sings hymns along with the companions and milkmaids.

4. Puppetry (Kalsutri Bahoolya):

This ancient folk art is mentioned in 15th chapter of Gyane shwari. In this form of art marionettes perform play based on epics of Mahabharata and Ramayana while two artists provide dialogues and songs. Third gives musical support. The puppets characters consist of two parts. Portion above the waist is made up of stable lightwood which is chiseled of character's face, eyes, lips and nose. Masks are prepared according to the role of characters. Second part below the waist is covered with decorated skirt. The normal height of each character is between 1 to 1½ ft.

Before beginning of the show Thakar artists set up readymade skeleton on the presentation stage, which is 2 to 3 ft above the ground, covered with cloth on all the sides. Leaving only 2 ft height frontal portion open. This open part is a stage for puppets to perform puppetry. When show is performed the principal actor who makes puppets dance by his magic fingers is invisible to the audience. He stands behind the skeleton and capable of dancing four puppets at a time.

The peculiarity of puppetry is that all the characters arrive at the stage dancing thus, songs are sung to mark arrival. Demons report to the stage by long leap. They dance for a while on the floor and disappear before arrival of Lord Ganapati and Goddess Saraswati. Maghanath and Laxman then battles in the sky. The howling voice of demons is identically created with the help of musical instrument called Tabala and human's voice in chorus.

Formarly kalsutri artists used to prepare their puppets by themselves and occasionally they used to seek help from carpenters. Generally the work involves

painting of the mask according to the character's role, tying strings at exact point, designing colorful costumes all this has to be done by the artists themselves.

5. Rombat:

The dance cum procession performed during the 'Holi' in malvani it is called Simgo festival is called Rombat. The original characters in this kind are Gawada and Gawadi who are believed to be symbols of their forefathers. They are traditionally dressed for the procession.

When Rombat begins, group of people hold them over their shoulders and move house to house. They are accompanied by others who hold huge banners, ceremonial umbrellas, festooned sticks (small branch of mango tree called Ambuli) and batons in their hands. Drumbeaters lead this procession followed by dancers mainly youths who dance abundantly in unconsciousness, thus manifesting their joy and happiness.

On the threshold of a house, housewives traditionally holding the lamp move it in a circular motion and welcome their forefathers. Rombat is extremely noisy and colorful affair, which entertains the locals.

6. Bhajan:

The word Bhajan is derived from bhaj which means 'serve' in Sanskrit. Bhajans are simple songs sung in the praise of God in which complex spiritual truths are potrayed in local language.

Bhajans are usually sung in groups. The group leader sings the first line or stanza and the same line is followed by the others within the group. Bhajan begins with steps such as Prayer, hearty acclamation, metaphora musical measure, and loud acclamation. Abhang, Gaulan, Kawali, Bharud, Bhairavi and Gajar. In Sindhudurg Bhajan programmed reach to its climax during Ganesh festival. The instruments used in Bhajans are karatal. (Wooden clappers), Bktar (one stringed lute), Dotar (two stringed lute), Harmonium (hand pumped organ), set of small cymbals, Tabla (hand drum) and Dholki (barrel shape drum).

7. The Thakar Arts - Unique Cultural legacy:

Konkan's Thakar community holds the distinction of preserving its unique traditional arts, which dates back over 400 years. Today this ancient art is concentrated in Gudhiwadi Pinguli in Sindhudurg. A priceless heritage natured with devotion by Thakur Community formerly nomedic now fortuitously settled in Pinguli.

It is believed that this community originally belongs to Rajasthan and being nomadic Thakars wandered southwards to Nasik, Igatpuri and Bhusaval. From there in the beginning of 18th century, they appear to come down the mountains to konkan and settled under the patronage of Jayram Sawant, the ruler of Sawantwadi.

Exceptionally versatile, the Thakars let their artistic talents to flower in five fields. Chitrakathi (they are of story telling with pictures), shadow play, Puppetry and folk songs (Gondhali, Tamasha, Powada and Pangul).

8. Wooden craft and Toys:

Sawantwadi is known all over for its colorful wooden toys. It is said that a group of craftsmen who were experts in drawing and woodcraft came in the town during the princely rule. The royal family known for its keen interest in fine arts encouraged and supported these artisans, who eventually settled down in the town.these are known as “Chitari”. Today Sawantwadi has a lane named after them where these craftsmen live and carry out their profession. The toys are prepared from the wood of the Pangara tree which is very soft and can easily be carved. Traditionally, they use the paste from the tamarind seeds to coat the toys before coloring them. Varieties of fruits, toys and other works of art appear so realistic that it can tempt a passerby to have a bite of the lovely fruits. One rarely leaves the place without purchasing at least a few articles sold at a very reasonable cost.

9. Malvani Cuisine:

Sindhudurg district is famour for its speciality in food; this food is termed as “Malvani food”. There are total 8 talukas in this ditrict, these talukas have uniformity in food but the most interesting thing is that, the taste is entirely dfferent at each place. Most of the tourists are attracted here for fish. Malvan, Vengurla and Devgad these coastal talukas are famous for various fish dishes. Surmai, Bangada, Paplet, Kolambi, Sanvandala, Mori, Karli, Saranga, Kalav and Khekade are the popular fish among the tourist. These fish are very tasty and used for curry and fry. Malvani Fish curry is a unique fish dish which is prepared in coconut copra. Malvani fish and chicken/ mutton masala has tremendous demand from tourist. Variety of brand of these masalas now available in market. Malvani chicken and mutton dishes also very popular among the tourists. These dishes have peculiar malvani taste that remains on tounge for a long time after lunch and dinner. These fish and chicken/ mutton dishes serve with Bhakri rather than chapatti, bhakari is prepared from Rice or Nagali. Malvani Vade is also typical malvani just like a Puri but prepared from various grains.

Vade Sagoti is a very popular dish of Sindhudurg. Dried fish is also mostly used for consumption by making chatani or by frying on coal.

Vegetarian also get attracted towards Sindhudurg, because besides non veg there are various delicious veg dishes. Vade and Kalya vatanyachi or Pawatyachi usal is the famous veg recipes of Sindhudurg. Ghavane and Chatani, Amboli and Chatani, Kanda pohe and God Pohe, Yelape, Malape, Dhondas (Cucumbar cake), Ukdhiche modak, Kharvas, waliche bhirade, Patolya, Narali bhat, olya kaju garachi usal, kulith pithal are the various popular recipes of this area.

Malvani day start with delicious 'Ukadya tandlachi pej' for breakfast with Bhakari chatani. Usal paav, Kanda bhaji, Batata Bhaji, Misal paav, Mirchi bhaji, Bam gole, Bundi, Batata wada are the famous recipes for breakfast.

Besides the above recipes Sindhudurg is famous for Malvani Khaja, Khadkhade ladu, Shev ladu, Bundi ladu, Chirmure ladu, Pohe ladu, Pohe chivda, Bangali khaja, Amba poli, Phanas poli, Amba vadi, Kaju vadi, Sweet Kokum, Talalele Gare, Dried Mirchi, Kokum sarbat, Mango pickle, Karonda pickle, lemon pickle etc.

Solkadhi is the popular digestive drink after lunch and dinner; this is prepared from coconut milk. All over the Maharashtra this drink is famous as Malvani Solkadhi. Malvani cuisine is incomplete without this Solkadhi. Overall Sindhudurg has very rich foodculture.

References:

1. Anonymous, (2015). *Socio-economic Review and District Statistical Abstract of Sindhudurg District (2014).* Directorate of Economics and Statistics, Government of Maharashtra.

2. DPDC, Sindhudurg, (2009). *Destination Sindhudurg (Tourist Guide).* District Collector, Sindhudurg.

APPENDIX: III

PHOTOGRAPHS

Picture 1: Savdav Waterfall, Kankavli



Picture 2: Sangam Point, Kankavli



Picture 3: Rameshwar Mandir, Kandalgaon-Malvan



Picture 4: Bunder Jetty, Mavan



Picture 5: Sindhudurg Fort, Malvan



Picture 6: Shivrajeshwar Mandir at Sindhudurg Fort, Malvan



Picture 7: Achara Beach, Malvan



Picture 8: Sunset point at Achara beach, Malvan



Picture 9: Sunset point at Malvan beach, Malvan



Picture 10: Devbag Sangam Point, Malvan



Picture 11: Sarjekot Bandar and fish storage unit, Malvan



Picture 12: Kolamb Beach, Malvan



Picture 13: Snorkeling and Scuba diving point near Sindhudurg Fort, Malvan



Picture 14: Bhogave Beach, Vengurla



Picture 15: Niwati Beach, Vengurla



Picture 16: Khavane Beach, Vengurla



Picture 17: Kondura Beach, Vengurla



Picture 18: Vengurla Jetty, Sagareshwat Point, Vengurla



Picture 19: Vijaydurg Fort, Devgad



Picture 20: Tambaldeg adjoining virgin beautiful beach, devgad



Picture 21: Gajba Devi Point, Devgad



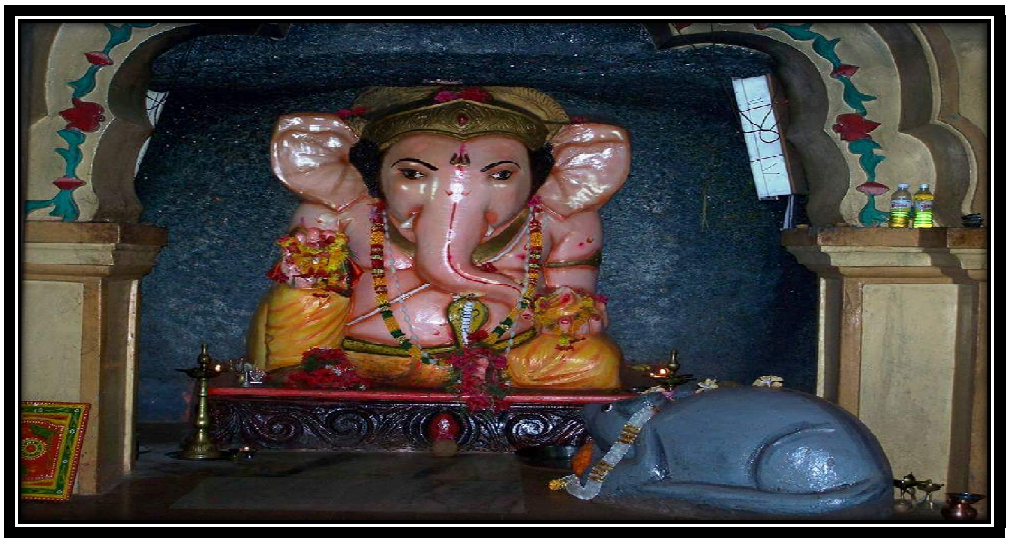
Picture 22: Historic Palace at Sawantwadi



Picture 23: Tambadeg Beach, Devgad



Picture 24: Ganpati Mandir, Redi



Picture 25: Sarsoli Dham, Kudal



Picture 26: Sea Beach Resorts at Malvan



Picture 27: Small scale cottage resort for tourist accommodation



Picture 28: Large scale commercial resort for tourist accommodation



Picture 29: Life Jacket Protected Ferry boat service for Sindhudurg Fort



Picture 30: Boat used for boating and scuba diving



Picture 31: Scuba diving and Snorkeling facility



Picture 32: Scuba diving and Snorkeling booking centre



Picture 33: Scuba diving at Malvan



Picture 34: Boating at Sangam Point, Devbag



Picture 35: Water Sport at Tsunami Island, Devbag



Picture 36: Water Sport at Tsunami Island, Devbag



Picture 37: Folkart- Bhajan during Ganesh Festival



Picture 38: Traditional fishing- Rapan at Malvan



Picture 39: Transportation of Traditional fishing- Rapan at Malvan



Picture 40: Traditional Konkani House



Picture 41: Welcome and environmental safety signboard at Sindhudurg fort



Picture 42: Environment safety at Sindhudurg Fort.



Picture 43: Water Conservation awareness at Sindhudgr Fort, Malvan



Picture 44: Construction of Airport at Chipi, Parule in Sindhudurg



Picture 45: Development of local Handicraft shop



Picture 46: Local Food Products shop



Picture 47: Local Agricultural produce shop at roadside



Picture 48: Route direction board at roadside



Picture 49: Facilities for tourists



Picture 50: Marketing of accommodation unit



Picture 51: Damaged and polluted Boating point at Tarkarli



Picture 52: Damaged boating point at Achara beach



Picture 53: Polluted beach



Photo Courtesy:

1. Mr. Anant Joshi
2. Mr. Prasad Khambal
3. Mr. Rohan Chavan
4. 'Sindhudurg Tourism' Facebook Page

APPENDIX IV

List of the Bed & Breakfast type accommodation unit

Sr. No.	Name and address of the owner
01	**Shri. Hrushikesh waman barve,** At.Post Malvan, Dist. Sindhudurg: 416606.
02	**Smt. Deepti Dewanand Lokegoankar,** At.Post. WayariBhutnath, Tal. Malvan, Dist. Sindhudurg, Pincode No.:- 416606.
03	**Smt. Vandana Vasant Joshi,** At. Post. Wayari Bhuthnath, Tal. Malvan, Dist. Sindhudurg. Pincode :- 416606.
04	**Shri. Narayan Ganpat bhogavekar,** At. Post. Kalethar, Tal. Malvan, Dist. Sindhudurg, Pincode :- 416606.
05	**Shri. Prakash Shankar gaonkar,** House No. 2067/B, DhuriwadaChivala Beach, Tal. Malvan, Dist. Sindhudurg. Pincode:- 416606
06	**Shri. Yogesh Milind Kambali,** House No. 1680/5B, Somwarpeth, Tal. Malvan, Dist. Sindudurg, Pincode: - 416606.
07	**Smt. Sugandha Suresh Satam,** SureshSmruti' At. Post. Shirgaon, Tal. Devgad, Dist. Sindhudurg, Pin code: - 416613.
08	**Smt. Rohini Daji Todankar,** At. Post. Tal. Devgad, Dist. Sindhudurg, Pin code No. - 416613.
09	**Smt. Rekha Parshuram Tawade,** At. Post. Jamsande, Tal. Devgad, Dist. Sindhudurg, Pincode No. - 416613.
10	**Shri. Shrikrishna Anant Bondale,** At. Post. Kunkeshwar, Tal. Devgad, Dist: Sindhudurg, Pincode No. - 416613.
11	**Shri. Kistu Mhingel Soja,** House No. 56/A, AravaliVelagar, Mao. Sagartirth, Shiroda, Tal. Vengurla, Dist. Sindhudurg. Pincode. :- 416516.
12	**Smt. Poonam Parshuram Khot,** 2350/B, Dhuriwada, Tal. Malvan, Dist. Sindhudurg. Pincode No. :- 416606
13	**Shri. Vilas Dattaram Dongare,** At. Post. Ranbanbuli, T al. Kudal Dist. Sindhudurg Pincode No.:- 416518
14	**Shri. Karmilo Santan Farnandis,** House No. 123, VelagarSagartirth, Tal. Vengurla, Dist. Sindhurdurg. Pincode.:- 416516

15	**Smt. Trupati Chandrakant Patil,** 1667, Near RozariCharchMendha, Tal. Malvan, Dist.:- Sindhudurg. Pincode-416606.
16	**Shri. Manmohan Prabhakar Kulkarni,** 'PrabhakarSmruti'Koloshi, Tal. Kankavali, Dist.:- Sindhudurg. Pincode :- 416602
17	**Smt. Leena Dattaram Revankar,** Revankar Residency, Bharad, Tal. Malavan, Sindhudurg. Pin code :- 416606
18	**Shri. Narendra Prabhakar Shirsat,** ShradhaNiwas, Bhatwadi, At. Post. Tal. Vengurla, Dist.: Sindhudurg, Pin code :- 416516
19	**Shri. Vijay Pandurang Patakar,** KilleNivati, Bhogave, At.Post. Tal. Vengurla, Dist.:- Sindhudurg. Pin code :- 416516
20	**Shri. Dinanath Sadashiv Gavade,** House No. 39/40, Ward No. 10, At. Post. Tal. Vengurla, Dist. Sindhudurg,
21	**Shri. Anand Shantaram Sarang,** At. Post. Karli, Anandwadi, Tal. Vengurla, Dist. Sindhudurg, Pin code No. 416516
22	**Smt. Yashoda Purshottam Prabhu,** At. Post. PrabhushrutiNeharu, Waghoshiwadi, Walawal Road, Tal. Kudal, Dist. Sindhudurg
23	**Smt. Laxmi Narayan Tari,** At. Post. Tarkarli, Tal. Malvan, Dist. Sindhudurg, Pin code :- 416606.
24	**Shri. Abhay Yashvant Methar** At. Post NivatiMendha, Tal. Vengurla, Dist. Sindhudurg, Pin code :- 416516
25	**Shri. Subhash DattaramFadake,** At. Post. DevulwadaNeharu, Tal. Kudal, Dist. Sindhudurg, Pincode No. 416520
26	**Shri. Ranjan Laxman Khatavkar,** At.Post. Talere, Tal. Kankavli, Dist. Sindhudurg. Pin code No. 416602
27	**Shri. Suresh Vishnu Hirlekar,** At. Post. Wayari Banda, Tal. Malvan, Dist. Sindhudurg, Pin code :- 416606
28	**Shri. Sanjay Ladoba Kharade,** At. Post. Tarkarli, Tal. Malvan, Dist. Sindhudurg, Pin code :- 416606
29	**Shri. Manoj Vasant Mahadik,** House No. 2153, At. Post. Kasorda (Anandnagar) Tal. Kankavali, Dist. Sindhudurg, Pin code No. 416516
30	**Shri. Pramod Ladoba Naik,** At. Post. Shiroda (Bagayatwada), Tal. Vengurla, Dist. Sindhudurg, Pin code No. 416516.

31	**Shri. Bhagirathi Ganapat Dhuri,** House No. 1272/B, At.-Tarkarli, Post. Malvan. Dist. Sindhudurg, Pin code No. 416606
32	**Shri. Rohan Kashinath Korgaonkar,** House No. 1020, Matruchaya At.Post. Amboli, Bajarwadi, Tal. Sawantwadi, Dist.Sindhudurg. Pin code No. 416510.
33	**Shri. Arunkumar Shantaram Parkar,** House NO. 5/423, ForuntDhalkathi, Baharpeth, Tal. Kankavali, Dist. Sindhudurg. Pin code :-416602
34	**Shri. Ashok Sakharam Khot,** House No. 419/A, At. Post. WayariBhuthnath, Tal. Malvan, Dist. Sindhudurg, Pin code No. 416606.
35	**Shri. Anand Shankar Jamsandekar,** House No. 2134, At. Post. Dhuriwada, Tal. Malvan, Dist. Sindhudurg, Pin code No. 416606
36	**Smt. Manali Maruti Wayanganker,** At. Post. Orasgaon, Tal. Kankavali, Dist. Sindhudurg, Pin code :- 416602
37	**Shri. Shamnath Fattu Bandakar,** At. Post. Jamsande, Tal. Devgad, Dist. Sindhudurg. Pin code No. :- 416613
38	**Shri. Ramchandra Sahdev Chawan ,** At. Post.Kumbharmath, Tal.Malvan, Dist. Sindhudurg. Pin code No. 41661,
39	**Shri. Vasant Nana Chawan,** At. Post. Kunkeshwar, Tal. Devgad, Dist. Sindhudurg. Pin code No. 416613.
40	**Shri. Dilipkumar Kashinat hSadye,** At. Wayari, Post. Malvan, Tal. Malvan, Dist. :- Sindhudurg, Pin code No. 416606
41	**Shri. Purshottam Damodar Prabhu,** At. Post. Neharu, Devulwadi, Tal. Kudal, Dist. Sindhudurg. Pin code No. 416520
42	**Shir. Balkrishna Anant Pradakar,** 'Rameshwar Nagar, Kandalgaon, Tal. Malvan, Dist. Sindhudurg. Pin code No. 416606.
43	**Shri. Shrikrishan Madhukar Zantye,** At. Post. WayariBhuthnath, Tal. Malvan, Dist. Sindhudurg. Pin code No. 416606.
44	**Shri. Prasanna Aravind Kelurkar,** At. Post. Kolamb, Tal. Malvan, Dist. Sindhudurg, Pin code No. 416606,
45	**Shri. Sadanand Janardan Patkar,** 'PatkarNiwas' Dr. Vazeroad, (Bangiwada) Tal. Malvan, Dist. Sindhudurg. Pin code No. 416606

46	**Shri. Ravindra Suresh Kanvilkar,** At. Post. Wayari-Bhutanath, Tal. Malvan, Dist. Sindhudurg, Pin code No. 416606
47	**Smt. Amagha Ananad Jamsandekar,** At. Malvan, (Dhuriwada) Tal. Malvan, Dist. Sindhudurg. Pin code No. :- 4166606
48	**Smt. Manisha Ganesh Kubal,** At. Post. Tarkarli, Tal. Malvan, Dist. Sindhudurg. Pin code No. 416606
49	**Shri. Jayashri JayramMa lvankar,** At. Post. Wayari – bhutanath, Tal. Malvan, Dist. Sindhudurg. Pin code No. 416613.
50	**Shri. Pralhad Govid Chopadekar,** At. Post. Jamsande, (Tulshinagar) Tal. Devgad, Dist. Sindhudurg. Pin code No. 416613.
51	**Shri.Santosh Janardan Valavalkar,** At. Post. Sukalwad, Tal. Malvan, Dist. Sindhudurg. Pin code No. 416606.
52	**Shri. Shankar Keshav Vayangankar,** At. Wayari (Bhandh), Tarkarli, Tal. Malvan, Dist. Sindhudurg. Pin code No. 416606.
53	**Shri.Milind Mahadev Zad,** At. Post. Wayari-Bhutanath, Tal. Malvan, Dist. Sindhudurg. Pin code No. 416606
54	**Shri. Sudhir Moreshwar Joshi,** At. Wadetar, Post. Jamsande, Tal. Devgad, Dist. Sindhudurg. Pin code No. 416613.
55	**Shri. Vasudev Madhukar Zantye,** At. Post. Bhutanath, Tal. Malvan, Dist. Sindhudurg. Pin code No. 416606.
56	**Smt. Hilda Ruzario Farnandis,** At. Post. Sagartirth (Shiroda) Tal. Vengurla, Dist. Sindhudurg. Pin code No. 416516
57	**Shri. Vijaykumar Anant Dhekane,** House No. 180, At. Post. Velane, Tal. Kankavali, Dist. Sindhudurg. Pin code No. 416602.
58	**Shri. Shankar Pundalik Rane,** 'MatoshriNiwas' At. Post. Kasal, Tal. Kudal, Dist. Sindhudurg. Pin code No.416520.
59	**Shri. Waman Raghoba Rane,** At. Post. Ozamram,(Tirthwadimal), Tal. Kankavali, Dist. Sindhudurg, Pin code No. 416602
60	**Shri. Arun Ladoba Kharade,** House No. 575-1, At. Post. Tarkarli, Tal. Malvan, Dist. Sindhudurg, Pin code No. 416606.
61	**Smt. Seema Yashawant Rajam,** House No. 575-6, At. Post. Tarkarli, Tal. Malvan, Dist. Sindhudurg, Pin code No. 416606.

62	**Shri. Maruti Baburao Surve,** B-3131-a, Chitar Ali, Tal.Sawantwadi, Dist. Sindhudurg. Pin code No. 416510.
63	**Smt. Shailaja Satish Satardekar,** House No. 1952, Ubhadanda, Tal. Vengurla, Dist. Sindhudurg. Pin code No. 416516.
64	**Shri. Jagannath Gopal Dongare,** At. Post. Arwali, Tal. Vengurla, Dist. Sindhudurg, Pin code No. – 416516.
65	**Shri. Bhushan Dinkar Parulekar,** House No. 470, At. Post. Wadivaravade, Tal. Kudal, Dist.-Sindhudurg. Pin code No. – 416520.
66	**Smt. Kavita Kishor Guhagarkar,** House No. 949, At. Post. Nandhavade, Tal. Vaibhavwadi, Dist. Sindhudurg. Pin code No. – 416810.
67	**Shir. Digambar Ramchandra** Kesarkar,House No. 315, At. NewaliBhogave, Tal. Vengurla, Dist. Sindhudurg. Pin code No. 416516
68	**Shri.Sanjay RajaramSamant,** House No. 131, At. Newati Bhogave, Tal. Vengurla, Dist. Sindhudurg, Pin code No. – 416516.
69	**Shri. Gurunath Bhaskar Girap,** At. Post.Vengurla, (Girapwada), Tal. Vengurla Dist. Sindhudurg, Pin code No. – 416516.
70	**Shri. Atul Ladoba Kharade,** House No. 575-3, At. Post. Tarkarli, Tal. Malvan, Dist. Sindhudurg. Pin code No. – 416606
71	**Shri. Santoshkumar Kashinath Dalavi,** At. Post. Dodamarga Tal. Sawantwadi, Dist. Sindhudurg. Pin code No. 416512.
72	**Shir. Sandip Ladoba Kharade,** House No. 757-4, At. Post. Tarkarli, Tal. Malvan, Dist. Sindhudurg. Pin code No. – 416606.
73	**Smt. Shubhangi Umesh Natekar,** At. Post. Sawantwadi, Ubhabajar, Tal. Sawantwadi, Dist. Sindhudurg, Pin code No. – 416510.
74	**Shri. Mojes Anthoni Disilwa,** House No. 1148, Majgaon, Kasarwada, Tal. Sawantwadi, Dist. Sindhudurg. Pin code No. 416510.
75	**Smt. Rekha Shahu Tawade,** House No. 395, At. Post. Tondawali, Tal. Kankavali, Dist. Sindhudurg. Pin code No. – 416516.
76	**Shri. Sangram Shreekrishna Sawant** House No. 575-8, Ubhadanda, (Bagayatwadi),Tal. Vengurla Dist. Sindhudurg, Pin code No.416606.

77	**Shri. Krishna Pundilak Kharade,** House No.575-8, Tarkarli, Tal. Malvan, Dist.- Sindhudurg. Pin code No. – 416606.
78	**Shri. Sandip Manohar Gosavi,** ' AnnapurnaNiwas, At. Post. Wayari-Bhunath, Tal. Malvan, Dist. Sindhudurg. Pin code No.416606.
79	**Shri. Sunil Pundalik Kharade**, House No.575, At. Post. Tarkarli, Tal. Malvan, Dist. Sindhudurg. Pin code No. – 416606.
80	**Shri. Kishor Vasant Tari,** At. Post. Devbag,Tal. Malvan, Dist. Sindhudurg. Pincode No. 416606.
81	**Shri. Sunil Madan Bhoir,** House No. 3681, At. Post. Sangirdewadi,Tal. Kudal, Dist. Sindhudurg, Pin code No.416520.
82	**Shri. Arvind Pundalik Pawaskar,** Arunoday, Niwas, New Khasakilwada, Shramvihar Colony, At. Post. Ta. Sawantwadi, Dist. Sindhudurg, Pin code No.416510.
83	**Shri. Madhukar Mahadev Raut**, House No.329, Water Wall Jangal, House, At. Post. Sherpe, Tal. Kankawali, Dist. Sindhudurg. Pin code No. 416602,
84	**Smt. Chitra Chandrakant Jathar,** 'NAKSHTRA' House No. 757, At. Post. Talere, Tal. Kankawali, Dist.:- Sindhudurg. Pin code No. 416602.
85	**Smt. Sulochana Baliram Pawar,** House No.1242-A, Abhiruchi Niwas, Garde road Wayari, Tal. Malvan, Dist. Sindhudurg. Pin code No.416606
86	**Shri. Dinkar Ganesh Godabole,** House No.1039-A, Dinmangal, At. Post. Kunkeshwar, Tal. Devgad, Dist. Sindhudurg, Pin code No. 416613.
87	**Smt. Samiksha Santoshkumar Dalavi,** House No. 907-9 ' Sneha Residency' SidhiVinayak Colony, Tal. Dodamarg Dist. Sindhudurg, Pin code No. – 416512.
88	**Smt. Swarupa Sameer Soman,** At. Post. Mithbaw, Tal. Devgad, Dist. Sindhudurg, Pincode No. 416613.
89	**Shri. Vijay Krishna Sawool,** At.Po.Dewllowada- Nerur,Tal.Kudal.Dist.Sindhudurg , Pin Code .416520
90	**Smt. Bharti Sambhaji Verlekar,** At.Po.Kasal,Tal.Kudal. Dist.Sindhduurg Pin Code No..416520

91	**Smt.Vrishali Vidhadhar Rane** At.Po.Kasarde, H.No.1924, Jambhulwadi,Tal.Kankavali, Dist. Sindhudurg Pin Code No.416602
92	**Shri Ramesh Keshav More** Prashant Smruti, At.Po.Osargaon,Tal.kankavali, DistSindhudurg Pin Code No.416602
93	**Shri. Vasudeo Govind Korgaonkar,** 126, Nilkamal At.Po.Dajipur, Radhangari, Dist.Kolhapur, Pin Cod.416212,
94	**Shri. Rajesh Vinayak Tayshety** H.No.2/512, Kokan Kinara, At.po.Kankavali,Dist.sindhudurg Pin Code No.416602
95	**Shri.Dilip Keshav Kudav,** H.No.572, At.Po.Shiroda, Tal.Vengurla, Dist.Sindhudurg. Pin Code No.416518
96	**Smt.Priya Pravin Samant** H.No.65,At.Po.Parula, Tal.Vengurla,Dist.Sindhudurg Pin.Cod.416523
97	**Shri. Ruzario Kaitan Ferendes,** H.No.366, At.Po.Velagar, Arwali. Tal. Vengurla, Dsit.Sindhudurg, Pin Code No.416518
98	**Shri. Shiriram Shridhar Prabhukhanolkar,** H.No.352, At.Po.Sagartirtha, Tal.Vengurla, Dist.Sindhudurg. Pin Code No.416518
99	**Shri.Yashwant Rajaram Pednekar,** H.No.489, Kondurawadi, At.Po.Wayangani, Tal.Vengurla,Dist.Sindhudurg Pin Code No.416516,
100	**Shri.Shirdhar Vishwantha Metar,** H.No.455,At.Po.Medha Niwati Kochara,
101	**Shri.Sanket Shankar Rane,** H.No.470,At.Po.Shelpi,Tal.Vengurla,
102	**Smt.Namrata Nandkishor Wakkar** 'Kausallya Niwas' At.Po.Tarkarli-Kalethar, Tal.Malvan, Dist.Sindhduurg. Pin Code No. 416606
103	**Smt.Poonam Vithal Kushe** H.No.1549, At.Po.Medha-Malvan,Tal.Malvan, Dist.Sindhudurg , Pin Code No.416606
104	**Smt.Sudha Sakharam Pardhi** H.No.1122,Shiv Shakti At.Po.Vairy-Malvan, Tal. Malvan, Dist.Sindhudurg, Pin.Code No.416606
105	**Smt.Malini Arun Tilekar,** At.Po.Malvan- Medha Joshiwada, Tal.Malvan, Dist.Sindhudurg, Pin Code No.416606.

106	**Smt.Madhavi Shashikant Pednekar** H.No.2653/B, Shamashram At- Revtale Tal.Malvan, Dist.Sindhduurg, PinCode No.416606,
107	**Shri. Ramchandra B.Patil** H.No.2066, At.Po.Malvan Tal.Kudal. Dist. Sindhudurg, Pin.Code No.416606
108	**Shri.Yamanaji Ramroa Rajurkar,** H.No.325, At.Po. Kumbharmath, Tal.Malvan, Dist.Sindhudurg, Pin Code No.416606
109	**Shri. Hemant Vasant Ogale,** 'Whistling Woods' Tal.Sawantwadi, Dist.Sindhudurg, Pin.Code No.416532
110	**Shri.Vihang Jagnnath Devasthali,** 'Sadhale Mayse'H.No.52/A/2/5/6 Near Rajwada, Tal.Sawantwadi, Dist.Sindhudurg, Pin Code No.416510
111	**Shri. Vinayak Mangesh Hawaldar,** H.No.G729/ Chabu Niwas, Tal.Sawantwadi, Dist.Sindhudurg. Pin Code No.416510
112	**Shri Rushikesh Anil Wadkar** H.No.707, Tal.Sawantwadi, Dist.Sindhudurg, Pin
113	**Shri. Dilip Ankush Aklekar,** H.No.B/120,At/Post-Talawade, Tal- Sawamtwadi, Dist- Sindhudurg, Pin Code.416529,
114	**Shri. Ashok Nagesh Narvekar,** H.No.1020, Amboli, Matruchhaya Bajarwadi, Tal- Sawantwadi, Dist.Sindhudurg-
115	**Shri.Ramesh Babu Mithbanvkar,** H.No-89 B, At/Post-Vayari-Bandh, Post-Vayari Bhutnath, Tal-Malvan, Dist.Sindhudurg- 416606,
116	**Shri.Mithilesh Ramesh Mithbanvkar,** At/Post-Vayari-Bandh, Post-Vayari Bhutnath, Tal- Malvan, Dist.Sindhudurg-416606,
117	**Smt. Priyanka pramod Gosavi, 27,** Sankalp Bhuvan vayari, Bhutnath, Tal-Malvan, Dist- Sindhudurg -416606
118	**Shri. Dayanand Vyanktesh Saraf** At/Post -Pipalpar Menroad, Tal-Malvan, Dist- Sindhudurg-416606
119	**Shri. Sadanad Janardan Subhedar,** House No- 1401, At/Post-Banda,Tal-Sawantwadi, Dist-Sindhudurg-416529
120	**Shri. Shard Mahadev Parulekar** "Gaj" House No-1, AravaliVelagar,Sagartirth, Tal.Vengurla, Dist.Sindhudurg-416516.

121	**Shri Parmanand Jivaji Rane** At.Po.Readi (Hudiwadi)Tal.Vengurla, Dist Sindhudurg, Pin Code 416517
122	**Shri. Vinayak Ramchandra Vengurlekar** “Vaibhv Nivas”, House No-1158, At/Post- Amboli ,Tal-Sawantwadi, Dist- Sindhudurg416529
123	**Smt. Ruchira Rajrup Keluskar** 2636 “Matrupitru Nivas”, Bhard-Pajriwada , Tal. Malvan, Dist. Sindhudurg.Pin code No. 416606
124	**Shri. Prdip Hiroji Khavale** “Oshiyan view”, At/Post-Taramunbari,(Awar), Tal. Devgad,Dist. Sindhudurg, Pincode No.416613.
125	**Shri.Santosh Chandrakant Parkar** 2558.Near The Post Office, Jhantye Kaju Compound, Tal-Malvan, Dist- Sindhudurg—416606
126	**Shri. Sudhir Vasant Mayekar** “Maher”, House No-555, At/Post-Aravali(gaondhanwadi), Tal.Vengurla,Dist.Sindhudurg 416516,
127	**Shri. Pradip Kashinath Barde** House No. 3627, Sargidewadi,Post -Kudal , Tal- Kudal, Dist-Sindhudurg-416520

APPENDIX V
Questionnaire: I
Questionnaire for Local Residents

……

Dear Respondents,

Myself Paresh Vidyadhar Joshi, presently working as a Assistant Professor of Agricultural Economics at Kai Rajaram Marathe College of Agriculture, Phondaghat. I am conducting doctoral research on topic **"Planning for sustainable Tourism Development in Konkan Region of Maharashtra" (with special Reference to Sindhudurg District)** from Tilak Maharashtra Vidyapeeth, Pune. My study depends upon your kind co-operation and response. The information and response provided by you will remain confidential and will be utilized only for the research purpose and better development of this destination by framing the suitable policies and plans on sustainability concept.

Thanks for your involvement in this research.

Yours faithfully,

Paresh Vidyadhar Joshi.
Mob-9423584958
pareshjoshi18@gmail.com

……

1.	**Name of the tourist place**	
2.	**Name of the respondent**	
3.	**Address**	…….. …….. City:…… Tahsil:……. District: Sindhudurg, Pincode:…… Contact No……..
4.	**Age:**	Yrs.
5.	**Sex**	Male / Female
6.	**Marital status**	Married / Unmarried
7.	**Education**	
8.	**Occupation**	**Main:** **Subsidiary:**
9.	**Major source of income**	
10.	**Annual income**	
11.	**Do you know Sindhudurg district is tourism District (Yes / No)**	

12. Have you related with tourism activity (Directly / indirectly): Yes / No

……

……

……

……

……

13. Economic Impact of Tourism:

The following statements are about the economic impact of tourism in your community. Please tell us how much you agree or disagree with each statement **(Put ✓ marks).**

Sr. No.	Economic Impact variable	Strongly agree	Agree	Neutral	DisAgree	Strongly Disagree
A.	**Positive Economic Impact**					
1.	Improves infrastructure facilities (i.e. road, bridges, transportation, facilities, communication facilities)					
2.	Create employment opportunities for the residents					
3.	Available of more facilities and range of choices					
4.	Better standard of services by shops, restaurant and other commercial centres					
5.	Increase in income and standard of living.					
6.	Value appreciation of local resources.					
7.	Tourism provides variety of desirable jobs in the locality.					
8.	Local business benefit the most from tourism					
9.	Tourism brings more investment to the residents economy					
10.	Tourism generates tax revenues for local government.					
11.	Tourism brings important economic benefits to the residents of the community.					
12.	Tourism helps to improve the economic situation for many residents					
B.	**Negative Economic Impact**					
1.	The price of many goods and services have increased					
2.	Real estate prices have increased (land and houses)					
3.	The cost of living residents has increased.					
4.	Jobs available are of low wages					
5.	Seasonal tourism creates high risk and under or unemployment issues, if					
6.	Water shortage					
8.	Exclusion of locals from natural resources.					
9.	Neglect of non-tourist recreation facilities.					
10.	Shortage of goods and services.					

14. Socio-cultural Impact of Tourism:

The following statements are about the Socio-cultural impact of tourism in your community. Please tell us how much you agree or disagree with each statement **(Put ✓ marks)**

Sr. No.	Socio-Cultural Impact variable	Strongly agree	Agree	Neutral	Disagree	Strongly Disagree
A.	**Positive Socio Cultural Impact**					
1.	Tourism has improved language skills of locals.					
2.	Tourism has improved hospitality and courtesy towards strangers					
3.	Demand for traditional entertainment, art, architecture and craft of Sindhudurg have been increased.					
4.	Tourism has created opportunities to meet new people and learn from them					
5.	Tourism has increased the availability of recreation facilities, amenities at Sindhudurg					
6.	Tourism has made locals more tolerable, good mannered and polite with tourists, society and with their family.					
7.	Attitude towards work is more positive because of tourism in area.					
8.	Cultural exchange between locals and guest has occurred because of tourism.					
9.	Tourism at Sindhudurg have helped to conserve old buildings and Heritage.					
10.	Public health (sanitation standard, hygiene) have improved because of tourism					
11.	Tourism has helped to improve literacy and education facilities at Sindhudurg.					
12.	Tourism has helped to remove social barriers like caste, religion and racism and introduced open society.					
13.	Because of tourism, roads and other local services are well maintained.					
14.	Tourism is a major reason for the variety of entertainment in the community.					
15.	Tourism has increased residents pride in the local culture in the community					
16.	Tourism encourages a variety of cultural activities for local residents.					
17.	Tourism helps keep culture alive and helps maintain the ethnic identify of the local residents.					
B.	**Negative Socio Cultural Impact**					
1.	Tourism has generated problem like overcrowded and noisy places at Sindhudurg.					
2.	Toruism has commercialized local culture, traditional arts and crafts.					
3.	Tourism has created cultural conflicts and loss of cultural identify					
4.	Tourism has brought vandalism.					

5.	Cases of drug abuse are common because of tourism.					
6.	Social evil like prostitution has increased with tourism.					
7.	Problems of alcoholism has also increased with tourism.					
8.	Tourism has made people corrupt and their mutual confidence is on low.					
9.	Tourism causes the disruption of traditional cultural behaviour patterns in local residents.					
10.	Tourism crates the problems like crime, smuggling, gambling					
11.	Tourism increased the problem of child labour.					
12.	Unwanted change in life style of local residents due to tourism.					
13.	Feeling of loss of control over community's future.					

15. Environmental Impact of Tourism:

The following statements are about the environmental impact of tourism in your community. Please tell us how much you agree or disagree with each statement **(Put ✓ marks).**

Sr No	**Environmental Impact variable**	**Strongly agree**	**Agree**	**Neutral**	**DisAgree**	**Strongly Disagree**
A.	**Positive Environmental Impact**					
1.	Tourism has contributed to the preservation of the natural environment and the protection of the wildlife in the community.					
2.	Tourism has improved the ecological environment of the community in many ways.					
3.	Tourism does not contribute to the negative effect of vegetation and loss of meadows and green space.					
B.	**Negative Environmental Impact**					
1.	Tourism causes water, air pollution.					
2.	Tourism produces noise					
3.	Tourism produces littering					
4.	Tourism creates congestion.					
5.	Tourism activities like boating produces serious water pollution in lakes, bays or the ocean.					
6.	Tourism produces large quantities of waste products					
7.	Hotels, airlines, attractions and other related tourism business that serve tourists throw away garbage.					
8.	Tourists littering destroys the beauty of the landscape					

16. Suggestions for better development of tourism status of Sindhudurg district.

……
……
……
……
……

APPENDIX VI
QUESTIONNAIRE: II
QUESTIONNAIRE FOR TOURIST

……....

Dear Respondents,

Myself Paresh Vidyadhar Joshi, presently working as a Assistant Professor of Agricultural Economics at Kai Rajaram Marathe College of Agriculture, Phondaghat. I am conducting doctoral research on topic **"Planning for sustainable Tourism Development in Konkan Region of Maharashtra" (with special Reference to Sindhudurg District)** from Tilak Maharashtra Vidyapeeth, Pune. My study depends upon your kind co-operation and response. The information and response provided by you will remain confidential and will be utilized only for the research purpose and better development of this destination by framing the suitable policies and plans on sustainability concept.

Thanks for your involvement in this research.

Yours faithfully,

Paresh Vidyadhar Joshi.
Mob-9423584958
pareshjoshi18@gmail.com

……

1.	**Name of the tourist place**	
2.	**Name of the tourist**	
3.	**Address of the tourist**	…….. …….. City:…… Tahsil:……. District:…… State:……..Country:……
4.	**Age: (Put ✓ Mark)**	Below 18 Years ☐ 18 Yrs – 30 Yrs ☐ 31 Yrs – 50 Yrs ☐ 51 Yrs – 60 Yrs ☐ Above 60 Yrs ☐
5.	**Sex**	Male / Female
6.	**Marital status**	Married / Unmarried
7.	**Religion**	

8. You are traveling

1) Individually:

2) In group:

If in group,

1) No. of members:

	Male	**Female**
Adult		
Childers		

2) Accompanying members:

Sr. No	Accompanying members	(Put ✓ Mark)
1.	With family	
2.	Relatives	
3.	Friends	
4.	Tour packages	
5.	Educational trip	

9. Education Qualifications (Put ✓ Mark)

Upto 10th Std.	Pre degree (12th)	Graduation	Post Graduation	PG above

10. Present occupation (Put ✓ Mark)

Student		**Government servant**	
Self employed		**Farmer**	
House wife		**Retired**	
Private servant		**Others (Please Specify)**	

11. Income level (per annum) of the tourist (Put ✓ Mark).

For Foreign		For Domestic	
Below 10000		Below 100000	
10001 - 20000		100001 - 200000	
20001 - 30000		200001 - 300000	
30001 - 40000		300001 - 400000	
40001 - 50000		400001 - 500000	
Above 50000		Above 500000	

12. How did you come to know about this place? (Put ✓ Mark)

Internet		Radio /T. V		Book/Journals	
Friends and Relatives		Tour Guides		Information from previous visits	
Through Government Publication		Newspapers		Others	

13. Which mode of transport did you use to reach this place? (Put ✓ Mark)

Own Vehicle		Hired Vehicle		Rail	
Air		Bus		Ship	
Any other (Please Specify)					

14. Which is your entry point to Sindhudurg? (Put ✓ Mark)

Phondaghat (from Kolhapur)	
Karul Ghat (from Kolhapur)	
Kharepatan (from Mumbai)	
Dodamarg (from Panji-Goa)	
Any other (Please specify)	

15. Visitation Profile (Approximate duration / day of this visit) (Put ✓ Mark)

One day no stay		One day with stay	
Two days		Three days	
More than three days		Other (Please mention the duration)	

16. Purpose of Visit (Put ✓ Mark)

Sr. No.	Purpose	(Put ✓ Mark)
1	Leisure, recreation and holiday	
2	Visiting Friends and Relatives	
3.	Business and personal	
4.	Health treatment Relaxation	
5.	Religious	
6.	To see cultural Heritage	
7.	Adventure	
8.	Others (Please specify)	

17. Frequency of visit to this place. (Put ✓ Mark)

First visit		Second visit	
Third visit		weekend	
Once in a month		once in a year	
twice in a year		Once in a two year	
Many times			

18. Whether you availed the facility of conducted tour? YES / NO

If yes,

Type of package	
Route	
Company	
Duration	
Total group members	
Per person amount	

19. **Whether any travel guide / tourism guide is accompanying you?**

If not, how do you understand Sindhudurg better?

……

20. What are the places in Sindhudurg that you have visited / planning to visit during this trip with approximate duration of this visit?

Places	Duration in Days

21. What type of accommodation that you have availed of? (Please put ✓ mark)

Category	Put ✓ marks
Star Hotel	
Budget Hotel	
Resorts	
Home stay	
Bhakt Niwas	
Friend	
Relatives	
Others (Please specify) ……..	

22. Please indicate your expenditure patter for one day

One day expenditure (Preferable Yesterday) In Rs.		
Sr. No	**Item**	**Amount**
1.	Accommodation	
2.	Food	
3.	Travel	
4.	Shopping	
5.	Medical	
6.	Entertainment	
7.	Others (please specify)	

23. Have you ever been in Sindhudurg as a tourist? Yes / No If yes,

1) When and which were the places visited during that trip?

……

……

2) What are the changes you feel now as compared to the previous visit?

Positive changes:

……

……

Negative changes:

……

……

24. Will you like to visit this place again? Yes / No

25. Which country/state / district and destination you like the most? Why?

……

……

26. Tourism potential of Sindhudurg District

The following statements are about the tourism potential of Sindhudurg district. Please tell us how much you agree or disagree with each statement. **(Please put ✓ mark)**

Sr. No.	Statement	Strongly agree	Agree	Neutral	Disagree	Strongly Disagree
1.	Temples and monuments at Sindhudurg are having great architectural and historical values.					
2.	Historical buildings at Sindhudurg have great architectural and historical values.					
3.	Culture of villages also serves as great attraction for tourists and introduce them with traditional life					
4.	History and traditions of Sindhudurg have attracted tourists.					
5.	Handicrafts, Souvenirs, Literature of Sindhudurg carries local touch which make them unique					
6.	Museums in Sindhudurg are good source of information about local life					
7.	Fair and festivals of Sindjudurg are a source of attraction for tourists					
8.	Religious places in Sindhudurg having great religious values.					

9.	Food of Sindjudurg is delicious with local / traditional touch and safe to eat.					
10.	Shopping places at Sindhudurg are upto date and attract tourists.					
11.	People of Sindhudurg are a good, friendly, peace lover and co-operative in nature					
12.	Information centers are equipped with all sorts of information about the destination.					
13.	Communication and transportation facilities are good.					
14.	Accommodation facilities are good in this area.					
15.	Guides in the area are knowledgeable and good mannered					
16.	Sindhudurg is a safe place to travel without any fear of being robbed / theft/ sexual harassment.					
17.	Sindhudurg is a cheap destination for travel and tourism.					
18.	Sindhudurg district posses natural beauty which attracts large number of tourists					
19.	Attitude of the various official is good and co-operative					
20.	Sindhudurg district is having pollution free, healthy atmosphere.					
21.	Tourists destinations in this area are clean and following the hygiene norms					
22.	Proper and well maintained parking system is available for tourists.					
23.	Public utility (Toilet + bathroom + wash room) is easily available and well maintained.					
24.	Public drinking water facilities are easily available and well maintained.					
25.	Public health services are available for the tourists at every destination.					
26.	Banking facilities and ATM Networks are strong in this area.					
27	Any other (Please Specify)					

27) What are the problems you faced?

1) Accessibility to the destination:

……
……

2) Local Transportation:

……
……

3) Accommodation:

……
……

4) Food:

……
……

5) Shopping:

……
……

6) Attitude of local people:

……
……

7) Public washrooms, Toilets and Bathrooms:

……
……

8) Public Drinking water:

……
……

9) Safety

……
……

10) Parking:

……
……

Others (please specify):

……
……

28) Do you recommend Sindhudurg to your friends / relatives for their your? Yes / No

1) If yes, why and any specific destination.

……
……
……
……
……

2) If no, why

……
……
……
……
……

29) What are the suggestions for the better development of this tourist place?

……
……
……
……
……

APPENDIX VII
QUESTIONNAIRE: III
QUESTIONNAIRE FOR ACCOMMODATION UNITS

……

Dear Respondents,

Myself Paresh Vidyadhar Joshi, presently working as a Assistant Professor of Agricultural Economics at Kai Rajaram Marathe College of Agriculture, Phondaghat. I am conducting doctoral research on topic **"Planning for sustainable Tourism Development in Konkan Region of Maharashtra" (with special Reference to Sindhudurg District)** from Tilak Maharashtra Vidyapeeth, Pune. My study depends upon your kind co-operation and response. The information and response provided by you will remain confidential and will be utilized only for the research purpose and better development of this destination by framing the suitable policies and plans on sustainability concept.

Thanks for your involvement in this research.

Yours faithfully,

Paresh Vidyadhar Joshi.
Mob-9423584958
pareshjoshi18@gmail.com

……

1	**Name of the tourist Place**	
2	**Name of accommodation unit**	
3	**Address of the unit**	Taluka:……. Dist: Sindhudurg Pincode:…… ContactNo…… Email…… Website……
4	**Name of the owner**	
5	**Education of the owner**	
6	**Age of the owner**	
7	**Do you completed any special course of Travel and Tourism of this business: If 'Yes' please specify**	Yes / No
8	**Year of commencement of the establishment**	
9	**Number of years of business**	
10	**Types of accommodation unit with star status**	1. Lodge: 2. Hotel: 3. Resorts: 4. Agro-farms: 5. Bed & Breakfast: 6. Bhakt Niwas: 7. MTDC Resort / Guest House 8. Private Bungalows:
11.	**Ownership pattern**	1. Single: 2. partnership 3. Private Ltd. 4. Public Ltd. 5. Others
12.	**Organized / unorganized sector**	
13.	**Main or secondary occupation**	

14. Type of Rooms

Type	With A. C.		Without A. C.	
	No. of Room	Tariff / Day	No. of Room	Tariff / day
Single Bed				
Double Bed				
Common Hall				
Other (Please Specify)				

15. Facilities available in room:

Sr. No	Facility	Yes / No
1	Attached toilet bathroom	
2	Air conditioned	
3	Hot water facility	
4.	T.V. with cable	
5.	Telephone	
6.	Internet connection	
7.	Wardrobe and cupboard	
8.	Extra chair and tea table	
9.	Small refrigerator	
10.	Any other (Please specify)	

16. Check in and out time : From_____ To _____

17. Apart from accommodation what are the other activities that you are providing to the tourists?

Sr. No.	Facilities	Yes/No
1.	Restaurant	
2.	Attached Bar	
3.	Information services	
4.	Entertainment and recreation	
5.	Shopping	
6.	Swimming pool	
7.	Conference facility	
8.	Banking, ATM and Credit Card	
9.	Beauty saloon	
10.	Laundry	
11.	Health and massage	
12.	Package tours	
13.	Tour guide	
14.	Air / railway/ Bus ticket booking	

18. How you approaching tourist?

1	Own networking system	
2	Advisement in newspaper / magazine	
3.	Advertisement T.V	
4.	Internet media (Direct mail / Website)	
5	Roadside signboards.	
6	Others	

19 Sources of reservation:

1	Direct enquiry	
2	Online booking	
3.	Tour operators	
4.	Others (Please Specify)	

20. Nature of tourist: Foreign / Domestic / Both

21. Season of Business: From _____ To _____

1. **Peak period in year:** From _____ To _____
2. **Off Season in a year:** From _____ To _____

22. Percentage of occupancy during off season and the peak season.

Year	Off Season	Peak Season	Total Capacity
2015			

23. Whether off season discount is given : Yes/ No

If Yes, what percentage:

From which period (month):

24. What was the initial investment of this unit?

25. Length of stay of tourist:

1.	Less than 10 days	
2.	10-20 days	
3.	20-30 days	
4.	30-40 days	
5	Above 40 days	

26. Number of tourist per annum :

Domestic:…….

Foreign:……..

27. Room rent per annum:……..

28. Cost of maintenance of room per annum:……

29. Total turnover of the last year:……..

30. How many persons are currently working here?

Sr. No.	Type of Job	Regular	Seasonal
1.	Full time		
2.	Part time		

31. What is the salary range of the workers in this organization?

Sr. No.	Type of Job	Regular	Seasonal
1.	Full time		
2.	Part time		

32. Source of origin of the workers:

Sr. No.	Particulars	No. of Workers	Name of the place	Type of job
1	This village (Local Area)			
2	This Tahsil			
3.	This District			
4.	This State			
5.	Outside the State			
6.	Out of India			

33. Major sources of raw material:

Sr. No	Sources	Mark the % of the supply
1.	From own chain services	
2.	Local market	
3.	Local nearest city (specify the name)	
4.	Outside the state (specify the name)	
5.	Outside the country (specify the name)	

34. Specify major source for

Sr. No.	Particular	Source
1.	Water	
2.	Fruit and vegetables	
3.	Fish	
4.	Rice, wheat	
5.	Chicken / mutton	

35. What are the measures taken by you to present environmental pollution?

No plastic anywhere	
Water recycling	
Solar energy	
Rainwater harvesting	
Paper reuse	
Any other please specify	

36. Whether you are following any environmental norms.

Yes	No	No idea

37. What are the different taxes are you paying? And what rate?

……

38. Are you aware with the tourism policy of Maharashtra government? If yes are you satisfied with that?

……

39. What are the problems you faced?

Sr. No	Element	Yes /No	No idea
1	Attitude of local people		
2	Availability and cost lf land		
3	Unavailability of qualified personnel		
4	Interference by the official		
5	Environmental restrictions		
6	Electricity fluctuation		

40. What are the suggestions for the better development of this place?

……

……

APPENDIX VIII
QUESTIONNAIRE: IV
QUESTIONNAIRE FOR NON-ACCOMMODATION UNITS

……

Dear Respondents,

Myself Paresh Vidyadhar Joshi, presently working as a Assistant Professor of Agricultural Economics at Kai Rajaram Marathe College of Agriculture, Phondaghat. I am conducting doctoral research on topic **"Planning for sustainable Tourism Development in Konkan Region of Maharashtra" (with special Reference to Sindhudurg District)** from Tilak Maharashtra Vidyapeeth, Pune. My study depends upon your kind co-operation and response. The information and response provided by you will remain confidential and will be utilized only for the research purpose and better development of this destination by framing the suitable policies and plans on sustainability concept.

Thanks for your involvement in this research.

Yours faithfully,

Paresh Vidyadhar Joshi.
Mob-9423584958
pareshjoshi18@gmail.com

……

1	**Name of the tourist Place**	
2	**Name of the unit**	
3	**Address of the unit**	Taluka:……. Dist: Sindhudurg Pincode:…… ContactNo…… Email…… Website……
4	**Name of the owner**	
5	**Education of the owner**	
6	**Age of the owner**	
7	**Do you completed any special course of Travel and Tourism of this business: If 'Yes' please specify**	Yes / No
8	**Year of commencement of the establishment**	
9	**Number of years of business**	
10	**Category of the unit**	1. Restaurant 2. Snacks centre 3. Ice-cream parlous 4. Tour operator 5. Tourist vehicle 6. Sweet stall 7. Petty shop 8. Flower stall 9. Chat centre 10. Fancy shop 11. Tender coconut shop 12. Handicrafts shops 13. others
12.	**Organized / unorganized sector**	
13.	**Main or secondary occupation**	

14. How you approaching tourist?

1	Own networking system	
2	Advisement in newspaper / magazine	
3.	Advertisement T.V	
4.	Internet media (Direct mail / Website)	
5	Roadside signboards.	
6	Others	

15. Nature of tourist: Foreign / Domestic / Both

16. Season of Business: From _____ To _____

1. **Peak period in year:** From _____ To _____
2. **Off Season in a year:** From _____ To _____

17. Whether off season discount is given : Yes/ No

If Yes, what percentage:

From which period (month):

18. What are the major sources of raw materials for the products?

Sr. No.	Sources	Mark the %
1.	From own chain services	
2.	Local market	
3.	Nearest city (specify) the name	
4.	Outside the state	
5.	Outside the country	

19. How many persons are currently working here?

Sr. No.	Type of Job	Regular	Seasonal
1.	Full time		
2.	Part time		

20. What is the salary range of the workers in this organization?

Sr. No.	Type of Job	Regular	Seasonal
1.	Full time		
2.	Part time		

21. Source of origin of the workers:

Sr. No.	Particulars	No. of Workers	Name of the place	Type of job
1	This village (Local Area)			
2	This Tahsil			
3.	This District			
4.	This State			
5.	Outside the State			
6.	Out of India			

22. Specify major source for

Sr. No.	Particular	Source (Owned/Hired)
1.	Water	
2.	Fruit and vegetables	
3.	Fish	
4.	Rice, wheat	
5.	Chicken / mutton	

23. What was the initial investment of this unit?

24. Total turnover of the last year:

25. What is the amount of last year expenditure?

26. Average per day customer:

Off season		Peak season	
Lowest	**Highest**	**Lowest**	**Highest**

27. Average receipts per day:

Off season		Peak season	
Lowest	**Highest**	**Lowest**	**Highest**

28. Whether this organization is operating throughout the year? Yes /No

If No, mention the period of operations in month:

29. What are the measures taken by you to present environmental pollution?

No plastic anywhere	
Water recycling	
Solar energy	
Rainwater harvesting	
Paper reuse	
Any other please specify	

30. Whether you are following any environmental norms.

Yes	No	No idea

31. What are the different taxes are you paying? And what rate?

……

……

Are you aware with the tourism policy of Maharashtra government? If yes are you satisfied with that?

……

……

……

32. What are the problems you faced?

Sr. No	Element	Yes /No	No idea
1	Attitude of local people		
2	Availability and cost lf land		
3	Unavailability of qualified personnel		
4	Interference by the official		
5	Environmental restrictions		
6	Electricity fluctuation		
7	Any other		

33. What are the suggestions for the better development of this place?