A GEOGRAPHICAL STUDY OF TOURISM DEVELOPMENT IN RAIGAD DISTRICT, MAHARASHTRA STATE

A

Thesis submitted to

Tilak Maharashtra Vidyapeeth, Pune

For the Degree of Doctor of Philosophy (Ph.D)

In Geography

Under the Faculty of Moral and Social Sciences

By

Uttam Namdev Gadhe

Research Student

Under the Guidance of

Dr B.C. Vaidya

Professor,

Department of Geography

Savitribai Phule Pune University, Pune-411007.

May, 2015

CERTIFICATE

This is to certify that the thesis entitled, “A Geographical Study of Tourism Development in Raigad District, Maharashtra State” which is being submitted herewith for the award of the Degree of Vidyavachaspati (Ph.D.) in Geography of Tilak Maharashtra Vidyapeeth, Pune is the result of original research work completed by Mr. Uttam Namdev Gadhe 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.

Date : May, 2015

Place : Pune

(Dr B.C. Vaidya)
Guide
Professor in Geography,
Savitribai Phule Pune University,
Pune-411007.

DECLARATION

I hereby declare that the thesis entitled “A Geographical Study of Tourism Development in Raigad District, Maharashtra State”, is the original work carried out by me under the guidance of Professor B. C. Vaidya for the award of Ph.D. degree in Geography to Tilak Maharashtra Vidyapeeth, Pune. This has not been submitted previously for the award of any degree or diploma or other similar title of this or any other university or examination body.

Date : May, 2015

Place : Pune

(Uttam Namdev Gadhe)
Research Student

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Research Student

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ABBREVIATIONS

1	Federation of Hotel and Restaurant Association of India. (FHRAT)
2	Global Business Leaders Forum for Travel and Tourism. (GBLFTT)
3	Municipal Council. (MC)
4	Ministry of Tourism (MOT)
5	Maharashtra Tourism Development Corporation (MTDC)
6	India Tourism Development Corporation. (ITDC)
7	International Association of Scientific Experts on Tourism (IASET)
8	World Tourism Organization (WTO)
9	International Ecotourism Society (IES)
10	World Travel and Tourism Council (WTTC)
11	National Tourism Board. (NTB)
12	National Tourism Organization. (NTO)
13	Regional Tourist Office (RTO)
14	South Asia Regional Tourist Council (SARTC)
15	State Tourism Development Corporation. (STDC)
16	Tourism Development Fund. (TDF)
17	Tourism Finance Corporation of India (TFCI)
18	Travel Agents Association of India. (TAAI)
19	National Highway (NH)
20	Special Economic Zones (SEZS)
21	State Highway (SH)
22	Jawaharlal Nehru Post Trust (INPT)
23	Zilla Parishad (ZP)
24	Maharashtra Industrial Development Corporation (MIDC)
25	Indian Petro-chemical Industries (IPCL)
26	Oil and Natural Gas Corporation (ONGC)
27	Rashtriya Chemicals and Fertilizers Ltd. (RCF)

ABSTRACT

A Geographical Study of Tourism Development in Raigad District, Maharashtra State

Tourism is one of the most vital phenomenan of 21st century. It is a cutting edge field of socio-economic geography and a promising research oriented fast growing interdisciplinary area. It is concerned with every sphere of life and has millions of employment opportunities available now and in future globally, regionally and locally. Tourism is a product of tourists-hosts interaction, emerged as an alternative option for regional growth and development therefore tourism development is essential for economic growth, political legitimation, social integration and rural development especially in developing countries like India where 21.9 percent population lives below poverty and 28 percent people are unemployed. Considering its paramount significance everything else can wait but not tourism because it has now become a need of the modern technocratic urban society and rural community. Presently, it is a socially recognized, economically crucial, environmentally and governmentally accepted phenomena, regarded as a passport to peace and cross national integration. "The world is becoming a global village in which people of different countries feel like neighbors. The modern transportation has removed obstacles of distance and enabling people to appreciate each other, exchange of ideas and commerce. Tourism can help overcome real prejudices and foster bonds. Tourism is real force of world peace" (Sharma, 1998).

Tourism is totality of relationship and phenomenon arising from travel and stay of strangers provided stay does not imply establishment of permanents residence and is not connected with a remunerated activity. Many geographers have paid attention toward tourism and regional development. In Britain, significant research was undertaken by Gilbert in 1939 on development of British seaside resorts. This pioneering work laid foundation for further research of Alexander (1953). Cohen (1972) has identified four types of tourists namely, organized mass, individual, explorer and drifter. He examined attitudes towards safety and new experiences. Mathieson and wall (1983) have described usual habitat and requirement of tourists and assessed economic, physical and social impacts. Peter (1993) has examined tourism development in Kenya and Gambia and identified general planning and policy principles for wider used of tourism. Elmarie Slabbert (2011) have studied

travel behavior and specifically travel motive of tourists visited to resorts in South Africa. Azizan Marzuki (2011) has examined development of tourism and its economic and socio-cultural impacts on island and its local residents. Yun Yu and Tae Gyou Ko (2012) have studied various factors related to perception and possible participation in medical tourism by Chinese, Japanese and Korean tourists for Jeju island in Korea.

In India, Kaul (1985) has provided basic information on tourism phenomenon and infrastructural facilities, management and marketing. Ambli (1991) has explained tourism development in Goa wherein he stressed economic aspect of tourism. Sali, U.A. has focused on existing and emerging patterns of tourism in Uttar Kannada district and has attempted to find out causes of changing tourism patterns in 2001. Mhaske has carried out his research on development of tourism in Ahmadnagar district in 2004. Meena, Potdar in 2004 has assessed development of tourism in South Konkan. Bagchi (2013) has examined impact of tourism on economy, physical environment and socio-cultural condition of Mandarmoni, Bakkhali Frazerganj and Digha in West Bengal. S. Fazal (2013) has analyzed changing nature of tourists and tourism in India and role of political culture in tourist motivation and identified geographical parameter of tourism development in urban tourist centers.

Tourism is one of the principal economic activities of residents of Raigad district. The study region takes important place in natural and cultural living areas of local community and shelter resources for tourism and recreational activities. The climate is quite distinct (experiences hot and humid). It is marked with macro tidal regime, high level of fluvial discharge and extensive mangroves. The study region has considerable tourism potential (beaches, historical and archaeological sites, pilgrimage and sanctuaries) located closed to the economic capital of India, Mumbai and cultural capital of state, Pune and situated in west part of Maharashtra state. This region extends from 17^0 51' to 19^0 18' north latitudes and between 72^0 51' to 73^0 40' east longitudes. It has 240 kilometers of narrow strip of land ensconced between Arabian Sea and Western Ghats covering 7152 square kilometers area and 2,207,929 population. The district is divided into three physiographic region, highland of Sahyadris, central plain and lowland. Medium black soil, shallow black soil, Saline alkaline soil, red sandy soils and lateritic soils are major soil types in study region. The area under forest is 2076 square kilometers (29 percent). The total length of roads 5663.14 kilometers provides the base for tourism development.

The present research has been undertaken to assess tourism development in Raigad district and its impact on the economy, society, culture and environment. The study has been divided into six chapters based on primary and secondary data. The primary data has been collected through field survey in 2013. Total 2000 questionnaires were administrated to tourists 400 for each site. Besides, 750 local people of sample tourist centre were purposively selected for assessment of tourism impacts. Secondary data on tourists' arrivals, amenities available and employment involved in tourism sector have been obtained from records of respective municipalities, India tourism statistic (2001 to 2011), Maritime Board Raigad (Alibag) reports of World Tourism Organization (WTO), Forests Survey of India. Archaeological Survey of India (ASI), Maharashtra Tourism Development Corporation (MTDC) and Public Work Department (PWD) records. The population data has obtained from Census of India and rural level data has collected from Grampanchayat and Taluka revenue records. The collected data were then processed by Statistical Package Social Sciences (SPSS 19) and executed with help of averages, percent and standard deviation. Tourists' level of satisfaction was computed by using satisfaction index. In order to assess tourism impacts Likert Scale was applied. Travel Circuit Approach (TCA) was employed to demarcate tourist zones in study region. In addition to this, SWOT analysis was adopted. The details regarding various methods and techniques have been discussed at the appropriate locations in this text.

There are many tourist attractions of natural, socio-cultural and historical importance and movements falling mainly under two categories, one is natural i.e. beaches, wildlife sanctuaries, hill resort, hot water springs and waterfall and cultural i.e. forts, caves, pilgrimage and fair and festivals. Tourists travel to these centers in study region for visiting and enjoying natural and cultural landscapes. The natural potentials for tourism development in study region lies in its shoreline configuration and highland areas. There are 19 beaches of fine white sand and clear water that allows for safe bathing and water sports activities. Nagaon, Akshi, Kashid, Alibag and Murud beaches are frequently visited by tourists on week ends, because of easy accessibility and availability of tourist's facilities. The study region is well off in multiplicity of wildlife and has a large representation of wild species of ecological variation mainly observed in two sanctuaries, namely, Karnala bird sanctuary and Fansad wildlife sanctuary. Karnala bird sanctuary, ecological harborages lies in north east hilly region of Raigad district. 642 species of flora and 147 species of resident

birds and 37 species of migratory fauna are tourist's attraction. Fansad wildlife sanctuary in Murud tahsil is a home of 701 species of plants and 148 species of birds attract tourists. Matheran is only pollution free hill station in Maharashtra. The salubrious climate throughout the year is matchless. The gorges flanked by insurmountable cliffs are a tourist delight. Unhere, Save and Javali are hot water springs with different medicinal attributes in study region. It is noted that the history of Raigad district is associated with Buddhism, Islam and Chhatrapati Shivaji Maharaj. Here, are sites of historical and archaeological importance. 51 forts, 16 caves and 80 plus temples of different faith and religions of tourist attractions. Raigad, Kolaba, Janjira, Karnala and Birwadi are major historical sites. Gharapuri, Kude-Mandad are places of archaeological importance. Mahad, Pali, Harihareshwar and Kankeshwar are important religious places in study region which attract domestic tourists.

The demographic, geographical and travel behavioral characteristics of tourists are analyzed at each tourist centre in case studies. Most of the tourists that visited Matheran, Alibag, Murud-Janjira, Mahad, Raigad and Harihershwar are younger in the age of (20 to 40 years) dominating by male. Tourists to these places are well educated 30 percent graduates and 27.60 post graduates actively enjoying tourism and recreational activities and experience various cultures is inherent to the nature of human being. They mostly belong to government or private sector and businessmen are repeat visitors. 655 out of 2000 visited these centers for the fifth time or more. Tourist's expenditure pattern in selected sample destinations is invariably different. Food, accommodation and transportation are major sources for expenditure. Matheran hill resort found more expenditure on accommodation and food and transport in Murud and Alibag. While in Harihareshwar more expenditure was on transportation because it is southern most and furthest tourist centers in study region. Highest percent of tourists are coming from neighboring districts specially, Mumbai, Pune and Thane respectively and there is an increasing trend of domestic tourists from other districts of Maharashtra state. Maximum tourists 53.05 percent belong to Hindus and minimum 6.80 percent are Buddhists in totality (2000). It is observed that majority of tourists belong to middle income group (Rs. 40,000 to 60,000) per month. The purpose of tourists depends on the nature of tourist center and income category. The satisfaction of tourists shows the rate of tourism development level at five tourists centers, namely, ecotourism, historical tourism and religious tourism. Tourists'

satisfaction focuses upon accommodation, food, attraction, transportation, behavior of people, natural scenery, personal safety and security, entertainment and shopping facilities available in these selected destinations. The comparison of ultimate satisfaction of five tourists centers show variation. Matheran has obtained maximum ultimate satisfaction followed by Murud-Janjira, Alibag, Mahad-Raigad and Harihareshwar, because this destination has many natural sites and salubrious climate throughout the year, besides, tourists facilities such as accommodation, catering and other services and at the same time infrastructure such as water, electricity, good communication. This study shows that quality of accommodation and food are the main factor for duration of stay of the tourists. It is clear that Matheran has better accommodation facilities while food quality is better in Murud and Alibag as compared to Mahad-Raigad and Harihareshwar. Tourists centers have better transport facilities and tourists visit the tourists centers mostly by rental taxies followed by own vehicles accounting 42.50 and 23.60 percent respectively. Source of inspiration for tourists to visit the selected tourists spots due to advice and suggestions from friends and relatives accounting 594 totals of five centers. 29.70 percent and self-induced inspiration to 25.50 and 16.10 percent respectively.

It is suggested that to provide more incinator and dustbins for garbage disposal particularly at pilgrimage centres (Ballaleshwar-Pali, Harihareshwar and Mahad) and the beach sites. Widen all roads in the district mainly those connected with tourist centres and the internal roads of Murud-Janjira, Harihareshwar and Mahad. Along these routes rest facilities and fuel facilities may be provided for the tourists. Install shopping complexes on the co-operative basis like Raigad Bazar at selected tourist sites to supply local product, special articles and other necessary products at a reasonable price. Create separate website for study region with necessary information regarding tourist accommodation facilities, fuel centre, garages, restaurants, police stations, etc. Safety measures and rescue operation teams should be kept ready at call by the Government with proper training at most of the tourist sites especially at Kashid beach, Zenith fall, (Khopoli), Murud-Janjira and Harihareshwar and where the fatal incidents happen frequently, and strong iron grills should be built on upper stage at waterfall point.

The study region belongs to the coastal part of Maharashtra which has a great scope for tourism development since it generates employment and income to the residents and revenue for local self government. The physical and cultural background

of the study region offers a range of spectacular features mainly Arabian Sea, architectural wonders and cultural landmarks which provide a wide range of tourist attractions. Although some of them have been exploited, many still remain virgin and unexplored. Maharashtra Tourism Development Corporation, Ministry of Tourism, Archaeological Survey of India, Maharashtra Maritime Board and Forest Department should take initiatives in this regards and new regional tourism development strategies need to be introduce to better development of tourism that will certainly lead to regional development. Such study may attract attention of experts from various disciplines includes practitioners, stakeholders, planners, tourism and hospitality, geography, economics, sociology, history, administration and management, archaeology and environment for sustainable tourism development.

Chapter-I

INTRODUCTION

1.1 General Introduction

Tourism development is essential for economic growth, political legitimation, social integration and rural development especially in developing countries like India where 21.9 percent population lives under poverty and 28 percent people unemployed (Economic Survey, 2013)**.** It receives increasing attention as a major source for employment generation. With considering the significance of tourism it becomes a need of modern society and support to practices for sustainable development therefore, tourism is recognized as economically crucial and environmentally friendly activity. Tourism regards as a passport to peace and promotes spiritual development both at regional and intra-regional level. "The world is becoming a global village in which people of different countries feel like neighbors. Moreover, modern transport facilities have reduced distance and enable people to appreciate each other, exchange ideas and commerce. Thus, tourism helps to overcome real prejudices and foster bonds and promote world peace" (Sharma, 1998). Tourism in India has sprung up in recent past though it has a long history after liberalization of Indian economy transportation, telecommunication, accommodation and positive government policies. The survey undertaken by Conde Nast Traveller Maganize in 2006 has ranked India fourth favourable country for holidays. Tourism in India has grown substantially over the last decade. The foreign arrival of tourists have increased by 15 percent and contributes one fifth of national income.

1.2 Review of Literature

Many geographers have studied the tourism activity. In Britan, significant research in this regards was undertaken by Gilbert in 1939 on development of British seaside resorts. His early study has laid the foundation for further research. Alexander (1953), Wolfe (1967), Mitchell (1969). During 1980 monographs are published by Cohen (1972), Jackson (1972), Pigram (1974), Kaspar (1975), Robinson (1976), Leiper (1979), Pearce (1981) and Mathieson and Wall (1982) and Smith (1983), Mc Intosh (1984), Mill and Morison (1985) on various aspects of tourism studied. Cohen (1972) has identified four types of tourists and argued that tourists can be classified into organized mass, individual mass, explorers and the drifters. Mathieson, A and Wall, G (1983) in their book "Tourism-economic, physical and

social impacts" and has described usual habitat and requirement of tourists and assessed economic, physical and social impact. Douglas Pierce in 1987 has studied systematic and comprehensive manner of geographical dimensions of tourism and has explained geographical perspective contributing for planning and development. Richede Gisbert (1987) has focused on pilgrimage tour of Lourdes and has evaluated the impact of pilgrims on demographic and economic structure of tour. He found out changes in occupational structure and shifting from primary to tertiary sector.

Dieke Peter U. C. (1993) has examined tourism development in Kenya and Gambia and identified general planning and policy principles for wider use of tourism. He highlighted the need for planning for considerable caution in monitoring and reviewing the effects of tourism. Suna-wi, Jim and Edward Kim Y. J. have examined the situation of marine tourism and evaluated potential for the development of sustainable coastal and marine tourism in Korea. Peter Mike and Weiermair Kalus (2000) have studied general changes in tourism and leisure behavior which observed globally and distinguished between global and regional changes in tourism behaviour C. Van Vuren and Elmarie Slabbert (2011) have studied travel behaviour and specifically the travel motivation of tourists in South Africa.

Azizan Marzuki (2011) has examined the development of tourism and its economic and socio-cultural impact on local residents and identified the impact on tourism development for Lankawi island, Malaysia. Margaret Deery, Leo Jago and Liz Fredline (2012) have examined the social impact of tourism on host communities and provided an alternative conceptual framework to the predominance of quantitative methods. Kayoko Ishii (2012) has focused on economic benefits of ethnic tourism on households in local minority community and focused on division of level and power dynamics of gender complementarity. Ji Yun Yu and Tae Gyou Ko (2012) have studied the various factors related to perception and possible participation in medical tourism by Chinese, Japanese and Korean tourists for Jeju island in Korea aiming to identify cultural differences among them and how these differences affect their pursuit of medical tourism. Melphon Angwenyi Mayaka and Prasad Haushila (2012) have examined the current situation of tourism in Kenya based on secondary sources and found out centripetal force as key challenges and opportunities facing Kenya's tourism. In India, Kaul, R. N. (1985) worte book entitled, "Dynamics of tourism-A Trilogy" where he has provided basic information on tourism and infrastructural facilities, management and marketing. Arulraj, A and Prabhahara, B, (2010) have

attempted to analyze service quality and management by using nine parameters, namely, place, product, price, people, process, physical evidence, promotion destination satisfaction and intention to return. Ambli, S. M. (1991) has explained tourism development in Goa and stressed economic aspect of tourism influence of multiplier concept. Pandey, P. C. in 1991 has highlighted the role of transportation in tourism development in Uttar Pradesh. Sali, U. A. has focused on existing and emerging patterns of tourism in Uttar Kannada District in 2001. Nikam, S. N. (2004) has attempted to study the tourism potential and prospects of Nashik district.

Mhaske, P. H. has carried out his research on development of tourism-A case study of Ahmadnager in 2004 and has explained the need for tourism development in study region by taking examples of Shirdi, Shani-Signapur and Kalsubai. Meena Potdar (2004) has assessed the development of tourism in South Kokan and studied various attractions for tourism. Ranbir Singh (2006) has conducted study on tourism development for beas valley. Vaiphei Thathang has made detailed tourism study of Nepal and assessed the impact of tourism on economy, society and environment since 1980. Sutheeshna, B. S. has made systematic and comprensive study and study the tourism development of beaches in Goa and Kerala. Pandey, R. K. (2007) has focused on pilgrim tourism in Mathura district.

Ghada Abd-Alla Mohamed, 2007 has assess tourists' expectations and perceptions of services provided by travel agent and his main focus on to findout the relationship between service factors and overall satisfaction of tourists. Mohammed Eraqi (2007), has studied the tourism development in Egypt with assessment of tourism impacts on the local community. Chauhan Vinay and Khanna Suvidha (2009) have highlighted contribution of tourism in Kashmir in term of residents' and tourists' perception and found significant contribution towards peace building in Kashmir, India. Silva, C.P. Alves, F. and Rocha R. (2007) have stress the validity of carrying capacity concept as applied to beaches with regards to coastal tourism. Wineaster Anderson (2011) has explored the Socio-economic implications of enclave tourism in Zanzibar and attempted to analyse tourist expenditure in relation to tourist demographic characteristics.

Fawaz Alhammad (2012) has investigated the attitude of local community in Jordanion city, Sharareh and Badaruddin Mohamed (2013) have review local perception on tourism development and its process and explain the social exchange theory. Bagchi Jayeeta (2013) has examine the impact of tourism on the economy,

physical environment and socio-cultural conditions of Mandarmont, Bakkhali-Frazergani and Digha breaches of East Midinipur and South 24 Pargana districts in West Bengal respectively. Haiyan song, Gang Li, Robert and Jason. L's empirical study has indicated test two step tourist satisfaction index, namely, sectoral level satisfaction indexes based on a structural equation model and overall tourists satisfaction index through factor analysis. Yim King Penny and Xiangping Li (2013) have studied tourism development in Macao by assessing the impacts of tourism. Tourist satisfaction and community involment in tourism planning.

Haiyan Song, Robert Vander, Gang Li and Jason L. Chen have studied tourist satisfaction assessment system basically based on dual models, tourist satisfaction and its key antecedents and consequences. Kate Sullivan, Lalith de Silva, Alan White and Marvyn Wijeratne (1995) have provided information to tourism and unnecessary environmental problems in coastal tourism in book Environmental Guidelines for Coastal Tourism Development in Sri Lanka.

1.3 Concept of Tourism

The term tourism is derived from the French word 'Tour' which means a journey from one place to another place. It is a movement of leisure time involving movement of journey or stay at new destinations. Tourism is a complex, prismatic and dynamic phenomenon. The economists treat tourism term as inter-connected processes especially economic ones that come into play through influx, temporary residence and dispersal of strangers (Herman, V. Shullard, 1990). According to Swiss professors, Hunziker and Kranf (1942) "Tourism is the totality of relationship arising from the travel and stay of strangers provided the stay does not imply establishment of permanent residence and remunerated activity." (Foster Douglas, 1984). "Tourism denotes the temporary, short-term movement of people to other destination outside the place where they normally live and work and their activities during their stay at these destinations" (Barkart and Medlik, 1974). Tourism is a products of tourist host interaction that needs attraction, accommodation, accessibility, amenities and advertisement.

1.4 Defination of Tourist

It was observed that nineteenth century aristocratic people of Europe have organized institutional travelling for the sake of educational and experimental purpose. Now-a-days, term tourist is used to travel for pleasure or education but not for financial benefits. In 1937, Statistical Experts Committee of League of United

Nation has recommended following definition, “Tourist” means persons travelling for a period of twentyfour hours or more in a country other than that in which he usually resides” (Robinson, 1976). Department of Tourism, Government of India has adopted following definition, “A foreign tourist is a person visiting India on foreign passport, staying at least 24 hours in India. The purpose of journey can be of different, namely, leisure-recreation, holiday, health, study, religion and sports, business, family mission and meeting. The following are not regarded as “Foreign Tourist” who are coming to establish residence in the country arriving with or without a contact to take up an occupation or engage in activities that receive remuneration from the country and temporary visitors staying less than 24 hours in the country (including travelers on crusies). The seven characteristics of tourism-travel are intended to delineate the tourists by distinguishing from other travelers by Cohen.

i) Temporary to distinguish it from the permanent travel of tramp and nomad;
ii) Voluntary to distinguish it from forced travel of exile and refugee;
iii) Round trip to distinguish it from one-way journey of migrant;
iv) Relatively long to distinguish it from trip of the excursionist;
v) Non-recurrent to distinguish it from recurrent trips of holiday house owner;
vi) Non-instrumental to distinguish it from travel as a means to another end of business traveler, traveling sales representative and pilgrims, and,
vii) For novelty and change to distinguish it from travel for other purposes such as study.

1.5 Study Region

Raigad district is situated in west part in Maharashtra state covering 7152 square kilometers area. This study region extends from $17^0$51’ to $19^0$18’ north latitudes and between 72^0 51’ to $73^0$40’ east longitudes (Fig.-1.1) stretching along 240 kilometers narrow strip of land between the Arbain Sea and Western Ghat. According to 2011 Census, total population of study region is 2,635,394 persons (1,117,628 male) and (1,090,301 female). Administratively, study region is divided into fifteen tahsils, namely, Alibag, Uran, Panvel, Pen, Karjat, Khalapur, Sudhagad, Rohe, Murud, Mahad, Mangaon, Tale, Shrivardhan, Mhasale and Poladpur. There are 26 urban centers and 1960 villages in this district. The density of population is 368 persons per square kilometer in 2011.

Fig.-1.1
Location of Study Region

The annual growth rate of population has 2.20 percent. 24.22 percent population lives in urban area and 75.78 percent in rural area. The entire district is divided into three physiographic regions, highland of Sahyadris, central plain and lowland region. The study region experiences hot and humid climate. The maximum temperature during hot season is 40^0 centigrades and mean minimum temperature varies from 17^0 and 20^0 centigrades. The average annual rainfall is 3029 millimeters. Medium black soil, shallow black soil, saline alkaline soil, red-sandy soils and lateritic soils are major soil types in study region. The area under forest is 2,076 square kilometers accounting 29.00 percent. Agriculture is main occupation and rice is major crop. In 2010, net sown area was 1.58 lakh hecaters and net irrigated (12,211 hectares). There are 82 small irrigation projects. The total length of is road 5663.14 kilometers and railway has 299.34 kilometers length in study region. Uran is known as container traffic port besides has 15 minor ports in study region. Matheran, Alibag, Murud-Janjira, Harihareshwar, Mahad, Pali, Elephanta Caves, Mahad (famous for Genesh Temple); Karnala Bird Sanctuary, Nagaon Beach and Unhere Hot Spring are noted tourist centers. Besides many potential tourist centers are found for tourism in study region.

1.6 Objectives

This study has undertaken to assess the tourism development in Raigad district by examining following sub-objectives:

i) Assessing physical and socio-economic condition of study region.
ii) Examining existing tourist centres and available facilities.
iii) Assessing tourists' behaviors and patterns of expenditure.
iv) Analysing the socio-economic, cultural and environmental impact on local community in study region.
v) Preparing Tourism Development Model for better tourism development in study region.

1.7 Database and Methodology

The data from primary and secondary sources have been gathered for persent study. The secondary data was collected from District Census Handbook about for 1991, 2001 and 2011 regarding male, female, density, sex ratio, literacy, occupational structure. India Tourism Statistics for 2001 to 2012 have used for arrival of tourists and employment involved in tourism sector. Socio-economic Abstract, Raigad District (2001 to 2013), Reports of World Tourism Organization (2012) Statistical

Abstract of India (2011) have been used in present study. Toposheet No. 47 A, 47B, 47C, 47E, 47F, 47G, 47I, 47J, 47K and satellite imagary such as LANDSAT TM 148-047, 147-047 and 147-046 are also utilized. The texts of published and unpublished reports, books, research books, journals, magazines, news papers and websites have referred for interpreting the text. An indepth study have carried out for Matheran, Murud-Janjira, Alibag, Harihareshwar and Mahad tourist centres by using questionnaires. The questionnaires consists the question on names, origin, age, sex, religion, income number of visits, accommodation, transportation facilities, attractiveness, source of information, motivation, problems and suggestion to improve the under taken tourists sites. Prepared questionnaires were filled by the tourist, the residents and private intermediaries such as hoteliers or resort owners in the Raigad district. The data regarding tourists were collected in 2013 and total 2000 questionnaires were administrated to tourists, 400 for each site. 750 questionnaires to local people (residents) of sample tourist centers were randomly selected for the assessment of tourism impacts.

The study of tourist satisfaction was computed by using of Satisfaction Index for selected sample centers. An Assessment Scale was applied to assess the impact on employment, income infrastructure and standard of living. The obtained primary and secondary data has been meticulously tabulated and process. The pattern of expenditure of tourists is computed by applying Awazi's methodology and Travel Circuit Approach (TCA) was employed to demarcate the tourist zones in study region. In addition to this, data were presented in form of maps graphs and diagrams in present study.

1.8 Choice of Study Region

Raigad district has been selected for this study because of many reasons. Firstly, this region has not been studied by geographers from tourism point of view. Secondly, the researcher belongs to this study region and is enable to get information easily on tourism aspect. Thirdly, study region lies proximity of Mumbai metropolitan area. Fourthly, old sites and tourist centers have been renovated by Government of Maharashtra resulting increase of tourists flow in this region. In addition to this, Government of Maharashtra has identified Alibag, Murud, Shrivardhan and Uran tahsils for better development for tourism and therefore, has great potentility in this region.

1.9 Organization of Text

The proposed study is arranged into six chapters. The opening chapter putforths objectives of study, concept of tourism, definition of tourists, data sources and methodology, literature review and organization of text. The second chapter has described physical and cultural background of study region related to location, physiography, drainage, geology, climate, soils, natural vegetation, transport, economy and population. The third chapter is devoted to examine the existing tourism activities of major tourists centers and domestic and foreign tourists arrival. Case studies of Matheran, Alibag, Murud-Janjira, Mahad, and Harihareshwar have evaluated in chapter four. The chapter five has assessed socio-cultural, economic and environmental impact tourism in study region besides this, tourism circuit zones have identified and finally, last chapter has presented summery and conclusions based on texts of earlier chapters and suggestions have given for tourism development in study region.

1.10 Limitations of Study

The present study is largely based on primary data. The assessment of tourists is rather difficult task due to lack of tourist information from Government and Private Agencies. During interview, tourists were hesitated to fill up questionnaires especially on income aspect and had some bias of information. Hence, some relevant data could not be collected and not been able to incorporate in text.

Chapter-II

PROFILE OF STUDY REGION

2.1 General Introduction

Tourism is function of diverse natural and cultural landscapes. It assimilates into environment and culture of destination. The relationship between destination and mankind is major focus of tourism as it is a combination of natural, socio-cultural and politico-historical base make suitable for tourism development in any region. Among them relief features are siginficant in determining suitable places and spatial distribution of tourist destinations which creates tourism opportunities. It is therefore, necessary to evaluate the profile of study region through the salient features of the study region. Present chapter is an attempt to describe physical and socio-cultural characteristics of the study region. Here, physiography, drainage, climate, soil, forest, transport and population have taken into consideration in study region on the basis of socio-economic abstract, report of public work department, census of India, weather report, forest report, books, journals and personal observation during fieldwork. Raigad district in Konkan region of Maharashtra state popular for island forts, beaches, hill resort and caves and spiritual centers. It is marked by Arabian Sea, Konkan Railway, Mumbai-Goa Highway and Mumbai-Pune-Bengaleru Highway and are consequently help in the tourism development in study region.

2.2 Site and Situation

Raigad district extends from 17^0 51' to 19^0 18' latitudes north and between the 72^0 51' and 73^0 40' east of longitudes accounting one-fourth area of Kokan region in Maharashtra state. It is confined by Arabian Sea to west and Pune district in east, Thane district lies in north and Ratnagiri district in south. The area of study region has 7152 square kilometers (2.32 percent) in Maharashtra state. The northsouth stretch of the district is 160 kilometers while eastwest is 50 kilometers. The length of coast is 240 kilometers stretching from Mandva to Harihareshwar. Raigad district is the largest in Konkan region consisting of fifteen talukas, namely, Alibag, Pen, Murud Panvel, Uran, Karjat, Khalapur, Mangaon, Sudhagad, Rohe, Tale, Mahad, Poladpur, Mhasale and Shrivardhan tahsils (Fig.-2.1).

Fig.-2.1

Administrative Divisions of Raigad District

2.3 Physiography

Physiographically, study region can be divided into three divisions, namely, The Sahyadri, central plain and lowland areas (Fig.-2.2). The Sahyadri mountain region exists in eastern edge having average height of 600 meters above sea level. It is made up of lava and has relief like steep cragy wall slopping towards west. The rocks are hard massive basalt. Matheran hills, Sudhagad range and Mangaon Plateau are the prominent hills in this region. Small and discected hill spread in study region. This region lying over east part in Karjat, Khalapur and northwest in Sudhagad, Mangaon, Mahad and Poladpur tahsils. The region has dense tropical evergreen and wet deciduous forest. The various forts and caves, namely, Karnala, Raigad and Kude-Mandad are lies in this physiographic region.

The central plain region is somewhat flat with fertile soil stretching northsouth direction between coastal lowland and highland area (Fig.-2.2) over 3140 squares kilometers. This is monotonous depositional surface accounting 43.90 percent in study region. Its average height is 450 meters from sea level. Panvel, Pen, Roha, southern part in Tale and Mangaon, northern and southern part in Mhasale and eastern part in Shrivardhan and Mahad tahsils forms this plain region. Sarasgad and Avachitgad are major tourist centres in this region. The lowland adjoining sea is found much broken and intersprested by lateritic hills marked by creeks and estuaries. It is formed by mud and salt pans. The wide and shallow expanses are marked by sand bars due to sea waves. This region extends in Uran, Alibag, Murud, Shrivardhan and Pen tahsils and has less than 100 meters height from sea level spreading 2282 square kilometers area (31.90 percent). The lowland bordering sea is dotted with innumerable coconut, palms and rice farms. The tourism, fishing and agriculture are major activities practiced in this region. Gharapuri, Alibag, Janjira Fort, Shrivardhan, Diveagar and Harihareshwar are major tourist centers in this region.

2.4 Drainage

The study region is blessed with rivers and numerous rivulets with their courses draining western side of Sahyadri (Fig.-2.3). Ulhas, Patalganga and Bhogavati rivers are flowing in north part in study region. Ulhas river rises in north of Tungarli near Lonavala in Pune district at the height of 600 meters and flows for 21 kilometers south-north direction passing through Karjat tahsil and dip down in Arabian sea into Vasai Creek in Thana district.

Fig.-2.2

Physiography

Fig.-2.3

Drainage in Raigad District

The river Amba originates near Khandala and running southeast direction for 150 kilometers in study region. Rivers Ulhas and Amba flows through Khalapur, Sudhagad and Pen tahsils. River Balganga and Bhogavati run parallel to Patalganga river and culminates into Dharamtar Creek near Ispat Steel Plant. Whereas Kalundri and other small rivulets form radial pattern and drained into Panvel Creek and joined Arabian sea. In central part, there are Kundalika and Mandad rivers. Kundalika river originates near Gurholot pass in Bhor tahsil in Pune district and enters in study region near Kolad village and flows 65 kilometers and falls into the Chawl creek. Ramraj and Achalbag rivers are main tributaries of Kundalika river.

River Mandad is another river which rises on Mangaon plateau and falls into Janjira Creek. Savitri river in study region flows toward south part in study region. It is originated in southeast corner of study region near Mahabaleshwar village. It passes through the Poladpur, Mahad and Mangaon tahsils. Ghod, Gandhari and Kamthi are the major tributeries of Savitri river. Kal river rises near Raigad fort and flows southeast and south direction and joined Savitri near Mahad city. Chola and Nageshvari rivers are left bank tributeries of Savitri. The drainage of study region have a steep gradient, fast flowing run mostly parallel to each other and have small catchments areas. The important hydro-electric generation stations are located at Bhira, Bhivpuri and Khopoli in study region.

2.5 Climate

Climate plays crucial role in tourism development. It influences choice of destinations, The study region experiences typical climate with fairly equable and less seasonal fluctuation of temperature. The maximum summer temperature ranges between 30 to 32 degrees centigrades while minimum observed in winter (17 degrees). Monsoon begins in early June there is a reversal of temperature and temperature during monsoon remains uniform. The slight rise in temperature is from October then it gradually falls and it reaches the coldest month in January (Table-2.1 and Fig.-2.4). May is the hotest month (32 degree centigrades). The study region receives an average annual 3460.21 millimeters rainfall. July and August are the wettest months in study region. The highest rainfall receives 4655 milimiters in Karjat tahsil particularly at Matheran due to high altitudes and lowest is observed (2310 milimiters) in Uran tahsil (Fig.-2.5). There is a concomitant relationship between the rainfall and relative humidity. July and August months have maximum humidity 92 and 65 percent respectively and May (76), April (76:58). The prevailing wind

direction is from west to northwest. The winds are generally light and velocity is 8 kilometers per hour. During monsoon, velocity gradually increases upto 25 kilometers per hour in June. The wind is greatly affected by irregular and abnormal disturbance. Wind speed over fifteen kilometers per hours and climate experiences rather mild and healthy and therefore, tourist centers are endowed with a comfortable for greater part in study region.

Table-2.1 : Temperature in Alibag Station

Months	Maximum	Minimum	Months	Maximum	Minimum
January	28.7	17.4	July	29.3	25.1
February	28.9	18.2	August	28.9	24.9
March	30.3	21.2	September	29.5	24.3
April	31.5	24.1	October	31.5	23.8
May	32.0	26.5	November	32.0	21.2
June	30.9	25.9	December	30.0	18.8

Source : Regional Meteorological Department, Mumbai.

Note : Temperature is given in degree centigrades

2.6 Forest

Forest is very precious environmental resource and it is regarded as a “Green Gold” that cradles the lives of species and maintains the natural equilibrium on planet earth’s ecosystem. The study region has 2076 square kilometers forest (29 percent). Among them 10.17 percent forest is unclassified. Out of total forest 3.45 percent are administrated by Revenue Department whereas 96.55 percent forest is under Department of Forest in study region.

2.7 Types of Soil

Soil is one of the basic natural resources provides nutrients supportly to the growth of plants and crops. It is used for building houses and for bricks making besides utensils, pots and idols. The soil forms parent rock, climatic condition and living organism. The soils of study region is essentially derived from Deccan trap. The texture of soil in study region ranges from sandy loam to clay loam from dark to red colour and are acidic to neutral in reaction. The soils of study region can be broadly grouped into five types, namely, red sandy soils lateritic soil, black soil, shallow black and saline soil (Fig.-2.6).

Fig.-2.4

Temperature in Raigad District

Fig.-2.5

Rainfall Distribution

Fig.-2.6

Soil Types in Raigad District

Red sandy soil occurs in eastern part in study region confined narrow strip especially in northeast corner in Karjat, eastern part in Khalapur, Sudhagad tahsils and is also found in hilly areas in Poladpur and half of Mangaon tahsil in study region. Red soils cover 20 per cent of study regions. The depth varies from 50 to 150 centimeters having sandy in texture with low ware retainning. Lateratic soil exists in south part in study region in Murud, Rohe, Tale, Mhasale, Shrivardhan and southwest part in Mahad and Poladpur tahsils. This soil is suitable for nachani and paddy crop. Spread over (28 percent) in study region. Shallow black soil appears in north part of study region central part in Karjat, western part in Khalapur and Suddhagad, south part in Panvel, Eastern part in Pen, Alibag and Rohe tahsils. Paddy and vegetables are cultivated in both the seasons by providing irrigation in this part in study region. Medium black soil found in Ulhas and Panvel river basin in two patches in north part in study region. It is found in central part of Karjat, Panvel and Khalapur tahsils. This soil covers 175689 hectares area. It is suitable for rice cultivation having 2 to 6 feet depth formed from trap rock under heavy rainfall and neutral in reaction. Saline and saline alkaline soil is formed due to deposition of salt and is found on flat low-lying northwest part in Uran, Panvel, Alibag, Murud and limited only in west part of study region spread on 49338 hectars area where coconut, areca-nut are grown in study region.

2.8 Population

The economic development of any region depends upon human resources. Population influence on tourism and travel and determines the workforce and consumption. The study region has 2635294 population in 2011 Census. Table-2.2 shows the decadal population growth in Raigad district and reveals that the growth of population from 1901 to 2011 in study region. In 1901, population was 7.21 lakhs which increased to 9.09 lakhs in 1951 accounting 12.91 percent increase. Then in 2001 population has increased to 22.05 lakhs. The growth of population was 20.88 percent (Fig.-2.7).

Fig.-2.7

A) Population Growth in Raigad District

B) Population Density in Raigad District

Table-2.2 : Population Growth in Raigad District (1901to 2011)

Years	Population	Decadal Growth		Years	Population	Decadal Growth	
		Absolute	Percent			Absolute	Percent
1901	721083	-	-	1961	1058855	149772	16.48
1911	714371	- 6712	- 0.93	1971	1263003	204148	19.28
1921	677586	- 36785	- 5.15	1981	1486452	223449	17.69
1931	756315	78729	11.62	1991	1824816	338364	22.78
1941	805157	48842	6.46	2001	2207929	383113	20.88
1951	909083	103926	12.91	2011	2635394	427465	19.36

Source : Census of India, 2011.

Due to introduction of Kokan railway and nascent industries, declaration of SEZS, medical facilities and new sites as tourist centres accelerated the employment opportunity in study region. The density of population in study region is given in Table-2.3.

Table-2.3 : Population Density in Raigad District (1901to 2011)

Years	Persons/sq.km.	Years	Persons/sq.km.
1901	100	1961	148
1911	99	1971	176
1921	94	1981	207
1931	105	1991	255
1941	112	2001	309
1951	127	2011	368

Source : Census of India, 2011 (Provisional Population Totals Paper 1 of 2011, Maharashtra, Series-28)

Raigad district has 2635394 population in 2011 Census. The highest density of population is found in Uran tahsil (739) and lowest in Sudhagad tahsil (137). The spatial variations is affected by socio-economic and geographical factors. The density of population has grouped into five categories (Table-2.4 and Fig.-2.8).

Table-2.4 : Density of Population in Raigad District, 2011

Tahsils	Density	Rank	Tahsils	Density	Rank
Uran	739	1	Roha	246	9
Panvel	728	2	Mangaon	223	10
Khalapur	453	3	Mhasala	195	11
Alibag	442	4	Tala	171	12
Pen	353	5	Poladpur	146	14
Shrivardhan	329	6	Mahad	148	13
Karjat	290	7	Sudhagad	137	15
Murud	273	8	District	309	

Source : District Census Handbook, Raigad 2011.

Note : The density is given in per perspms square kilometer.

Fig.-2.8

Population Distribution in Raigad District

Uran and Panvel these two tahsil having highest population density while six tahsils, namely, Karjat, Murud, Rohe, Mangaon, Mhasala and Tale tahsils have 150 to 300 density and Alibag, Pen and Shrivardhan tahsils have 300 to 450 persons per square kilometer density and low density (150 persons) found in three tahsils, namely, Poladpur, Mahad and Sudhagad tahsils. Khalapur tahsil has 453 persons per square kilometers population density. The sex ratio reflects the socio-economic condition. Raigad district occupies fifth rank in Maharashtra state (955). Table-2.5 and Fig.-2.9 reveal sex ratio accounting 955 females per thousand males for study region. The highest sex ratio has recorded in Tala tahsil accounting 1275 females per 1000 males. Lowest sex ratio occurs in Khalapur tahsil (868 females per 1000 males). The sex ratio is favorable for females in seven tahsils and unfavourable in eight tahsils in study region. The female are outnumbered by males in urban area. The southern part shows favorable sex ratio and unfavorable in northern part in study region.

The disparity between sex ratio in urban areas is much more striking than that of rural area. The number of females in urban population is 885 whereas there are 1006 females per 1000 males in rural area in study region.

Table-2.5 : Sex Ratio in Raigad District

Name of Tahsils	Total	Rural	Urban
Mhasala	1295	1341	1051
Tale	1275	1275	N. A.
Shrivardhan	1186	1217	1051
Poladpur	1157	1177	991
Mangaon	1071	1081	980
Murud	1061	1059	1071
Mahad	1035	1069	885
Sudhagad	987	992	957
Alibag	974	979	923
Karjat	947	959	913
Pen	944	952	906
Rohe	960	977	901
Uran	922	934	880
Panvel	879	917	840
Khalapur	868	872	863
District	975	1006	885

Source: Census of India, 2011. Note: N.A. = No Urban Population.

Fig.-2.9

Sex Ratio, 2001

Literacy is essential for economic development and social advancement of any region. The percentage of literacy to total population in study areas has increased from 19.20 in 1951 to 83.89 per cent in 2011. It is a remarkable that literacy among females has shown a substantial increase as compared to that of male literacy in study region. The male literacy has reached from 29.40 percent in 1951 to 90.68 in 2011 while female literacy has increased from 8.40 to 76.70 per cent in last 60 years. This shows that the female literacy is increasing at faster rate (68.39) as against male literacy (61.28) percent resulting more females are observed in tourism related activity in study region (Fig.-2.10).

Hindus, Muslims, Buddhists, Chritains, Jains are major religions in study region. The tribals in study region live in relatively isolation marked with distinct culture, languages and religion. Katkaries and Thakars are main tribal groups in study region whereas Kolies and Agries have their own culture, folklores, cosmology and belief system. The major Hindu religion in study region accounting 86.81 percent. Buddhist population in study region is 4.22 percent whereas 7.70 percent accounted by Muslim, Chritain has 0.46 percent. Jain, Sikhs and others together accounting 0.80 percent only in study region.

2.9 Transportation

Transportation is the nerve system of any region and it acts as a factor for development. The road network in study region consists of national highways, state highways, major district road, others district roads and village roads. Mumbai-Pune-Bangalore National Highway (NH-4) in north part and Mumbai-Goa National Highway (NH-17) are two important national highways running through study regions. Mumbai-Pune-Bangalore highway enters in study region near Taloja and runs 75.23 kilometers. Mumbai-Goa National Highway passes through six tahsils, namely, Panvel, Pen, Rohe, Mangaon, Mahad and Poladpur it has 154.30 kilometers length in study region. In addition to this, national highway running between Nhavasheva Port Complex to Kalmboli and Palaspe (NH-4b) (26.68 kilometers). The total length of national highway in study region is 182.80 kilometers. Bordi-Thane to Salarde is major state highway (SH-4) passes through five tahsils Panvel, Uran, Alibag, Murud and Shrivardhan for 172.78 kilometers (Fig.-2.11).

Fig.-2.10

Liberacy, 2001

Fig.-2.11

Transportation

Apart from this there are 30 state highways, 52 major district roads, 111 other district roads and 14 village roads connecting various tourist centers and provide access to millions of tourists. Table-2.6 reveals length of roads in study region. The length of major state highway and highway is 1248.05 kilometers. Major district roads account for 666.85 kilometers and other district roads have length of 762.33 kilometers. Village and other roads are found 2803.61 kilometers length in study region. The total road length in 2010 was 5663.14 kilometers.

Table-2.6 : Transport in Raigad District

Types of Road	Length
National Highway	182.30
State Highway	1248.05
Major District Road	666.85
Other District Road	762.33
Village and Other Roads	2803.61
Total	5663.14

Source : Socio-economic Abstract, Raigad District, 2011. Note : Length is given in kilometers.

Railway is one of the cheapest means of transportation. The principal railway routes radiating within district are Mumbai-Pune railway, Mumbai-Karjat-Khopali railway, Konkan railway, Neral-Matheran route, Diva-Panvel-Uran route and Mankhurd-Belapur route (Fig.-2.11). Presently, total length of railway is 299.34 kilometers of which 236.21 kilometers is broad guage, 42.13 kilometers guage and narrow guage is 21 kilometers. Many tourist centers are located along the railway route (Table-2.7).

Table-2.7 : Railway Route in Raigad District, 2010

Railway Route	Years	Length
Mumbai-Pune railway	1856	54
Karjat-Khopoli railway	1856	15
Neral-Matheran	1907	21
Diva-Panvel-Uran	1964	27
Mankhurd-Belapur route	1993	12
Konkan railway	1997	151.16

Source : Socio-economic Abstract, Raigad District, 2011.
Note : Length is given in kilometers.

In study region, Arabian Sea is crucial for water transport. Jawaharlal Nehru Port Trust useful for navigation. There are several other ports such as Manvda, Revas, Alibag, Murud, Shrivardhan in study region. There are 32 ferry services administrated

by Maharashtra Meritime Board and Zila Parishad. Bagmandala and Dighi in Shrivardhan tahsil. Revdanda and Ravas in Alibag tahsil, Mora in Uran tahsil and Rajapuri in Murud tahsil in study region.

2.10 Industries

The study region is one of the fast industrially developing districts in Maharashtra state due to proximity of Mumbai and Pune metropolitain city, existence of Maharashtra Industrial Development Corporation in Rasayani (Panvel tahsil), Thal-Vaiset (Alibag tahsil), Roha tahsil, Khopoli (Khalapur tahsil); availability of water and electricity, National highways (NH-4 and NH-17) Mumbai-Pune expressway and railway routes and encourasgive government policy. The major industries, namely, Indian Petro-Chemical Industry at Nagothane (Roha tahsils) Oil and Natural Gas Corporation Bombay High Project near Uran, Reliance Bombay Dyeing, Cipla, Hindustan Organic Chemicals Limited (HOCL) at Patalganga Industrial area in Panvel tahsil, Rashtriya Chemicals and Fertilisers Ltd. at Thal Vaishet in Alibag tahsil, Tata Hydro-Electrical Company, Mahindra Steels, Indian Organic Chemicals at Khopoli. Besides there are 125 rice mills, three electricity generatic power houses (Bhira, Khopoli abd Bhivpuri) have located in study region. In addition to these, cottage industries, salt manufacturing, leather works etc. exist and involving 1,29,647 employees in these industries in study region.

2.11 Agriculture

Agriculture provides livelihood to 66 percent population in study region. Table-2.8 reveals that 203000 hectare is under net sown area and 233000 hectares gross cropped area. Rice is main crop cultivated on 130000 hectares area followed by beans, cowpea, blackgram and horse gram. Mango, cashew, coconut and arecanut are grown on 4,800 hectares are exported from study region. The agriculture area in study region is declined recently because of construction of buildings, gardenings, parkings and others related service activities. The study region has large scope for agro-tourism. Karpewadi in Alibag tahsil and Saguna bag in Karjat tahsil are popular agritourism sites in study region.

Table-2.8 : Landuse Pattern in Raigad District

Sr. No.	Agricultural Landuse	Total Area
1	Net Sown Area	203
2	Gross Cropped Area	233
3	Net Irrigated Area	14.9
4	Gross Irrigated Area	17.4
5	Area Under Different Crops	4.8

Source : 1) District Socio-economic Review, 2009-10.
2) Krishi Utpadan Karyakramachi Rupresha, Dept. of Agriculture, Govt. of Maharashtra.
Note : Area given in 000 hectares.

2.12 Occupational Structure

The occupational structure in study region reflects social and economic condition. There are two types of workers, namely, main workers and marginal workers. The main workers are further divided into cultivators, agricultural labourers, household workers and others. Table-2.9 and Fig.-2.12 exhibit the occupational structure in study region is agriculture supportive. 28.6 percent workers are cultivators and 20.4 percent agricultural labourers combinely account for 49 percent of total workers in study region. 48.4 percent are other workers and remaining 2.7 percent are involved in household. Majority of female workers are engaged in agricultural activity accounting (73 percent) and other workers are 62 percent.

Table-2.9 : Occupational Structure in Raigad District

Sr. No.	Occupation	Male	Female	Total
1	Farmers	128193 (21.3)	132787 (40.9)	260980 (28.6)
2	Agricultural Labourers	81704 (13.9)	104391 (32.1)	186095 (20.4)
3	Household Workers	13828 (2.3)	10470 (3.2)	24298 (2.7)
4	Other Workers	365218 (62.0)	77404 (23.8)	442622 (48.4)

Source : District Census Handbook, 2001. Note : Figures given in parenthesis are percent.

2.13 Land Utilization

Land utilization presents the development status of study region. Land can used for net sown area, area not available for cultivation, fallow land, other cultivable area and forest. In study region, 29.53 percent land is used for net area sown followed by land not available for cultivation (22.74 percent) whereas 21.64 percent land area is under forest accounting 17.89 percent uncultivable land, includes the permanent pastures, grazing, land under groves and miscellaneous uses and 8.20 percent is under follow land in study region (Table-2.10).

Fig.-2.12

Occupational Structure in Raigad District

Table-2.10 : Land Utilization in Raigad District

Sr. No.	Land Utilization	Area	Percent
1	Net Sown Area	202841	29.53
2	Area Not Available for Cultivation	156177	22.74
3	Area Under Forests	148694	21.64
4	Other Uncultivable Area	122883	17.89
5	Fallow Land	56297	8.20

Source : Socio-economic Abstract, 2012. Note : Area given in Hectare.

The fallow land consists of current fallow and other fallow land. Tourism activity may change the land use pattern in future as it requires accommodation, parking places, entertainment centres, garden, amuzment parks and tourist areas.

2.14 Market Centers

Market centers supply goods and fulfill the needs of tourists in study region. Many tourist centers in study region have market center and provide shopping opportunity to tourists. The major markets are, namely, Matheran, Alibag, Murud, Mahad, Khopoli and Harihareshwar. Besides these, every tahsil headquarter in study region serve as market center and provide marketing and shopping facility to tourists in nearby tourist places. There are 28 market centers found in study region (Table-2.11). Five market centers are observed in Alibag and Rohe tahsils each and lowest one in Poladpur and Murud tahsil. Four centers are found in Mangaon, three in Karjat and Pen, Sudhagad, Mahad and Khalapur tahsil have two market centers each in study region.

Table-2.11 : Market Centers in Raigad District

Sr. No.	Tahsils	Number of Market Centers	Name of Market Centers
1	Aibag	05	Poinad, Nagaon (Hatale), Hashivare, Sahan, Ramraj
2	Rohe	05	Rohe, Nagothane, Chanere, Kolad and Astami
3	Mangaon	04	Indapur, Nizampur, Lonere and Mangaon
4	Karjat	03	Karjat, Neral and Kashele
5	Pen	03	Wadkhad, Pen and Kamarli
6	Sudhagad	02	Pedli and Parli
7	Mahad	02	Mahad and
8	Khalapur	02	Vavoshi and Khopoli
9	Poladpur	01	Poladpur (Gaditar)
10	Murud	01	Nandgaon

Source : District Censes Handbook, 2001.

2.15 Resume

The physical, social and economic condition of study region have been examined in this chapter. It is found that the Sahyadri mountains in east, coastline in west and low-lying fertile plain in central part in study region. The small length of rivers in study region are less suitable for irrigation. Ulhas, Patalganga, Bhogavati, Amba, Kundalika and Savitri are major rivers and Dharamtar, Rohe and Rajpuri are important creeks in study region. The climate of study region is typical monsoon climate. There are three seasons, namely, mansoon, winter and summer. The minimum average temperature is 11^0 centigrates and maximum is 41^0 centigrates. The rainy season lasts from June to September receiving 3169 millimeters rainfall. Matheran receives highest rainfall (3226 millimeters). Summers are slightly uncomfortable and winters are pleasant. The study region covers 29.00 percent area under forest. Mangroves, bomboos, epiphytes, teak, khair, mango and rhizopora are important species of flora. The growth of population is 19.36 percent from 2001 to 2011. Panvel tahsil has highest population density. Mahad and Sudhagad has lowest population density. The average density as per 2011 Census is 368 persons per square kilometer. 86.81 percent population are followers of Hindusm and rest belonging to Buddhists, Muslims and Jains. 83.89 percent population are literate in study region. The sex ratio is 955 females per thousand males. According to 2001 Census 58.6 percent population is non workers. Many tourists centers surve as market center in study region. The agricultural land has brought under construction of hotels, gardens and parkings in tourist places in study region. Mumbai-Pune-Bangalore National Highway, Mumbai Goa National Highway, Konkan railway route and Mandva Mumbai waterway are the major route pass within study region. Khopoli, Rasayani, Roha are main industrial centers in study region.

Chapter-III

EXISTING TOURIST CENTERS

3.1 General Introduction

Tourism promotes the people for movement from one place to another. This movement is largely influenced by climate, geomorphic features, advancement in communication and transport, accommodation, entertainment, friendly host, natural flora and fauna and tourists facilities. Tourism studies have carried out by Kelkar (1998), Chile (2009) and Deshmukh (2010). The booklets by spiritual centers, institutions and organizations have provided information of tourists centres in study region. Apart from this information has gathered through Archaeological Survey of India and Maharashtra Tourism Development Corporation and Kolaba District Gazetteer. The data collected by primary survey by using questionnaires consisting of background, types and distribution of tourist centers.

3.2 Classification of Tourist Centers

There are natural and cultural tourist centers in Raigad district (Fig.-3.1). The natural tourist centres in study region are, namely, hill resorts sanctuary, hot springs and beaches (Table-3.1 and Fig.-3.2) The study rgion is a home of 19 beaches, three hot springs, two sanctuaries and one hill station.

Table-3.1: Natural Tourist Centers

Sr. No.	Types	No. of Tourist Centers
1	Hill Resort	1
2	Sanctuary	2
3	Hot Spring	3
4	Beaches	19
	Total	25

Source: Compiled by Researcher

3.3 Beaches as Tourist Centres

Beaches are the natural attraction and choice of many. The beaches are formed by sea waves and load carried down by rivers depositing paralleled to coasts in study region. Arabian sea coast is characterized by several virgin beaches. The study region has nineteen beaches (Fig.-3.3), and prominents among these Alibag, Nagaon, Akshi, Kashid, Kihim, Varsoli, Murud, Sasawane, Revdanda, Mandva, Revas and Harihareshwar.

Fig.-3.1

Distribution of Major Tourist Centres in Raigad District

Fig.-3.2

Natural Tourist Centres

Fig.-3.3

Distribution of Beaches in Raigad District

3.3.1 Alibag Beach as Tourist Site

Alibag beach is one of the finest tourist sites spreads over 4 to 5 kilometers long and 150-160 meters wide. It is a holiday destination. Buses ply from Mumbai, Pune, Solapur, Kolhapur, Pandharpur, Nashik, Dhule, Shirdi to Alibag tourist centres. Restaurants, chat-marts, ice-cream stalls, tender coconut stalls locally known as 'Shahal' are available. Municipal Council of Alibag has provided washrooms and changing rooms. Speed boat and horse riding are entertainment facilities available at this centre.

3.3.2 Nagaon Beach as Tourist Site

This beach is surrounded by virgin woods of coconut and palms trees. It is seven kilometers away from Alibag. Nageshwar, Bhimeshwar, Nath and Korlai are four main temples in Nagaon village. This village lies on state haighway-4. Buses ply daily from Alibag and Murud to Nagaon. The holiday homes provide bread and breakfast. Besides, this site has nine horse-carts, eight boats, nine speed boats and nine jet skies, 25 bumpy ride, four family boats and eight banana rides for tourists. Moreover, seven lunch and breakfast centers, namely, Saloni Lunch Home, Sai Shradha Lunch Home, Ranjana Caterars, Shrikrupa Uphar Gruh, Raj Snaks Center, Prachi Snaks and Lunch, Sai Raj Lunch Home are found. Tea stalls, Papad Kendra (centre) and dry fish centres are available for tourists. It is found that main roads are well constructed and lifeguards are found near beach.

3.3.3 Akshi Beach as Tourist Site

Akshi beach lies in Akshi village in Alibag tahsil and it is five kilometers from Alibag. The length of this beach is five kilometers and 143 meters width. Buses ply from Murud-Alibag and between Akshi. Hotels and restaurants are available. Six private houses provide accommodation for tourists approved by Maharashtra Tourism Development Corporation and 98 houses provide bed and breakfast to tourists. Changing room, washroom and drinking water are available. Two Jet skis, one family boat, one rock star boat, five PCO, two STD both and one internet café and one private hospital is available.

3.3.4 Kashid Beach as Tourist Site

Kashid is beautiful beach in study region. This beach is 1.5 kilometers distance from Kashid village, 18 kilometers from Murud and 33 kilometers from Alibag. The length of beach is four kilometers and width (460 meters). There are hotels, resorts near Kashid and 13 farmhouses in its hinterland. Kashid Holiday

Home, Nisarg Tourist Home, Sea Touch Tourist Home, Save Huts are the prominent hotels, resorts and farm houses provide 'Bed and Breakfast. In addition to these, 25 homes provide accommodation. The east side of beach is shaded with coconut, palm and pines trees on hill slopes has added beauty of beach. 35 stalls on beach site provide snacks, tea and coffee. Three horse-carts, two jet skiis and two banana rides are found this tourist site. This beach is on state highway No.-4 and major district road. State transport buses provide regular service from Alibag, Murud, Murud and Mumbai, Thane-Murud.

3.3.5 Murud Beach as Tourist Site

This beach lies 51 kilometers from Alibag in Murud tahsil. This sea shore is clean and pleasure giving. It has two kilometers long and 125 meters width. Sand is silvery, bungalows and buildings on hillocks add beauty. Koteshwari temple (Gramdaivat) is located at entry point of Murud, Shri Datta temple and Idgah are another attractions in Murud. Four horse carts, six speed boats, two family boats and two banana rides are in practice in this tourist site. 25 hotels, one MTDC resort and four private houses provide accommodation. Murud is connected with Alibag, Harihareshwar, Pune and Mumbai by road. The buses ply between Murud, Alibag, Mumbai and Pune. Post and telephone office, health centers, petrol pump, police station. ATM, Travel agencies and S.T. reservation counter are avaliable in this tourist centre.

3.3.6 Varsoli Beach as Tourist Site

Varsoli beach is 1.5 kilometers length and 80 meters width. Khandoba (Kolivada), Vitthal mandir, Shankar mandir, Datta mandir are major touristes sites. Mhatre Wadi, Holiday Resorts, Sharadalaxmi Cottage, Shivprasad Cottage, Parnakuti, Kavale Cottage, Vartak Resorts. Hotel spice lands are popular interprenures. One Chinese stall, vadapav stall, juice center and omelets stall are available near beach. In addition to this jet skiis, para sailing, kayaking, banana rides, bumpy rides as water sport facilities are found in this tourist site. State transport buses ply between Mandwa, Revas, Kihim and Alibag through this place.

3.3.7 Chaul-Revdanda Beach as Tourist Site

Chaul-Revdanda twin beach situated 18 kilometers away from Alibag and surrounded by virgin woods of pine and coconut. The shilalekh of the Chalukyan and Portuguese period another unusual attraction. The Rameshwar temple, Ekvira Devi, Shitaladevi and Datta temples are the religious attractions. Two hotels and eight

houses provide accommodation to tourists for staying. Post office, telephone, banking and medical facilities are available in these beach centers. Main roads are connected with Murud and Alibag.

3.3.8 Kihim Beach as Tourist Site

Kihim is small beach lies near Kihim village in Alibag tahsil lying 12 kilometer away from Alibag having 2 to 3.5 kilometers length and width 80 to 100 meters. Three hotels, six unregistered houses, MTDC Guest House and Guest House of Rashtriya Chemical and Fertilizer provide accommodation for tourists. There are six hotels, namely, Kihim Beach Resort, Los vegas, Sanidhya, Kihim Holiday Home, Sandhya Cottage for lunch and dinner. Prasana Lunch Home is famous for vegetarian and non- vegetarian food.

Four buses ply daily between Alibag and Kihim and six seaters and auto rickshaws are available from Alibag. The ferry service from Bhaucha dhakka (Mumbai to Revas) and launches, namely, Prabhakar Nagu Patil, (PNP) Maldar and Ajanta are available from Gateway of India (Mumbai) to Mandwa. Kihim and Mandwa is just seven kilometers. Parking, banking, telephone booth and washrooms facilities are available at Kihim beach.

3.3.9 Shrivardhan Beach as Tourist Site

Shrivardhan is golden beach of soft sand fringed with palm trees. This beach is situated in south of Alibag. The beach offers an immaculate view of the sky, sand, sea and Shiva. This beach is 2.5 meters long and 65-75 meters wide and is connected to Mumbai-Goa National Highway, Mangaon to Mhasala State Highway and Mhasala to Shrivardhan State Highway. Buses from Mumbai to Shrivardhan, Mangaon to Shrivardhan and from Alibag to Shrivardhan provide regular service. Boat service is also available here. Government Guest House, MTDC resort and private houses provide accommodation and food. Parking, toilets, petrol pump, telephones, banking and medical store also are available. Besides, four shahal stalls, three chat-marts one traditional cold drink center and three speed boats. Hotel Sandhya, Hotel Atharva and Shivshanti holiday provide accommodations. Peshwa temple and Somjai temples are additional attractions of beauty in Shriwardhan.

3.3.10 Diveagar Beach as Tourist Site

Diveagar beach is holiday spot in Shrivardhan tahsil. Its is 5 kilometers long and one kilometer wide. A virgin canopy of thick, tall and lush green trees cover the environs. Housing pattern is still remained traditional. The golden plaque of Ganesha

was once attraction. Roop-Narayan, Uttareshwar and Vaishnav temples are attracting tourists. Four day festivals are celebrated during Magh and Sankasthi-Chaturthi in Ganesh and Uttarreshwar temple. Buses ply from Mumbai and Shrivardhan via Diveagar, Mangaon and Diveagar and Shrivardhan to this tourist centres. Ferry services are available from Rajapuri to Dighi (Shrivardhan). Accommodation and food provide by hotels and private houses. Parking, banking, drinking water and washroom facilities are available near temple. Stalls of tender coconuts, mangoes and other coconut products lies nearby beach.

3.4 Wildlife Sanctuaries

Wildlife sanctuaries forms nature based tourism for environmental conservation. The study region has two sanctuaries, namely, Karnala Bird Sanctuary and Fansad Wildlife Sancturary (Fig.-3.4).

3.4.1 Karnala Bird Sanctury

Northeast part in study regions Karnala bird sanctuary is situated. It lies in Panvel tahsil on Goa National Highway in study region. The sanctuary spreads over 12.10 square kilometers of which reserved forest accounts 6.65 square kilometers and protected forests (5.45 square kilometers). Karnala Bird Sanctuary has rich in floral and faunal diversity. There are 642 species of flora. The prominent among them are mitragyna, careya arborea, diploclisia koshimb, mango, kula, kalam, asana, umber, teak and dhawada. The ashy minivet, spotted wood pecker, emerald dove, racket tail, drongo, Indian gray hornbill, kingfisher, black headed oride, green pigeon, Indian pitta and shama attracts tourists. This sanctuary is home for four-horned antelope, wild boar, common languor, African monkeys and barking boar. The forest department in study region organizes every year one week (1-7th October) massive tree plantation, world environmental day and wildlife week. This place is well accessible by roads. State transport buses ply from Mumbai central, Alibag and Pen. Panvel is nearest rail station and accommodation facilities are available and breakfast and food provided by Mahila Bachat Gat at this tourist site.

3.4.2 Fansad Wildlife Sanctuary

Fansad Wildlife Sanctuary is characterized by ragged topography and has distinct flora and fauna. It is located in Murud tahsil spread on 52.71 square kilometers area and is found 701 species of plants, out of these, 21 species are endemic. Clitoria biflora, banevia gibsoni, ramphicapa mangifolia etc. and ninety butterflies are the attraction in this sanctuary.

Fig.-3.4

Distribution of Natural Tourist Centres

Major species in sanctuary are black prince, nawab blue and moram. 148 species of birds attracts tourists are pied hornbill, three toed, kingfisher, malkoha and pitta lived with wild leopards, jungle cat, palmeivet, samber, barking deer, bonnet macaque, wild boar and malbar gaint squirrels. This sanctuary has been the hunting ground of Siddhi Nawab of Janjira State. Presently, this wildlife sanctuary has notified by Government of Maharashtra for rabbits, wolves and tigers.

3.5 Matheran (Hill Resort)

This hill station has fabulous bio-diversity and astonishing forest wealth. This natural symphony surrounded by hills, valleys, ravines and cascading waterfalls. Matheran was discovered in 1750. Hugh Poyntz Mallet, District Collector of Thane and Lord Elphistone, Gorvernor of Bombay laid foundation of this hill station. The gorges flanked by insurmountable cliffs are the 'botanist' delights. There are more than 150 species of plants and has variety of ferns, mosses and lichens. Toy train is another attraction in Matheran. Neral-Matheran rail-route has started by Abdul Nussian, son of Adamjee Peerbhoy and constructed track in 1901. This route was opened in 1907. UNESCO World Heritage Site Officials visited and inspected Matheran Railway in October 2009 and declared as 'Heritage Train of World'. From Mumbai and Pune trains are available upto Karjat and from Karjat to Matheran ply regular buses. Private taxies from Mumbai, Thane and Neral ply regularly to Matheran (Appendix-Rail Time Table).

3.6 Hot Springs

Hot springs are unique gift of nature to human being. Hot spring are effective in chronic skin deseases, hives, wounds and burns. It is also used for hydro-therapy, health centre, spring spas, and saunas. The study region has three hot springs, namely, Unhere (Sudhagad), Sav (Mahad) and Javali (Pen), (Fig.-3.4).

3.6.1 Unhere Hot Water Spring

Unhere Budruk a tiny village popular for natural hot water spring containing properties of medicinal nature. It lies 2 kilometers from Pali. Unhere spreads on 267 hectares area. The average temperature of this spring is 22^0 centigrades. This location is accessible by road. Nagothane is industrial centre lying 13 kilometers away from Unhere. Unhere Phata lies on state highway which connects Wakan to Khopoli. State transport buses ply from Mumbai, Pune, Panvel, Nagothane and Khopoli. Auto rickshaws are available at Wakan and Pali. Hotel Chintamani and forts, caves and

temples are attraction in nearby to this centre. Bhakt Niwas and government guest house at Pali provide accomodation for tourists.

3.7 Forts in Raigad District

Forts are vital tourists attraction in study region have potential for tourism development. There are 49 forts in study region (Fig.-3.5). Table-3.2 and Fig.-3.6 shows distribution of forts in study region. Seven forts are in Alibag tahsil, namely, Kolaba, Underi, Khanderi, Hirakot, Rajkot, Sagargad and Thal, five forts in Karjat , Mahad, Panvel and Pen tahsils; three in Mangaon , Murud and Poladpur tahsils, six in Roha tahsil, four in Sudhagad tahsil and remaining tahsils have one fort in each taluka (Table-3.2).

Table 3.2 : Forts in Raigad District

Sr. No.	Tahsils	No. of Forts	Name of Forts
1	Alibag	07	Kolaba, Hirakot, Khanderi, Underi, Agarkot, Sagargad, and Thal.
2	Roha	06	Birwadi, Avachitgad, Ghosalgad, Ratangad, Songiri, (Roha) and Surgad.
3	Karjat	05	Dhak- Bahiri, Kothigad, Rajmachi, Bhivgad, Songiri (Karjat)
4	Mahad	05	Raigad, Chambhargad, Kavada, Lingana, Songad.
5	Panvel	05	Karnala, Chanderi, Manikgad, Peb (Bikatgad), Prabalgad.
6	Pen	05	Miragad, Ratangad, Sankshi, Songiri and Taksai.
7	Sudhagad	04	Sudhagad, Sagargad, Surgad, Chandgad,
8	Mangaon	03	Mangad, Panhaledurga, and Vishramgad
9	Murud	03	Janjira, Kasa (Padmadurga), Korlai.
10	Poladpur	03	Chandgad, Kangori, and Mangalgad
11	Tale	01	Talegad.
12	Shrivardhan	01	Madgad,
13	Uran	01	Dronagiri.

Source: Compiled by Researcher

3.7.1 Raigad Fort

Raigad fort is popular and unique tourist spot for trekkers and historians. It is situated at the height of 943 meters from sea level on Rairi hills surrounding by valleys and forests. It is 26 kilometers away from Mahad. The eastwest length is 2.5 kilometers and southnorth width is 1.5 kilometers. It was built in 14^{th} century showing mark of Satvahana, Bahamani, Nizamshahi, Adilshahi and Maratha dynasty.

Fig.-3.5

Tahsilwise Distribution of Forts in Raigad District

Fig.-3.6

Distribution of Forts in Raigad District

This Jibraltar of east having steep slopes towards Pachads an attraction to trekkers and tourists because great Shivaji Maharaj made this fort as capital of his dynasty. Mena Darvaja, Ranivasa, Sachiv Wade, Khalbat-Khana, Rajyasabha, Hirkani Buruj, Hatti talav, Takmak Tok, Daru Kothar, Nagar peth, Wagh Darvaja and Chhatrapatinchi Samadhi are important attraction of in this tourist centre. MTDC resorts, restaurants and bookstall are available in this tourist centre besides seven snack stall and two cold rink centers. This fort is historically important because Chhatrapati Shivaji Maharaj's Coronation Ceremony was held on this fort. Rope-way facility is available. Buses ply between Mahad and Raigad fort (Pachad). Mahad is connected through Konkan railway route and nearest railways station is Dasgaon. Private taxis and auto rickshaws provide services for tourists. Parking, drinking water, washroom and guides facilities are provided by Archaeological Survey of India.

3.7.2 Kolaba Fort

Kolaba Fort is built in 15th century on rocky Island in Arabian sea just one kilometer from Alibag. The northsouth length is 267 to 297 meters and eastwest width is 109 meters. It is twentyfive feet high and has two gates one is five feet high in northeast and another lies in south. Kolaba fort is characterized by strong ramparts of 6 to 7 meters high. It possesses seventeen bastions. Chhatrapati Shivaji Maharaj strengthened Kolaba and made harbour of naval station and is continued it as principal rendezvous of Maratha fleet. Kanhoji Angre was appointed second in command of Rajaram's fleet in 1690 A.D. and in 1998. The Ganpati temple was built by Raghuji Angre and known as Ganpati Panchavatan. The great Kanhoji Angre and big palace (Thorla Vada) built by Raghoji Angre in 1816. Recently, Maharashtra Maritime Board twenty speed boats to made available to reach to Kolaba fort from Alibag seashore. The fort is easily accessible during low-tide. Fiftyfour horse carts are running between beach to Kolaba fort.

3.7.3 Janjira Fort

Janjira fort is historical monument situated on Rajapuri Creek lying west of Murud and is five kilometers from Rajapuri Village. The word Janjira comes from Arabic word 'Jezeera' means an island. The fort Janjira spreads over 22 acres area. The Janjira was the capital of Siddis and served as an ideal model from defense point of view. This fort was originally constructed in 12th Century by Johar. Janjira fort height is 90 feet and foundation of ten feet. Kalal Bangdi, Chavari and Land Qasam and seven other canons are the attraction of this fort. Murud-Janjira fort is linked by

state highway and accessible through waterways. Sailboats are available from Rajapuri and Dighi ports to this tourist site.

3.7.4 Karnala Fort

Karnala is forest fort lying on hill top and a landmark for Mavalas (soldier) of Chhatrapati Shivaji Maharaj often referred as watching tower to observed surrounding area. This fort is 12 kilometers away from Panvel on National Highway. This historical monument is the gateway to south Konkan. Chhatrapati Shivaji Maharaj was conquered this fort from Mughals in 1670. In 1700, Peshwas commands this area. There are spurs and funnel in the middle of fort known as Budhalaya, Lingoba or Panducha Buruj are great attractions of this site.

3.7.5 Birwadi Fort

Birwadi fort a small hill fort located in Roha tahsil. This fort is surrounded by forest. The Great Shivaji Maharaj built Birwadi fort to protect surrounding area from his formidable, Siddi's of Murud-Jinjira. Bhavani temple lies near Khera and Chanare village. The statue of Shivaji Maharaj and 'Ghodyache Takke' are the attraction for tourists besides old palaces and water banks. Birwadi fort is well linked by road from Murud and Roha. Buses ply from Murud, Roha and Nagothane. Auto-rickshows are available in Roha and Chanere to reach Birwadi fort.

3.8 Caves

Caves are the architectural master piece in study region. The caves in Raigad district date back to 1st Century B.C. The study region possesses highest number of caves in Maharashtra state. There are ten caves as tourist sites in study region.

Table-3.3: Distribution of Caves in Raigad District

Sr. No.	Name of Caves	No. of Caves	Tahsils
1	Thanale, Gandhar and Gomashi	03	Sudhagad
2	Kondane and Khandsamble	02	Karjat
3	Kol and Gandhar pale	02	Mahad
4	Ramdhane	01	Alibag
5	Eliphanta	01	Uran
6	Kude- Mandad	01	Tale
	Total	10	

Source : Compiled by Researcher

Table-3.3 and Fig.-3.7 present tahsilwise distribution of caves in study region. Sudhagad tahsil has three cave centers. Karjat and Mahad tahsils have two caves each. Alibag, Uran and Tale have found one cave each as tourist center. Elephanta caves and Kude-Mandad caves are major caves in study region.

Fig.-3.7

Distribution of Archaeological Tourist Centres

3.8.1 Elephanta Caves

Elephanta cave lies eleven kilometers east away from Apollo Bunder (Gatway of India). This is one of the world's finest sculptures attracting the attention of scholars, students of archaeology, geography, history and culture. The beautiful scene is surrounded by turquoise water of Arabian sea. The island has three hamlets. The east part of island is known as "Mora" or "Mourya". Sheth Bunder in northwest and Gharapuri or Raj Bunder. The nomenclature 'Elephanta' is derived from large statue of an elephant, a sign of Buddhism which once stood at Raj Bander (Gharapuri) and has discovered by Portuguese in 16th Century A. D. The height of this elephant statue is 2.2 meters and it is 4.05 meters long. This great symbol of Buddhism is now at Veermata Jijabai Bhosale Udyan (formerly known as Victoria Garden). The caves of Elephanta are divided into two groups, first group consists of five caves (west) known as Hindu sculpture basically of Buddhist origin. Buddhist caves lies in east part of Island. The six feet Trimurti sculpture is the attraction of tourists. World Heritage Committee of United Nations has declared it as heritage center. The statues of door-keepers are very impressive sculptures. Besides main cave, there are four caves located on west side of hill and two caves on east side of hill. The museum on Elephanta Island was established in 1999. Mini Train at Gharapuri is another attraction for tourists commissioned by MTDC. Tourists enjoy travel from Gharapuri harbor to footsteps of Elephanta caves. Six hotels provide food, twenty two dolleys are available to carry tourists. There are 23 shops of stone craft, 21 clothes shops and 26 mixed goods selling shops hand crafted statues. Besides these two book stalls, six painting stalls, five purse stalls, fourteen ladies jwellary shops, nine cap stalls and two chat marts are found in this tourist place. Boats, ordinary and luxury launches and catamaran are available from Appollo Bunder in Mumbai. The World Heritage Day, World Heritage Week. Elephanta Festival are organized every year by Maharashtra Tourism Development Corporation on this Island.

3.8.2 Kude Caves

Kude Caves are located on bank of Rajapuri creek in Kude in Tale tahsil. These caves are ancient Buddhist caves painted by Indian Buddhists Art. There are 26 caves made up during 1700-2100 year ago and history and cultural life have depicted in these caves. These cave lying on 50 to 60 meters high above the sea level. The beautiful landscape is pleasant. The caves are remarkable for their architectural excellence and classic example of Buddhist architechture. The rock carved images of

an elephant in front of gate of caves with stupas. The water cisterns are in front of caves used for drinking water for monks and merchants those came for spiritual salvation. These caves have declared as national monument by Archaeological Survey of India. State Transport buses ply from Tale, Roha and Murud, Auto-rickshaws are also available at Bhalgaon. Major State Highway-4 and State Highway, Panvel-Pen-Nagothane-Roha-Kude State Highway and Panvel-Pen-Indapur-Tale-Kude State Highway roads pass nearby of this tourist site.

3.9 Pilgrimage Centers in Raigad District

Pilgrimage tourism is oldest and largest segment of tourism. The middle and rich class people took interest in 'spiritual tour' for the religious salvation. Tourists need relaxation, entertainment and purity of mind and heart. Religious tourism is an old fascinating tradition of Indian. Hindus believe in 'Chardham Darshan' and visit to Vaishnvi Devi, Mathura, Haridwar, Pushkar, Varanasi and Tirupati as fulfillment of their lifelong dream. Buddhists tourists visit Bodhagaya, Sarnath and Nalanda to remember their glorious past. In study region, more than eighty small sacred shrines and temples of different faith are observed (Table-3.5). Eleven temples devoted to Ganesh and 19 to Lord Shiva. Beside this, there is four Vitthal, three Datta, two Shri Sai Baba, three Hanuman and 33 other temples in study region. In addition to these, two Budha Vihar, two Gurudwara, two Matha are found in study region. Among them, notable are, namely, Vishwashanti Buddha Vihar- R.C.F. (Alibag), Kankeshwar-Alibag, Varadvinayak-Mahad (Khalapur), Ballureshwar- Pali (Sudhagad), Gagangiri Maharaj Math- Khopoli, Vithoba (Dhakti Pandhari) Takai and Vikram temple- Salav (Murud) are the important religious tourist centres in study region.

3.9.1 Religious Tourist Centers

Fig.-3.8 presents the religious centres in study region. There are fifteen temples in Alibag tahsil, whereas Karjat, Poladpur and Tale tahsils have found two temples each. Fifteen temples are in Shrivardhan tahsil and ten temples in Uran tahsil. Mangaon and Murud tahsils have seven temples respectively and Mhasala tahsil has one temple whereas Panvel and Pen tahsil have found four religious shrine each (Table-3.4).

Fig.-3.8

Major Pilgrimage Centres in Raigad District

Table-3.4: Distribution of Religious Centers in Raigad District

Sr. No.	Tahsils	Number of Centres	Religious Temples
1	Shrivardhan	15	Aravi-Narayan, Gangadevi, Golden Ganesh, Hariharehwar, Jivenshwar, Kusuadevi, Laxmi-Narayan, Panchmukhi, Peshve, Ram, Roop-Narayan, Shri. Kalbhairav, Somjai and Uttreshwar
2	Alibag	14	Buddha Vihar (R.C.F.), Datta, Ganpati, Kankeshwar, Kashivishweshwar, Laxmi-Naryan, Maruti, Nageshwar, Nagoba, Paleshwar, Pandwadevi, Ram, Rameshwar, Vithoba (Varsoli)
3	Uran	10	Balaji, Hanuman, Laxmi-Narayan, Mahaganpati, Shri. Datta Sai Baba, Shiva, Shree Siddheshwar, Uranwati Devi, Vitthal Rukmai.
4	Mangaon	07	Durga, Gayatri, Mini-Pandhari, Panchmukhi, Parshuram, Siddheshwar, Vaijayanath
5	Khalapur	05	Dargah, Gagangiri Maharaj Math, Gurudwara, Shankar Mandir, Varadvinayak (Mahad), Vireshwar Vithoba (Dhakti Pandhari – Takai)
6	Murud	05	Dargah, Ganesh, Shri. Datta, Shri. Siddheshwar, Vikram Temple (Salav)
7	Mahad	05	Ganpati, Gayatri, Mugawali, Shivthargad, Shri Vireshwar
8	Panvel	04	Gurudwara, Khandheshwar, Shri Sai Baba, Siddheshwar
9	Pen	04	Maheshwari, Mankeshwar, Rameshwar, Siddhivinayak
10	Sudhagad	03	Ballaleshwar, Rameshwar, Varadayani
11	Roha	03	Ansaidevi, Dhavir Maharaj, Londhor
12	Karjat	02	Dighambar, Siddhivinayak
13	Tala	02	Chandike, Hanuman
14	Poladpur	02	Mahadev, Malvan
15	Mhasala	01	Amruteshwar

Source: Compiled by Researcher

3.9.2 Ballaleshwar Temple

Pali tourist centre is popular for Ballaleshwar temple in Sudhagad tahsil. It is one of the Ashtavinayakas centeres named after Ballal, son of Kalyan Shreshti. The temple was made up of wood and was renovated in 1760s by Shri Morobadada Fadnis. Shri Dhundi Vinayak idol lies behind the main temple of Ballaleshwara, pilgrims first worship Shri Dhundi Vinayak and then Shri. Ballalewshwara. Close to the temple there are two lakes, for worshiping and other religious purposes for which water from right side lake is utilized. The Ballaleshware is offered Pachamrut Snanah (bath), royal dress, Naivedya, Aarti and hibiscus flower. During Sankashti and Angarkhi Chaturthi pilgrims from different part of Maharashtra travels to Pali,

Ballaleshwar. Pali, a divine destination is well linked by National Highway and State Highway. Waken-Pali distance is only 8 kilometers. The nearest railway station is Nagothane 13 kilometers from Pali on Konkan railway, Buses are available from Mumbai, Panvel, Roha and Khopoli. Accommodation available in two Bhakta niwas. Snack corners, small hotels are available here. 13 shops of divine goods, six sweets stalls and eleven home made products are manufactured by local people and seven traditional cold drinks centers spread around temple. Basic infrastructural facilities such as parking, toilet, drinking water, washrooms, security guards, post and telephone booths, internet cafes are available in this tourist centre.

3.9.3 Harihareshwar

Harihareshwar, variously known as Dakshin Kashi and is one of the crucial Hindu pilgrimage. This pilgrimage is located 16 kilometers away from Shrivardhan. Harihareshwar temple is 185 year old temple of lord Shiva and Kalbhairav. It is situated on the beach side. The shrine consists of idols of Bramha, Vishnu, Mahesh and Parvati. Another shrines are Shri Kalbhairav and Yogeshwari. The pilgrims offer 'Pradakshina' (religious pray and rituals) to holy hills. The short Pradakshina route consists of Shukla Thirtha, Vishnupad, Gayatri Thirtha, Shul Thirtha, Chakra Tirtha, Kamdenu Thirtha and Gauri Thirtha lies in sequence whereas long Pradakshina start from temple and includes Bramha Tirtha, Vishnu Tirtha, Nandi Thirtha, Shiv Tirtha, Sakhi Parvati Vaitarna river, Siddashram, Surya Tirtha, Shankh Tirtha, Devkot and Ram Tirtha and there routes of this region attract attention of geographers and geologists because landforms like platforms, sea caves, sea cliffs are formed here in study region. Kalbhairav temple is relatively old diety enshrined in temple is lord Shiva. The Yogeshwari temple lies in this premise. These temples are much frequency by pilgrims every year to pay their respect. The big fair is organized during Mahashivratri, Jartikshudha Akadashi and Pournima (Full moon day). This pilgrimage is approachable through State Highway-2 and buses ply form Mangaon, Harihareshwar, Mumbai, Thane, Pune and Alibag. Auto rikshaws are available from Shrivardhan to Harihareshwar. 14 hotels and MTDC Resorts provide accommodation. 15 stall running in tent sell ritual goods. In addition to these, parking, petrol pump, garage and police station are available in this tourist centre.

3.9.4 Kankeshwar Temple

Kankeshwar nested in west part in study region at the height of 350 meters on Kanakgiri hill in Sahyadri Mountain. This temple is built by Raja Ramdevarai Yadav in 1764. The major attraction of Shivalingah of lord Shiva consisting of sliver plated idol. Mapgaon route consists of 750 stairs. On this route, Nagobacha Tappa, Jambhalicha Tappa, Devachi Payari, Gaimundi (Sculpture of Cow) and Raut Bodan Tappa are rest spots. Paleshwar, Maruti, Brahma Kund, Tomb of Mirchi Baba, Balaram, Devi Putrabai and Vyaghreshwar. Kundeshwar, Rameshwar, Vishnu, Mankeshwar, Ram and Siddhivinayak are small temples found in its environs. 'Pushkarni', a sweet water tank lies behind the temple. The fair is organized on Kartik Paurnima. Buses and auto rickshaws are available upto Chondhi and Mapgaon from Alibag.

3.9.5 Mahad (Khalapur)

Mahad is a Hindu pilgrimage centre in northeast part in study region lying in Khalapur tahsil and it is another place of Ashtavinaka. The Ganesha idol enshrine in temple. Mr. Ramji Mahadev built up this temple in 1725. There are four elephant idols on four sides of this temple. The dome of temple is 25 feet high. This diety is traditionally known as Varad Vinayak. The accommodation is available in Bhakt Niwas run by Sansthan. Beside this, two private lodges, namely, Sai Ganesh lodge consisting of eight rooms of sixteen bed capacity are available U.K's Resort just 1.6 kilometers away. Around temples, seven eating houses provide food and sixtyfour shops sell ritual goods, idols and local products. Drinking water, parking, toilets and security facilities are available in this pilgrimage.

3.9.6 Vikram Vinayak Temple

Vikram Vinayak temple lies in Salav village in Murud tahsil built by Birla group of industries. Hence, it is called 'Birla Temple'. The entire temple has built in white marble. The beautifully carved Ganesh idol is placed in nave. Radha Krishna, Shiv-Parvati, Suryadeva and Bhavani Devi are observed around the main temple. Lighting decoration is additional etertainment. This temple is on state highway-91 and buses ply from Alibag to Roha. Auto rickshaws are available from Revdanda and Alibag and even from Karle pass. The facilities namely, Parking, washroom, drinking water, electricity are well managed in this centre.

3.10 Resume

This chapter has assessed the existing tourist centres in study region on the basis of key tourist facilities and to review how destinations have reach an developmental goals reflecting long term progress and sustainable tourism development. It is found that the study region is rich in natural, politico-historical and socio-cultural tourist resources. There are 21 beaches, three hot water springs, two wildlife sanctuaries and one hill station. Beaches are centralized in west part in study region as a coastle zone and wildlife samotuaries have been developed in hill and forest areas, namely, Karnal and Fansad. Matheran, the popular hill station in north part attracted over 20 lakh tourists in 2012. The historical background in study region provides a base for tourism development. The study region has highest forts (49) number in Matharashtra State. Raigad, Janjira and Kolaba are worthmentioning among historical monuments. Elephanta, Kude-mandad and Gandharpale caves are epitome of culture since 1st century and show marked effect of Buddhism. In all there are 10 caves in study region. Mahad, Pali and Harihareshwar are modern pilgrimage centres developed by the Peshavas. All these tourist centres have abundant potential to satisfy tourists' wants and needs to further tourism development in study region.

Chapter-IV

CASE STUDIES OF TOURISTS CENTERS

4.1 General Introduction

Since time immemorial tourism has been considered as one of the major sources for information, pleasure and satisfaction. This phenomenon is characterized by a variety of destinations, tourist experiences and behavioral patterns. Tourists are the soul of tourism and their satisfaction through attractions, facilities and services available at destinations and are the subject to age, gender, occupation, religion and educational level as well as geographical (place of origin) and behavioral characteristics (pertained motive, length of stay, choice of accommodation, type of transport available and frequency of visit). Thus, the study of tourist profile and experiences at micro level to evaluate tourist resources properly for planning and development of tourism in study region. The present chapter is divided into three parts. The first part provides the geographical background of case study of selected centres. The second part identifies demographic, geographic and travel behavour characteristics of tourists and tourist demand has rightly assess for strategic plan of tourism development by applying SWOT analysis. This technique analyzes present position of tourist destination with regards to strength, weaknesses, opportunities and threats (SWOT) for further preparing tourism strategies. At present the attempt has been made to make indepth study of five sample tourist centers, namely, Matheran, Alibag, Murud-Janjira, Mahad and Harihareshwar in study region. The data related to tourists characteristic have gathered by administrating questionnaires which were then converted into percent. In addition to this, frequent personal visits and personal observations were made to sample tourist centers supported for interpretation of text.

4.2 Selection of Tourist Centers

For in-depth study, five tourist centers have been carefully selected from study region for evaluation representing varied environment and terrain. The case studies concentratives to assess the on geographical, social, economical and politico-historical factors of study region. These centres are, namely, Matheran, Alibag, Murud, Mahad and Harihareshwar (Fig.-4.1).

Fig.-4.1

Location of Sample Tourist Centres

Matheran is known as eco-tourism centre in Karjat tahsil. It lies in hilly area and attracts 20,00,000 tourists annually (MMC, 2011). This center has population 5682 (DCHB, 2011). Alibag is a natural beach as well as historical fort centre attracting 44906 tourists and of 21000. This tourist centre is known as 'vacation land' and second home of holiday makers. Murud-Janjira is an island fort lying on Rajapuri creek in Murud tahsil. Mahad is a historically and socially important place lying in Mahad tahsil. Mahad has history of Chhatrapati Shivaji Maharaj and great social reformer Dr. Babasaheb Ambedkar where he began his revolutionary movement for human rights. Harihareshwar is a piligrimage centre adorned with beach (Table-4.1).

Table-4.1 : Sample Tourist Centers, 2013

Sr. No.	Tourist Centers	Population	Types	Tahsils
1	Matheran	5682	Hill Station	Karjat
2	Alibag	21000	Beach	Alibag
3	Murud-Janjira	12228	Island Fort	Murud
4	Mahad-Raigad	24276	Social and Historical	Mahad
5	Harihareshwar	1181	Pilgrimage	Shrivardhan

Source : Compiled by Researcher.

4.3 Matheran Tourist Centre

This tourist center offers a panoramic view of sunset, valleys and dazzling natural beauty that attract tourists. It is heaven for tourists geologists, geographers, botanists, zoologists, environmentalists, sociologists and economists. This place extends from 18^0 55' north latitude and $73^0$15' east longitude. The average height of this centre is above mean sea level is 759 meters. Neral railway station is 9 kilometers by road. Matheran is surrounded by hills and dale topography which presents a dynamic landscape. The area has many streams with torrents, rapids, gorges, scarps, waterfalls, meanders, lakes, knolls, saddles and cascades in compact from. These landforms are major attractions for tourists at Matheran.

Matheran experiences pleasant climate with almost continuous cool breeze. The annual rainfall is 296 inches. Matheran has 150 species of flora, namely, Asystasia dalzelliana, (Weelkanth), Barleria cuspidata (Kate- Koranti), Ecbolium ligustrinum (Ran Aboli) Carvia Collasa (Karvi), Mangifera Indica (Amba), Cordia dichotoma (Bhokar), Bauhinia racemosa (Apta), Garcinia Indica (Kokam), Anogeissus latifolia (Dhawada), Terminalia belirica (Beheda), Termindlia chebula (Hirda) and other shrubs, Herbs trees and climbers adorn the forest. Several medicinal and ornamental plants are found in Matheran forest. There are 65 species of fauna

found here among them major species are scaly-breasted munia, white rumped shama, Indian golden oriole, crimson-backed sunbird, Asian paradise and Flycatchers birds a blacknaped grey hare, Rhesus Macaque and giant squirrel are significant mammals attracting tourists in study region.

4.3.1 Tourist Sites

There are 38 sites of tourists sites are popular in Matheran as below (Fig.-4.2) :

(1) Panorama Point: It is well worth for visiting and is best sites in study area at the altitude 2433 feet in extreme north in Matheran and it 2.2 kilometers away from Dasturi and from Matheran railway 4.4 kilometers from Matheran railway station.

(2) Mount Barry Point: This beautiful site lies northeast in Matheran at height of 2471 feet. Mount Barry is very close to Dasturi Naka (0.5 kilometers).

(3) Myra Point: This point is situated at 2304 feet height on $18^0$79' north latitudes and $73^0$16'56" east longitudes. It is 1.1 kilometers away from Matheran railway station and Dasturi Naka 1.6 kilometers. Harrison's spring (Galti Jhara) is the attraction of this site.

(4) Khandala Point: Khandala point is located opposite to Karsama on 0.8 kilometers distance from Matheran railway station. Bhivpuri power house and Karjat can be seen from this point.

(5) Garbut Point: This lies in east Matheran and is located three kilometers away from Garbut village. Bhivpuri, Bhimashankar and Sinhagad are easily seen.

(6) Alexander Point: This spot is one of the highest points in Matheran hills (2479 feet) lying on $18^0$58'59" north longitudes and $73^0$16'33" east longitudes. It is 1.7 kilometers away from Matheran railway station. Tower of Bhivpuri power house, Sondai hills, Palasdari Lake and Borgaon village are seen from Alexander point.

(7) Little Chowk Point: This point is situated on 2486 feet height and extends on $18^0$57' north latitudes and $73^0$16'28" east longitudes. This site is 3.4 kilometers away from Matheran railway station.

(8) One Tree Hill : This site is known as one hill having a beautiful tree hence this has named. Its height is 2377 feet above sea level. This point is 2.9 kilometers away from Matheran railway station.

Fig.-4.2

Tourist Sites in Matheran

(9) Charlotte Lake Point: Charlotte Lake is located in a picturesque valley in central part in Matheran. This lake provides water to Matheran Municipality and is at a distance of 2.5 kilometers this sites.

(10) Echo Point: This point is located on $18^0$59'17" north latitudes and $73^0$15'6" east longitude in Matheran on 2391 feet height above mean sea level. An Echo sound is create at this spot. The eating stalls here provide snacks, tea, coffee and local products.

(11) Louisa Point: This point was invented by Edward Fawcett in 1853 and it is 2.6 kilometers away from Matheran railway station. Morbe dam, Irshal fort and Prabal fort and Elephanta caves can be seen from Louisa point. The hillocks on this point are known as lion's head.

(12) King George Point: This point is guarded by evergreen bunglow. It gives a lovely view of Morbe dam, Prabalgad (Fort) and Louisa point. A beautiful scene of sunset is seen at this site.

(13) Honeymoon Point: This site was created in 1924 by Mr. Pande. Here, tourists enjoy the thrill of valley crossing. This point offers a good scenic view of surroundings. This point is famous for its romantic natural scenery.

(14) Shivaji Ladder: This site is suitable for trekking and this was discovered by Hugh Mallet in 1850. This path was used by Chhatrapati Shivaji Maharaj during his expedition. It offers a picturesque views of valley and hill.

(15) Lord Nowroji Garden: This fascinating garden was built in the memory of Vitthalrao Kotwal (Bhai Kotwal) who lost his life during the National Movement in 1942.

(16) Olympia Racecourse : Olympia race course is popular for horse riding. This site was prepared in 1891 by Willkins, a horse rider.

(17) Porcupine Point (Sunset Point): This point lies at altitude of 2322 feet and is four kilometers away from council office. The shape of this point is like quill of a porcupine and occupies a special place in galaxy of natural spots in Matheran.

4.3.2 Tourist Facilities

a) Accomodation : Accommodation is provided by 50 hotels. These includes five star as well as of three star category. Besides, Maharashtra Tourism Development Corporation (M.T.D.C.) holiday home operates near Aman Lodge railway station of Matheran.

b) Transportation and Communication : For Matheran Hill Resort Centre trains are available from Mumbai and Pune, Buses ply from Karjat and taxies between Neral to Dasturi. Matheran by road is nine kilometers from Neral.

4.3.3 Tourists Arrival in Matheran

Table-4.2 and Fig.-4.2 exhibit the tourism trends in Matheran from 2001 to 2011, domestic tourists increased from 123729 to 1889321 showing a 16 fold rise at Matheran. However, growth rate as compared to previous year was (-8.68 percent). In 2010, arrivals reached to 20 lakh for the first time due to improvement in facilities and nearness of Mumbai and Pune metropolitan regions. In 2002, Matheran received 146772 tourists accounting 18 percent growth as compared to precending year, 2001 and it dipped down in 2004 (-25.14 percent). In next two years slight upward trend has registered 1.40 and 7.34 percent growth respectively. In 2007, it was declined (-3.40) and year 2008 has marked deemed slacked by (-48.62 percent) whereas 25.25 percent growth reported in consecutive year, 2009.

Table-4.2 : Tourists Arrivals in Matheran

Years	Tourist Arrivals	Absolute Change	Percent
2001	123729	-	-
2002	146772	23033	18.00
2003	183282	26510	18.06
2004	137187	-46095	-25.14
2005	139112	1925	1.40
2006	149331	10219	7.34
2007	144243	-5088	-3.40
2008	74103	-70139	-48.62
2009	1945537	1871434	25.25
2010	2069027	123490	6.34
2011	1889321	179706	-0.68

Source : Matheran Municipal Council, (2001-2011)

4.3.4 Age-sex Structure of Tourists

The age-sex of tourists has important implication on available infrastructure and services at tourist site. The age and sex structure in Matheran is given in Table-4.3. Matheran has observed that 40 to 50 years age-group accounted 29 percent. The second highest respondents were 25.75 percent. 77.75 percent are of age 20 to 50 years. The tourists visited above 60 years constitute 3.75 percent.

Table-4.3 : Age-sex Structure of Tourists in Matheran

Sr. No.	Age Groups	Male	Percent	Female	Percent	Total	Percent
1	< 20	22	5.50	15	3.75	37	9.25
2	20-30	55	13.75	48	12.00	103	25.75
3	30-40	50	12.50	42	10.50	92	23.00
4	40-50	60	15.00	56	14.00	116	29.00
5	50-60	21	5.25	16	4.00	37	9.25
6	> -60	09	2.25	6	1.50	15	3.75
Total		217	54.25	183	45.75	400	100.00

Source : Fieldwork, 2013.

Table-4.4 : Composition of Religions of Tourists in Matheran

Sr. No.	Religions	Number of Tourists	Percent
1	Hindu	195	48.75
2	Jain	70	17.50
3	Christian	63	15.75
4	Muslim	45	11.25
5	Buddhist	18	4.50
6	Others	9	2.25
Total		400	100.00

Source : Fieldwork, 2013.

Table-4.5 : Occupational Structure of Tourists in Matheran

Sr. No.	Occupations	Number of Tourists	Percent
1	Employees	120	30.00
2	Professionals	91	22.75
3	Businessmen	104	26.00
4	Students	64	16.00
5	Farmers	00	00
6	Others	21	5.25

Source : Fieldwork, 2013.

The average age of tourists at Matheran is 36.45 percent. 54.25 percent male tourists and 45.75 percent being females. In each age group male were the dominant tourists segment (Fig.-4.4). Religion plays significant implication for tourists destination. Table-4.3, 4.4 and 4.5 and Fig.-4.4 present the tourists belonging to various religions in Matheran. Hindus accounts 48.75 percent followed by Jain (17.50 percent), Christian (15.75 percent), Muslims (11.25) and Buddhist (4.50 percent). Matheran is visited by tourists to various religions for leisure and recreation. Table-4.5 and Fig.-4.5 show professionwise distribution of tourists visiting to Matheran.

Fig.-4.3

Tourist Arrivals at Matheran

Fig.-4.4

A) Age and Gender of Tourist in Matheran

B) Religion Tourists in Matheran

It is found that highest percent belonging to government employees constituting 30 percent. The business community shows 26 percent whereas professionals and students both was 38.75 percent (22.75 and 16.00 percent respectively). Farmers are not found during field work in study region (Table-4.6, 4.7 and 4.8).

Table-4.6 : Education and Tourists in Matheran

Sr. No.	Education	Male	Percent	Female	Percent	Total	Percent
1	Illiterate	-	-	-	-	-	-
2	H.S.C.	29	7.25	22	5.50	51	12.75
3	Graduates	66	16.50	56	14.00	122	30.50
4	Post Graduates	82	20.50	68	17.00	150	37.50
5	Diploma	40	10.00	37	9.25	77	19.25
	Total	217	54.25	183	45.75	400	100.00

Source : Fieldwork, 2013.

Table-4.7 : Origin of Tourists by States in Matheran

Sr. No.	States	Number of Tourists	Percent of tourist	Sr. No.	States	Number of Tourists	Percent of tourist
1	Maharashtra	280	70.00	5	Kerala	12	3.00
2	Gujarat	48	12.00	6	Uttar Pradesh	7	1.75
3	West Bengal	30	7.50	7	Bihar	4	1.00
4	Karanataka	15	3.75	8	Chhatisgad	4	1.00
					Total	400	100.00

Source : Fieldwork, 2013.

Table-4.8 : Origin of Tourists by Districts in Matheran

Sr. No.	Districts	Number of Tourists	Percent	Sr. No.	Districts	Number of Tourists	Percent
1	Mumbai	74	26.42	9	Solapur	8	2.85
2	Pune	36	12.85	10	Jalgaon	6	2.14
3	Thane	36	12.85	11	Bhandara	6	2.14
4	Nagpur	28	10.00	12	Latur	4	1.42
5	Kolhapur	21	7.50	13	Nanded	5	1.78
6	Nashik	18	6.42	14	Satara	4	1.42
7	Aurangabad	9	3.21	15	Sangli	10	3.57
8	Raigad	15	5.35		Total	280	100.00

Source : Fieldwork, 2013.

4.3.5 Education and Tourists

Table-4.6 and Fig.-4.5 display the educational level of tourists in Matheran. It is found that account 83 percent of total tourists have obtained higher educational backgrounds and 12.75 percent tourists in Matheran passed high school education. It also observed that no illiterate shown interest to visit Matheran.

4.3.6 Origin and Tourists

Table-4.8 reveals that 70 percent tourists belong to Maharashtra state. Fig.-4.6 and 30 percent tourists are from seven states. Among them Gujarat ranks first accounting 12 percent followed by West Bengal (7.50 percent). Karnataka (3.75 percent), Kerala (3.00 percent) and Uttar Pradesh, Bihar and Chhatisgarh. These three states have longer distance contributes only 3.75. It is found that 1.75 percent tourists from Uttar Pradesh enjoying the scenic beauty and salubrious climate of the place. Table-4.8 and Fig-4.7 exhibits district wise origin of tourists in Matheran. It is found that tourists came from 15 districts and mostly from Mumbai (26.42 percent) followed by Pune and Thane districts show equal interest and contribute 12.85 percent each. Nagpur district accounts 10 percent and Kolhapur has 7.50 percent. The tourists of Satara, Sangli and Nashik districts arrive to Matheran for enjoyment and rest (Fig.-4.8).

4.3.7 Tourists and Monthly Income

Table-4.9 reveals the monthly income of tourists visited to Matheran. The number of tourists has monthly income more than Rs. 80,000 and above. The income of Rs 60,000 to 80,000 shows highest income (26.50) percent. This trend appears because tourists as employees in both private and government sectors and business category and comes from Mumbai and Pune Metropolitian. Only five percent tourists has noticed of low income group of less than (<-10,000) rupees (Table-4.9 and Fig.-4.8).

Table-4.9 : Tourists and Monthly Income in Matheran

Sr. No.	Income Groups	Number of Tourists	Percent	
1	Less than 20,000	20	5.00	Low Income
2	20,000 - 40,000	57	14.00	Low Income
3	40,000 - 60,000	90	22.50	Middle Income
4	60,000 - 80,000	105	26.50	Middle Income
5	80,000 - 1,00,000	72	18.00	High Income (Rich)
6	1,00,000 and above	56	14.00	High Income (Rich)
	Total	400	100.00	

Source : Fieldwork, 2013.

Fig.-4.5

A) Occupational Structure of Tourist in Matheran

B) Education Level of Tourists in Matheran

Fig.-4.6

Tourist Visit to Matheran from Othe States

Fig.-4.7

Distribution Origion of Tourist to Matheran

Fig.-4.8

A) Monthly Income of Tourist in Matheran

B) Patterns of Tourists Expenditure at Matheran

4.3.8 Tourists Expenditure Patterns

An assessment of tourist expenditure pattern is vital to understand tourism development in a particular destination and is generally spent from the beginning of origin to destination and back. The expenditure can be classified into five categories, namely, accommodation, transport, food and beverage, shopping and miscellaneous. In present investigation, expenditure per day per tourist has been computed and is shown in Fig.-4.8. Tourists spend a large portion of their expenditure on accommodation. 24.25 percent tourists at Matheran spent between Rs. 1000 to 2000 per day. The highest proportion of tourists (50.75 percent) spent between Rs. 2000 to 3000. Between 3000 to 4000 rupees were spent by 8.25 percent and seven percent tourists spent Rs. 4000 or more. Stay at relatives or friends residence (Table-4.10).

Tourists expenditure on transport facility is substantial accounting 58.25 percents tourists expend Rs. 1000 to 2000 on transport while 23.25 percent spent Rs. 1000 or below as they mostly use public transport or railways, cycle rickshaws and horse riding. 18.50 percent tourists have found average spending on transport ranging between Rs. 2000 to 3000. Food and beverages is another significant items of expenditure. 74.25 percent tourists spent Rs. 1000 while 13.25 percent tourists spents between Rs. 1000 to 2000. Spending on food and beverages between 2000 to 3000 rupees expenditure reported just by 2.75 percent tourists. Majority of tourists (79 percent) spent below 1000 on shopping (only 2.75 percent spectators) purchase local leather products for family and friends spending is 3000 to 4000 (77.75 percent). Entry fee and entertainment come under miscellaneous. 19 percent tourists enjoy these facilities within Rs. 1000.

4.3.9 Tourists and Transport Means

The choice of means of transport mainly depends on income of tourists and distance from their origin. Table-4.7 shows the means of travel used by tourists to Matheran. It is pertinent to note that most tourists to hill station drive own vehicles (35.50 percents). Tourists from Mumbai, Pune and Thane drive more often to Matheran. 30.25 percent tourists used private vehicles mostly Scorpio, Sumo, Qualis and other private vehicles are the most common means of transport for tourists of middle income. Maximum 30.75 percent tourists come to Matheran by Mini Train from Neral. MSRTC buses are mostly used by students and low income groups of tourists (Table-4.11 and Fig.-4.9).

Fig.-4.9

Tourist and Transport in Matheran

Table-4.10 : Tourists Expenditure in Matheran

Daily Expenditure	Accommodation		Transport		Food and Beverage		Shopping		Miscellaneous		Total		Average (%)	% of Average
	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent	No.	Percent		
> 1000	-	-	93	23.25	297	74.25	316	79.00	76	19.00	782	39.10	156.4	39.10
1000 – 2000	97	24.25	233	58.25	53	13.25	52	13.00	13	3.25	448	22.40	89.6	22.40
2000 – 3000	203	50.75	74	18.50	11	2.75	19	4.75	-	-	307	15.35	61.4	15.35
3000 – 4000	33	8.25	-	-	-	-	13	3.25	-	-	46	2.30	9.2	2.30
4000 – 5000	20	5.00	-	-	-	-	-	-	-	-	20	1.00	4.0	1.00
< 5000	08	2.00	-	-	-	-	-	-	-	-	08	0.40	1.6	0.40
No Expenditure	39	9.75	-	-	39	9.75	-	-	311	77.75	389	19.45	77.8	19.45
Total	400	100.00	400	100.00	400	100.00	400	100.00	400	100.00	2000	100.00	400	100.00

Source : Completed by Researcher.

Note : Expenditure given in rupees per tourist per day.

Table-4.11 : Transport and Tourists Means

Sr. No.	Means of Transport	Number of Tourists	Percent
1	Own Vehicles	142	35.50
2	Private Bus	41	10.25
3	MSRTC Bus	14	3.50
4	Rental Taxi	80	20.00
5	Railway	123	30.75
	Total	400	100.00

Source : Fieldwork, 2013.

4.3.10 Motivation and Tourists

There are various motives for tourists to plan a visit to destinations in study region. In present study, four category have been brought out for the motivational factors in general (Table-4.12). Different physical, cultural, intra-personal and status are motivations of tourists respondent (Table-4.12 and Fig.-4.9). With regards to motivation it accounts 66 percent tourists visited Matheran for physical motive because of the quiet and restful atmosphere at Matheran. 20.75 percent of tourists travel for intra-personal desire and travelling for travel sake, followed by status and prestige as a motive of their travel (11.00 percent).

Table-4.12 : Motivation and Tourists

Sr. No.	Motivation	Number of Tourists	Percent
1	Physical	266	66.50
2	Cultural	7	1.50
3	Personal	83	20.75
4	Prestige and Status	44	11.00
	Total	400	100.00

Source : Fieldwork, 2013.

4.3.11 Information Sources and Tourists

Information source is crucial in tourism study. 21.75 percent tourists receive information from friends and relatives. Internet is another source of information for 19.50 percent tourists and is considered as one of the biggest ‘Bank of information providing quick information of this destination. Travel agents and self-induce combine as a source of information accounts 27 percent tourists. Word of mouth as source wings for less than two percent tourists to Matheran (Table-4.13 and Fig.-4.10).

Fig.-4.10

A) Information Sources and Tourist in Matheran

B) Tourists Purpose of Visit to Matheran

Table-4.13 : Information Sources and Tourists

Sr. No.	Sources	Number of Tourists	Percent
1	Friends and Relative	87	21.75
2	Advertisement	87	21.75
3	Previous Experience	122	30.50
4	Travel Agent	54	13.50
5	Self-induce	54	13.50
6	Internet	78	19.50
7	Others	5	1.25

Source : Fieldwork, 2013.

Table-4.14 : Tourists and Purpose of Visit to Matheran

Sr. No.	Purpose of Visit	Number of Tourists	Percent
1	Pleasure	310	77.50
2	Spiritual	NIL	NIL
3	Educational	40	10.00
4	Business	NIL	NIL
5	Personal	40	10.00
6	Friends and Relative	4	1.00
7	Other	6	1.50

Source : Fieldwork, 2013.

4.3.12 Tourists and Purpose of Visit

Tourists from different socio-cultural and economic background have found in Matheran. Table-4.14 and Fig.-4.10 presents distribution of tourists based on their purpose of visit. Pleasure and relaxation are most common purpose motivating more than 77.50 percent tourists to this in tourist centre. A handful of tourists of 20 percent together of educational and business while tourists visited at Matheran along with friends and relatives and other are found 1.50 percent (Table-4.14).

4.3.13 Tourists and Duration of Stay

Duration of stay indicates attraction of tourist destination. It is few that the average duration of stay is closely related with cost and availability of accommodation. Tourists generally prefer to stay according to their economic status. Table-4.15 and Fig.-4.11 highlights that the maximum percent of tourists stay for 1-2 days in this tourist centre and 52.50 percent stay for two days as Matheran has various tourist sites and stay for two days accounting 21.75 percent. Tourists stayed for one day accounts by 17.25 percent tourist in Matheran for three days. Tourists for a week has only 2.50 percent in this tourist place.

Table-4.15 : Tourists and Duration of Stay in Matheran

Sr. No.	Duration	Number of Tourists	Percent
1	One Day	87	21.75
2	Two Days	210	52.50
3	Three Days	69	17.25
4	Four Days	24	6.00
5	Five Days	8	2.00
6	For Week	2	2.50
	Total	400	100.00

Source : Fieldwork, 2013

4.3.14 Type of Accommodation and Toutists

Accommodation is an essential factor in tourism development. The field work ascertains the trends and choice of accommodation, hotel ranked (52.50 percent). Table-4.16 and Fig.-4.11 and lodges ranked second 21.25 percent. Tourists are Professionals and higher income group preferred resort (12.75 percent). It is noticed that government officials use guest houses for accommodation run by Public Work Department and Forest Department, MTDC. 10 percent tourists stayed with their friends and relatives in this tourist centre (Table-4.17).

Table-4.16 : Types of Accommodation in Matheran and Toursits

Sr. No.	Types of Accommodation	Number of Respondents	Percent
1	Friends and Relatives	39	9.75
2	Hotels	194	48.50
3	Lodges	85	21.25
4	Govt. Guest House	15	3.75
5	Tourist Resorts	51	12.75
6	Others	16	4.00
	Total	400	100.00

Source : Fieldwork, 2013.

Table-4.17 : Frequency of Visit and Tourist at Matheran

Sr. No.	Visit Frequency	Number of Tourists	Percent
1	First Time	82	20.50
2	Second Time	62	15.50
3	Third Time	40	10.00
4	Fourth Time	58	14.50
5	Fifth Times and More	158	39.50

Source : Fieldwork, 2013.

Fig.-4.11

A) Tourist and Duration of Stay in Matheran

B) Tourists and Accommodation in Matheran

Table-4.18 : Identical Group of Tourists in Matheran

Sr. No.	Type of Group	Number of Tourists	Percent
1	Individual	26	6.50
2	Family	119	29.75
3	Friends	116	29.00
4	Relatives	48	12.00
5	Educational Tour	43	10.00
6	Package Tour	48	12.00
	Total	400	100.00

Source : Fieldwork, 2013.

4.3.15 Frequency of Visit and Idential Group of Tourists

Table-4.18 and Fig.-4.12 present the tourists frequency of visit. It is found that fifth and more frequency of tourists have found 39.50 percent whereas first time visits accounted 20.50 percent. Third and fourth time time visitors are less than 15.50 and 14.50 percent respectively. 79.50 percent tourists have found visit more than second time to Matheran tourist centres (Table-4.18).

4.3.16 SWOT Analysis

Strength

- Pollution free hill resort (No pollution of air, water and sound).
- Scenic opulence and cool climate through out year.
- Friendly and peace loving locals.
- New opportunities for business and work
- Easy availability of jobs for local population
- Public awareness of hill resort as a living example for host-guest
- Growth of tourist’s super infrastructure like star hotels.
- Least population

Weaknesses

- Inadequate supply of potable water specially during peak season
- Safety and security (valley and river crossing)
- Poor accessibility and internal road condition
- Escalation in prices of tourists goods and services
- Disturbance of wild animals like apes and monkeys

Fig.-4.12

Tourist and Frequency of Visit in Matheran

Opportunities

- Development as a model center for ecotourism
- Investment opportunity in surrounding area.
- Vicinity of three metropolitan center (Mumbai, Thane and Pune) provides major flow of tourists.
- Mini Train heritage
- Ecotourism to attract nature lovers
- Hub for medical tourism

Threats Inadequate health care facilities

The unbridled growth in tourists adversely affects fragile ecosystem commoditization.

4.4 Alibag Tourist Centre

Alibag is a historic town founded in seventeenth century A.D. by Navy Chief Kanhoji Angre. Gardens of coconut and nuts surround Alibag. Alibag is known as Mini-Goa due to its architectural glory of opulent mausoleums and gardens. Kolaba fort a marine fort lies in Alibag 1.5 kilometers distance across the Alibag beach built by Chhatrapati Shivaji Maharaj in 1680. It is 900 feet north to south and east to west 350 feet having 17 bastions on all sides. Raghoji Angre built a beautiful temple of Ganesha in front of sweet water tank in 1759. Magnetic observatory of Alibag was established in 1904. This observatory is unique in its kind in Asia and 13th in world. The data is exchanged globaly within twelve minutes. It lies 0.80 kilometer from bus stand towards west side. Alibag beach is the main attraction. It is 4 to 5 kilometers long and 150-160 meters wide. Horse riding, speed boat, dirt riding and many other facilities are available for tourists. Ali Dargah and Temples are another attraction in Alibag, namely, Vishnu temple, Ganesh temple, Ram mandir, Balaji temple, Kalmba devi temple, Uma-maheshwar, Laxmi Narayan temple, Jain mandir, Kashivishweshar and Datta temple, besides Buddha Vihar in RCF colony.

4.4.1 Arrivals of Tourists

The tourist trends in Alibag beach indicates in Table-4.19 and Fig.-4.13. From 2001 to 2010, this centre has recorded 58.50 percent increase in domestic tourists upto 2004. 21.55, 21.66 and 15.26 percent growth in the consecutive years. However, the effect of bird flue and swine flue in 2005 and 2006 has reduced the number of tourists.

Fig.-4.13

A) Domestic Tourist Arrivals in Alibag

B) Foreign Tourists Arrivals in Alibag

In 2008 an unprecedented jump in arrival of domestic tourists has accounted 22.06 percent and 32.72 percent found in 2009. Whereas foreign tourists show same trends as compared to previous year (22.88 percent) although an increase of 118.51 percent in 2007 and in 2010 tourists have increased to 1458.33 percent (Table-4.19 and 4.20).

Table-4.19 : Domestic Tourists Arrivals in Alibag

Years	Tourists Arrivals	Absolute Change	Percent Change
2001	18585	-	-
2002	22591	4006	21.56
2003	27486	4895	21.67
2004	31682	4196	15.27
2005	31815	133	0.42
2006	32505	690	2.17
2007	35155	2650	8.15
2008	42911	7756	22.06
2009	56951	14040	32.72
2010	57906	955	1.68

Source : India Tourism Statistics (2001to 2010).

Table-4.20 : Foreign Tourists Arrivals in Alibag

Year	Tourists Arrivals	Absolute Change	Percent Change
2005	48	-	-
2006	54	06	12.50
2007	118	64	118.52
2008	124	06	5.08
2009	152	28	22.58
2010	1122	970	638.16

Source : India Tourism Statistics (2005 to 2010).

4.4.2 Age-sex Structure of Tourists in Alibag

Age and sex of tourists in Alibag is presented in Table-4.21. It is observed that tourists are varied age groups and young one dominated relatively (Fig.-4.10).

Table-4.21 : Age-sex Structure of Tourists in Alibag

Sr. No.	Age Groups	Male	Male Percent	Female	Female Percent	Total	Percent
1	< 20	30	7.50	21	5.25	51	12.75
2	20-30	60	15.00	49	12.25	109	27.25
3	30-40	44	11.00	30	7.50	74	18.50
4	40-50	53	13.25	47	11.75	100	25.00
5	50-60	25	6.25	21	5.25	46	11.50
6	> -60	12	3.00	8	2.00	20	5.00
Total		224	56.00	176	44.00	400	100.00

Source : Fieldwork, 2013.

4.4.3 Composition of Religion Tourists

Tourists at Alibag enjoy sand and surf along with the majestic Kolaba Fort. The highest tourists visited this centre are Hindu accounting (45.00 percent) followed by Jains (16.25 percent). Christian and Muslim show difference of one percent only in this tourist centre. Buddhist tourists accounts 5.75 percent. It is noted that Ben-Israeli tourists and other accounting five percent (Table-4.22 and Fig.-4.14).

Table-4.22 : Composition of Religions and Toursits in Alibag

Sr. No.	Religions	Number of Tourists	Percent
1	Hindu	180	45.00
2	Jain	65	16.25
3	Christian	58	14.50
4	Muslim	54	13.50
5	Buddhist	23	5.75
6	Others	20	5.00
	Total	400	100.00

Source : Fieldwork, 2013.

4.4.4 Occupational Structure of Tourists

The occupational structure of tourists in Alibag tourist centre reflects their socio-economic condition. Table-4.23 and Fig.-4.15, exhibits occupational structure of tourists visited at Alibag accounting 28.50 percent belinging Professionals (architect, artists and others) have visited Alibag. A considerable number of tourists are interested to visit Alibag. Students, teachers and researchers are 13.25 percent farmers account 10 percent whereas 20.75 percent tourists was business community. Employees working in government office accounting 24.75 percent.

Table-4.23 : Occupational Structure of Tourists in Alibag

Sr. No.	Occupations	Number of Tourists	Percent
1	Employees	97	24.25
2	Professionals	83	20.75
3	Businessmen	114	28.50
4	Students	53	13.25
5	Farmers	40	10.00
6	Others	13	3.25
	Total	400	100.00

Source : Fieldwork, 2013.

Fig.-4.14

A) Age and Gender of Tourist in Alibag

B) Tourists Composition of Religion in Alibag

Fig.-4.15

A) Tourist Occupational Structure in Alibag

B) Education Level of Tourists in Alibag

4.4.5 Level of Educations and Tourists

Table-4.24 and Fig.-4.15 represent the level of tourist education in Alibag tourist centre. The largest portion belongs to higher education (34.00 percent). Tourists having secondary and university level of education accounting 43.75 percent and were involved in small industries, government offices and private institutes and enterprises. Tourists possessing diploma education have reported 15.25 percent at Alibag whereas illiterate accounting seven percent. The male tourists have found higher literacy level as compared to female tourist.

Table-4.24 : Level of Education and Tourists in Alibag

Sr. No.	Education	Male	Percent	Female	Percent	Total	Percent
1	Illiterate	19	4.75	9	2.25	28	7.00
2	H.S.C.	38	9.50	26	6.50	64	16.00
3	Graduates	59	14.75	52	13.00	111	27.75
4	Post Graduates	75	18.75	61	15.25	136	34.00
5	Diploma	33	8.25	28	7.00	61	15.25
	Total	224	56.00	176	44.00	400	100.00

Source : Fieldwork, 2013.

4.4.6 Origin of Tourists

Tourists from 12 states other than Maharashtra were found at Alibag beach. The largest proportion of tourists are found from Maharashtra, accounting 62 percent. The remaining accounts 38 percent are from West Bengal accounts (6 percent) and Gujarat (6 percent) followed by Rajashtan (5 percent) and Karnataka, Kerala, Andhra Pradesh, Madhya Pradesh and Chhatisgarh visitng to Alibag beach. Bihar tourists account 2.25, Delhi (1.25) and Sikkim (0.21) (Table-4.25 and Fig-4.16).

It is observed that tourists visited to Alibag from 20 districts (Table-4.26 and Fig.-4.17). Among these districts most tourists come from Mumbai (22.58 percent) by railway and by boats to Alibag weekends and holidays followed by from Pune district (10.08 percent). Thane and Kolhapur districts tourists consists of 6.45 percent. During fieldwork 12.09 percent tourists was found from Raigad district while 7.66 percent tourists from Nashik district, Sangli district (5.64 percent). Aurangabad and Nagpur districts together forms together of 6.44 percent tourists visited in Alibag tourist centre and less percent from Amravati, Nanded and Sindhudurg districts are found visiting to this tourists centre (Table-4.26).

Fig.-4.16

Statewise Origin of Tourist to Alibag

Fig.-4.17

Districtwise Origin of Tourist to Alibag

Table-4.25 : Origin of Tourists in Alibag Toutist Centre

Sr. No.	States of Origin	Number of Tourists	Percent	Sr. No.	States of Origin	Number of Tourists	Percent
1	Maharashtra	248	62.00	8	Uttar Pradesh	16	4.00
2	West Bengal	24	6.00	9	Madhya Pradesh	12	3.00
3	Gujarat	24	6.00	10	Chhatisgarh	7	1.75
4	Rajasthan	20	5.00	11	Sikkim	5	1.25
5	Karanataka	19	4.75	12	Bihar	5	2.25
6	Kerala	7	1.75	13	Delhi	5	1.25
7	Andhra Pradesh	4	1.00		Total	400	100.00

Source : Fieldwork, 2013.

Table-4.26 : Origin of Tourists Within Maharashtra in Alibag Tourist Centre

Sr. No.	Name of Districts	Number of Tourists	Percent	Sr. No.	Name of District	Number of Tourists	Percent
1	Mumbai	56	22.58	11	Jalgaon	6	2.41
2	Pune	25	10.08	12	Bhandara	5	2.01
3	Thane	16	6.45	13	Latur	4	1.61
4	Kolhapur	16	6.45	14	Dhule	4	1.61
5	Nashik	19	7.66	15	Amravati	3	1.20
6	Raigad	30	12.09	16	Osmanabad	2	0.80
7	Satara	12	4.83	17	Aurangabad	8	3.22
8	Sangli	14	5.64	18	Ahmednagar	7	2.82
9	Nagpur	8	3.22	19	Sindhudurg	3	1.20
10	Solapur	7	2.82	20	Nanded	3	1.20
					Total	248	100.00

Source : Fieldwork, 2013.

4.4.7 Income and Tourists

Table-4.27 reveals that tourist have income ranges from 20,000 to rupees 1,00,000. The income of less than 20,000 rupees accounts are 8.00 percent who happened to the visit to their tourist friends and relatives and working in small enterprises to government and semi-government offices and farmers too. The purpose is personal or official have found travel by public transport and stay overnight. On the other hand, 12 percent tourists have found income of one lakh and above who are professional, engineers, doctors, professors, businessmen. It was noticed that tourists belong to the adjoining districts and Pune and Mumbai Metropolitan region. Highest

percent of tourists are from middle class and reported their monthly income between rupees 60,000 to 80,000 accounting 25 percent tourists whereas income 20,000 to 40,000 rupees have found 17 percent (Fig.-4.18/A).

Table-4.27 : Income and Tourists in Alibag Tourist Centre

Sr. No.	Monthly Income	Number of Tourists	Percent
1	Less than 20,000	32	8.00
2	20,000 - 40,000	68	17.00
3	40,000 - 60,000	84	21.00
4	60,000 - 80,000	100	25.00
5	80,000 - 1,00,000	67	16.75
6	1,00,000 and above	49	12.25
	Total	400	100.00

Source : Fieldwork, 2013.

4.4.8 Expenditure Pattern

Table-4.27 exhibits the expenditure of tourists in Alibag (Fig.-4.18/B). It reveals that overnight tourists share more expenditure on lodging. 56 percent tourists spent 1000 to 2000 per day on stay while 15.75 percent expends 2000 to 3000 rupees for overnight stay. 1.25 percent elite tourists spent more than 4000 rupees. The significance is that 16.50 percent tourists enjoy good hospitality of their friends and relatives. Tourists spent larger portion of their budget on travel. 21 percent tourists have paid 2000 to 3000 rupees on travel. 50.75 percent on vehicles of 1000 to 2000 rupees. Young tourists groups have spent on alcohol, beverage and food. 75.75 percent tourists spent upto 1000 rupees. 9.25 percent tourists expend 1000 to 2000 rupees on food and beverages. 58.50 percent tourists who spent on their shopping who spent 1000 rupees and 10 percent tourists have incurred shopping expenses of 1000 to 2000 rupees. They preferred for purchasing fish and other local products. 29.25 percent tourists have spent on tolls and communication in study region (Table-4.28).

Fig.-4.18

A) Monthly Income of Tourist in Alibag

B) Tourists and Expenditure in Alibag

Fig.-4.19

A) Transport and Tourist in Alibag

B) Motivation and Tourists in Alibag

Table-4.28 : Tourists Expenditure in Alibag Tourists Centre

Daily Expenditure	Accommodation		Transport		Food and Beverage		Shopping		Miscellaneous		Total		Average (%)	% of Average
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%		
> 1000	13	3.25	81	20.25	303	75.75	234	58.50	117	29.25	748	37.4	149.6	37.40
1000 – 2000	224	56.00	203	50.75	37	9.25	40	10.00	64	16.00	568	28.4	113.6	28.40
2000 – 3000	63	15.75	84	21.00	-	-	23	5.75	8	2.00	178	8.9	35.6	8.90
3000 – 4000	29	7.25	21	5.25	-	-	-	-	-	-	50	2.5	10.0	2.50
4000 – 5000	5	1.25	-	-	-	-	-	-	-	-	5	0.25	1.0	0.25
< 5000	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No Expenditure	66	16.50	11	2.75	60	15.00	103	25.75	211	52.75	451	22.55	90.2	22.55
Total	400	100.00	400	100.00	400	100.00	400	100.00	400	100.00	2000	100.00	400	100.00

Source : Completed by Researcher. Note : Expenditure given in rupees per tourist per day.

4.4.9 Tourists and Transport

Table-4.28 reveals transport means used by tourists in Alibag tourist centre. Rental taxies 44.75 percent tourists 74 (18.50) percent tourists have found traveled by MSRTC buses as there is direct link from their origin. Seven percent used bikes, launches and autorickshaw (Table-4.29 and Fig.-4.19).

Table-4.29 : Tourists and Transportation in Alibag Tourist Centre

Sr. No.	Transport	Number of Tourists	Percent
1	Own Vehicles	57	14.25
2	Private Buses	62	15.50
3	M.S.R.T.C. Buses	74	18.50
4	Rental Taxies	179	44.75
5	Railways	NIL	NIL
6	Others	28	7.00
	Total	400	100.00

Source : Fieldwork, 2013. Note: Other include auto rickshaws, bike and lauches.

4.4.10 Motivation of Tourists

Table-4.30 has identified four type of motives among tourists in this centre. The warm marine environment for physically filness accounting 59 percent tourists. For 95 (23.75 percent) cultural and asthetic were more significant. Tourists travel to Alibag for prestige and status symbols (5.75) and 11.50 percent noticed with intra-personal motivation (Fig.-4.19).

Table 4.30 : Motivations of Tourists

Sr. No.	Motivation	Number of tourists	Percent
1	Physical	236	59.00
2	Cultural	95	23.75
3	Inter-personal	46	11.50
4	Prestige and Status	23	5.75
	Total	400	100.00

Source : Fieldwork, 2013.

4.4.11 Information Sources and Tourists

400 tourists were interviewed on beach among them 47.00 percent have been inspired by their friends and relatives, 16 percent self induced and exotic previous experience, 14.25 percent (Table-4.31). The internet as a source of information accounts 10.25 percent tourists and advertisement (1.75 percent).

Table-4.31 : Informations Source and Tourists

Sr. No.	Sources of Information	Number of Tourists	Percent
1	Friends and Relatives	188	47.00
2	Advertisement	7	1.75
3	Previous Experience	57	14.25
4	Travel Agent	43	10.50
5	Self-induced	64	16.00
6	Internet	41	10.25
7	Others	-	-
	Total	400	100.00

Source : Fieldwork, 2013.

4.4.12 Purpose of Visit and Tourists

Table-4.32 and Fig.-4.20 exhibits the purpose of tourists in this tourist centre. 216 tourists have visited to this place for relaxation and enjoyment accounting 54 percent. It was noted that 6 percent tourists were from business category for researching business. 16 percent have registered their purpose as personal work. While 11.50 percent tourists have found to visit family and friends and majority of tourists come here for pleasure and enjoyment (54 percent).

Table-4.32 : Purpose of Visit and Tourists

Sr. No.	Purpose of Visit	Number of Tourists	Percent
1	Pleasure	216	54.00
2	Spiritual	-	-
3	Educational	32	8.00
4	Business	24	6.00
5	Personal	66	16.50
6	Relatives and Friends	46	11.50
7	Others	16	4.00
	Total	400	100.00

Source : Fieldwork, 2013.

Fig.-4.20

A) Sources of Information and Tourist in Alibag

B) Tourists and Purpose of Visit in Alibag

4.4.13 Tourists and Duration of Stay

Table-4.33 and Fig-4.21 shows tourists duration of stay in this tourists centres. It was observed that 40 percent tourists reported stay of two days only whereas one week accounted 1.50 percent friends and relative and vocational holiday-maker spend more days in Alibag. While students and farmers stayed only for one day (31.75 percent). Long duration tourists are less in the number in this tourist centre.

Table-4.33 : Duration of Stay and Tourists

Sr. No.	Duration	Number of Tourists	Percent
1	One Day	127	31.75
2	Two Days	160	40.00
3	Three Days	80	20.00
4	Four Days	16	4.00
5	Five Days	11	2.75
6	For a Week	6	1.50
	Total	400	100.00

Source : Fieldwork, 2013.

4.4.14 Tourists and Accommodation

Table-4.34 : Tourists Accommodation in Alibag

Sr. No.	Type of Accommodation	Number of Tourists	Percent
1	Relatives and Friends	66	16.50
2	Hotels	97	24.25
3	Lodges	30	7.25
4	Govt. Guest Houses	40	10.00
5	Tourist Resorts	57	14.25
6	Others	110	27.50
	Total	400	100.00

Source : Fieldwork, 2013.

24.25 percent tourists have preferred typical unclassified budget hotels for accommodation. 27.50 percent tourists preferred to stay in private homes and Maharashtra Tourism Development Corporation followed by private houses of friends and relatives (16.50 percent), whereas officials to stay in government guest houses for safety, securiety and better hospitality (Table-4.34 and Fig.-4.21).

Fig.-4.21

A) Tourist and Distribution of Stay in Alibag

B) Tourists and Accommodation in Alibag

4.4.15 Frequency of Visit and Toutists

This study reveals that there is variation in number of frequency of visit to this tourist centre in study region. It is identified that tourists origin to this place and surrounding have more frequency of visit. Tourists have visited Alibag number of times because their origin is within study region and adjoining and nearby districts.

Table-4.35 : Tourists Frequency of Visit and Tourists in Alibag

Sr. No.	Visit Frequency	Numbers of Tourists	Percent
1	First Time	82	20.50
2	Second Time	52	13.00
3	Third Time	53	13.25
4	Fourth Time	67	16.75
5	Fifth Time and More	146	36.50
	Total	400	100.00

Source : Fieldwork, 2013.

It is noticed that 36.50 percent tourists travelled in this centre for the fifth or more time. The tourists who visited twice and third time accounting 13.00 and 13.25 percent respectively. One-fifth tourists have first time 16.75 percent reported fourth visit (Table-4.35 and Fig.-4.22).

4.4.16 SWOT Analysis

Strength

- Ambience and setting with historical values
- Manifest a fabric of tourists resources, culture and local community
- Positive attitude of local leaders and good administration
- Small and beautiful beach resorts
- Maintenance of law and order
- Availability of plenty of water and electricity and well maintained roads
- Availability of paying guest accommodation

Weaknesses

- No life guards on beach
- Traffic jams are common during weekends and holidays (between bus fund stand beach)
- No control on sky rising prices of land
- Non availability of educated and trained guides
- Existence of soak pit and safety tank system

- Early sign of foreign culture among youths
- Mosquitos

Opportunities

- Exposure to folk culture during important festivals
- Organization of food and cultural festivals
- Establishment of fish aquarium and water sport institutes
- Introduction of sea adventure tourism
- Construction of shopping malls and amusement parks
- Launching of star category hotel to meet demand of foreign tourists
- Highly conscious residents and administration

Threats

The conversion of agricultural land into non-agriculture has practiced to meet the demand of tourism increase in buying of land by outsiders.

4.5 Murud-Janjira Tourist Centre

Murud-Janjira is a historical city. It is a fishing town also known for its culture and tourist hospitality. Its Arbian solitude is popular for weekend tourists and more secluded place is known as Murud-Janjira. It is situated at the latitude of $18^0$15' north and $72^0$51' east longitude. The existence of wadis (garden) in and around this destination has added beauty. The Murud Janjira is situated on a lowlying area close to Arabian Sea. Hence, temperature at Murud never rises beyond 34 degrees during peak summer. The weather is always conducive for tourists. The average rainfall is 2295 millimeters and population of Murud is 12228 in 2011 censes.

4.5.1 Amenities and Employment

In Murud-Janjira 5.90 percent population is engaged in tourism related services. 270 persons are involved in shops, 287 persons in commercial establishment, 145 in 69 restaurants and residential hotels and 12 were found in video centres and theatres. Fatimabegum Hospital and two maternity homes of 31 beds. Murud is fishing centre, there are 35 stalls in fish market. Here, ten branches of commercial banks practices ATM and Western Money Transfer Facilities. 69 eating houses, restaurants and residential hotels and lodges are available. Apart from these, luxury accommodation facilities are also available. MTDC runs resort on Murud beach. Petrol pump, dhabas, farm houses are found near by Murud.

Fig.-4.22

Tourist Frequency of Visit to Alibag

4.5.2 Attractions

The major attractions in and around Murud-Janjira are Janjira fort and Nawab palace, the palace of Nawab of Janjira. It is designed in the Mughal and Gothic style of architecture and Khokari bears royal tombs of Siddhis and their religious leader Sayyed Alisaheb Nazer. The tomb of Khokari is seven kilometers away from Murud. Besides these attractions, Agardanda beach lies eight kilometers away from Murud whereas Rajpuri beach is three kilometers from Murud. Garambi waterfalls lies 5 kilometers. Datta mandir on hill top, Gaimukh point at Ekdhara village and Ram Mandir are popular natural and cultural attractions lies in the vicinity of Murud. Nandgaon is known for Ganapati temple (10 kilometers) from Murud. Fansad Bird Sancturary 19 kilometers from Kashid. Kuda caves are popular Buddhist Caves on 25 kilometers away from Murud in study region.

4.5.3 Age-sex Structure

Unlike earlier case studies, age and sex structure of tourists is found varied in this tourists centre. It is evident that the flag bearers of modern tourism are the youngsters' involvement (28.50 percent) followed by age group of 40-50 years accounting 30 percent. The present investigation is found that 8.50 and 7.75 percent of age group category of 50-60 and less than 20 years. The similar trend is observed in both the genders for male and female. 57.50 percent constitutes male while 42.50 percent are female. The age-sex structure (ratio) is more favorable to male in the age-group 40-50 having 17.25 and 12.75 percent Table-4.36 and Fig.-4.23.

Table-4.36 : Age-sex Structure of Tourists in Murud-Janjira

Sr. No.	Age Groups	Male	Percent	Female	Percent	Total	Percent
1	< 20	19	4.75	12	3.00	31	7.75
2	20-30	62	15.50	52	13.00	114	28.50
3	30-40	51	12.25	39	9.75	90	22.50
4	40-50	69	17.25	51	12.75	120	30.00
5	50-60	21	5.25	13	3.25	34	8.50
6	> -60	8	2.00	3	0.75	11	2.75
Total		230	57.50	170	42.50	400	100.00

Source : Fieldwork, 2013.

Fig.-4.23

A) Age and Gender of Tourist in Janjira

B) Tourists and Religion in Janjira

4.5.4 Religions and Tourists

Religions of tourists in Murud Janjira is presented in Table-4.19. It is noticed that Hindus constitute 47.75 percent. Another prominent group was Jains accounting 18 percent. Muslims and Buddhist together account 15 percent while Christians representing by 14.50 percent (Fig.-4.23 and Table-4.37).

Table-4.37 : Religions and Toursits in Murud-Janjira

Sr. No.	Religions	Number of Tourists	Percent
1	Hindu	191	47.75
2	Jain	72	18.00
3	Christian	58	14.50
4	Muslim	40	10.00
5	Buddhist	20	5.00
6	Others	19	4.75
	Total	400	100.00

Source : Fieldwork, 2013.

4.5.5 Occupational Structure of Tourists

Occupational structure of tourists is one of the important aspects in selecting destination. Table-4.38 present and Fig.-4.24/A the employees are visit to Murud-Janjira for escaping normal routine and enjoy with family and experience solitude (27.25 percent). 26.50 percent tourists are professional and businessmen and students account 11.75 percent. Farmers are less in percent as tourists registered (six percent) during survey in this tourist centre.

Table-4.38 : Occupational Structure of Tourists by Murud-Janjira

Sr. No.	Occupations	Number of Tourists	Percent
1	Employees	109	27.25
2	Professionals	106	26.50
3	Businessmen	82	20.50
4	Students	47	11.75
5	Farmers	24	6.00
6	Others	32	8.00
	Total	400	100.00

Source : Fieldwork, 2013.

Fig.-4.24

A) Tourist and Occupational Structure in Janjira

B) Tourists and Level of Education in Janjira

4.5.6 Education and Tourists

Table-4.39 and Fig.-4.24/B shows that 38.75 percent tourists were passed Graduate (38.75) and post graduate (29.25 percent). The diploma holders were 23 percent while higher secondary, secondary were 4.50 percent illiterate account only 1.00 percent. 46.50 percent men tourist have educational background as against 42.50 percent female.

Table-4.39: Education and Tourists in Murud-Jinjira

Sr. No.	Education	Male	Percent	Female	Percent	Total	Percent
1	Illiterate	4	1.00	-	-	4	1.00
2	H.S.C.	20	5.00	10	2.50	30	4.50
3	Graduates	86	21.50	69	17.25	155	38.75
4	Post Graduates	67	16.75	50	12.50	117	29.25
5	Diploma	55	13.25	41	10.25	94	23.50
Total		230	24.50	170	42.50	400	100.00

Source : Fieldwork, 2013.

4.5.7 Origin of Tourists

Murud-Janjira has an island fort and natural beauty. It is observed that 74 percent tourists are from Maharashtra state. 6 percent from Gujarat and 4.25 percent from Karnataka state. 3.25 percent from West Bengal (Table-4.40 and Fig.-4.25).

Table-4.40 : Origin of Tourists in States

Sr. No.	States of Origin	Number of Tourists	Percent
1	Maharashtra State	299	74.75
2	West Bengal	13	3.25
3	Gujarat	24	6.00
4	Karanataka	17	4.25
5	Kerala	5	1.25
6	Uttar Pradesh	10	2.50
7	Madhya Pradesh	12	3.00
8	Chhatisgarh	6	1.50
9	Bihar	7	1.75
10	Delhi	7	1.75
Total		400	100.00

Source : Fieldwork, 2013.

Fig.-4.25

Statewise Origin of Tourist to Murud

Table-4.41 reveals that majority of tourists 69 (23.07 percent) visiting to Murud-Janjira belong to Mumbai followed by Pune accounting 13.75 percent, Thane district (8.36 percent) (Fig.-4.26). Satara, Sangli and Kolhapur districts together account 13.7 percent. The tourists found from Nagpur district accounting 4 percents tourist. The notable tourists are form Aurangabad and Jalgaon districts accounting 3.01 and 3.34 percent respectively in study region.

Table-4.41 : Origin of Tourists at Districts in Murud-Janjira

Sr. No.	Districts of Origin	Number of Tourists	Percent	Sr. No.	Districts of Origin	Number of Tourists	Percent
1	Mumbai	69	23.07	12	Buldhana	4	1.33
2	Pune	41	13.71	13	Jalgaon	10	3.34
3	Thane	25	8.36	14	Dhule	6	2.01
4	Ahmednagar	6	2.01	15	Nagpur	12	4.00
5	Satara	11	3.67	16	Bhandara	8	2.67
6	Sangli	17	5.68	17	Gondia	5	1.67
7	Kolhapur	10	3.34	18	Ratnagiri	4	1.33
8	Solapur	69	3.01	19	Akola	3	1.00
9	Latur	6	2.01	20	Washim	4	1.33
10	Osmanabad	6	2.01	21	Raigad	34	11.37
11	Aurangabad	09	3.01	Total		299	100.00

Source : Fieldwork, 2013.

4.5.8 Income of Tourists

57.75 percent tourists are high incomed and middle. It is observed that middle income group accounting quarter of the total tourists in Murud-Jinjira. Low income group generally class-III employees, farmer and contact basis workers constitutes four percent and use public transport during their visit (Table-4.42 and Fig.-4.27/A).

Table-4.42 : Income and Tourists in Murud-Janjira

Sr. No.	Income	Number of Tourist	Percent
1	< 20,000	16	4.00
2	20,000 - 40,000	55	13.75
3	40,000 - 60,000	98	24.50
4	60,000 - 80,000	117	29.25
5	80,000 - 1,00,000	74	18.50
6	> 1,00,000	40	10.00
Total		400	100.00

Source : Fieldwork, 2013.

Fig.-4.26

Districitwise Origin of Tourists to Murud

Fig.-4.27

A) Tourist and Monthly Income in Janjira

B) Patterns of Tourists Expenditure in Janjira

Table-4.43 : Tourists Expenditure in Murud-Janjira

Daily Expenditure	Accommodation		Transport		Food and Beverage		Shopping		Miscellaneous		Total		Average (%)	% of Average
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%		
> 1000	31	7.75	59	14.75	281	70.25	287	71.75	78	19.5	736	36.8	147.2	36.8
1000 – 2000	222	55.5	187	46.75	53	13.25	24	6.00	16	4.0	502	25.1	100.4	25.1
2000 – 3000	57	14.25	113	28.25	3	0.75	-	-	-	-	173	8.65	34.6	8.65
3000 – 4000	27	6.75	8	2.00	-	-	-	-	-	-	35	1.75	7.0	1.75
4000 – 5000	-	-	-	-	-	-	-	-	-	-	-	-	-	-
< 5000	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No Expenditure	63	15.75	33	8.25	63	15.75	89	22.25	306	76.5	554	27.7	110.8	27.7
Total	400	100.00	400	100.00	400	100.00	400	100.00	400	100.00	2000	100.00	400	100.00

Source : Computed by Researcher. Note : Expenditure given in Rupees per Tourists per Day.

4.5.9 Tourists Expenditure

Table-4.43 and Fig.-4.27/B reveals expenditure of tourists at Murud Janjira tourists centre. It was observed that daily expenses were rupees 1000 to 2000 on lodging (55.5 percent) followed by 14.25 percent tourists who spend 2000 to 3000 for overnight halt. 1000 or less for lodging account by 7.75 percent. 15.75 percent at stay to their relatives or friends revenue. Logging in Murud-Janjira is comparatively higher. 28.25 percent tourists have found expenditure of 2000 to 3000 for transport. The expenses are comparatively low on food and miscellaneous

4.5.10 Tourists and Transport Means

Table-4.44 and Fig.-4.28/A public transport prefebly used by lower income group. This mode is comparatively cheaper and secure to travel. There is also prevalence of using motorbikes for traveling in the historic destination. It is a convenient option for couple and friends generally having found their origin from Mumbai and Pune. Private buses are the choice of package tourists for study tour account 12.50 percent. Travelled by their own vehicles are 35.50 percent tourists in study regions.

Table-4.44 : Tourists and Transport in Murud-Janjira

Sr. No.	Transport	Number of Tourists	Percent
1	Own Vehicles	142	35.50
2	Private Buses	41	10.25
3	M.S.R.T.C. Buses	14	3.50
4	Rental Taxi	80	20.00
5	Train	123	30.75
6	Others	-	-
	Total	400	100.00

Source : Fieldwork, 2013.

4.5.11 Motivations of Tourists

Table-4.45 and Fig.-4.28/B substantial tourists were in the opinion of cultural holiday as their prime motivation accounts 67.50 percent. While 16.75 percent have reported intra personal motivation, 10.25 percent tourist visited for physical cause and prestige and status reported by 6 percent.

Fig.-4.28

A) Transport and Tourists in Janjira

B) Motivation and Tourists in Janjira

Table 4.45 : Motivations and Tourists

Sr. No.	Motivation	Number of Tourists	Percent
1	Physical	41	10.25
2	Cultural	270	67.50
3	Intrapersonal	67	16.75
4	Prestige and Status	22	5.5
	Total	400	100.00

Source : Fieldwork, 2013.

4.5.12 Information Sources and Tourists

Tourists conceive an idea to travel this destination. Friends and family are a traditional and authentic source in study region for 38 percent of tourists followed by self induces (25.75 percent). One-fifth of total registered by travel agencies 20 percent. Whereas advertisement through internet as source information by 5.75 percent (Table-4.46 and Fig-4.29/A).

Table-4.46 : Information Sources and Tourists

Sr. No.	Source of Information	Number of Tourists	Percent
1	Friends and Relatives	151	37.75
2	Advertisement	12	3.00
3	Previous Experience	31	7.75
4	Travel Agent	80	20.00
5	Self – Induce	103	25.75
6	Word of Mouth	-	-
7	Internet	23	5.75
	Total	400	100.00

Source : Fieldwork, 2013. .

4.5.13 Tourists and Purpose of Visit

70 percent of tourists is purpose was to get pleasure and to enjoy the cultural heritage and sandy beach of Murud-Janjira. Similarly, 8.75 percent tourists have expressed their opinion with family and friends to visit to this place for functions fun and leisure (Table-4.46). 7.50 percent tourists have reported education as prime study purpose while 7.75 percent visited due to personal work and training. (Table-4.47 and Fig.-4.29).

Fig.-4.29

A) Sources of Information and Tourists in Janjira

B) Tourists and Purpose of Visit to Janjira

Table-4.47 : Purpose of Visit and Tourists

Sr. No.	Purpose of Visit	Number of Tourists	Percent
1	Pleasure	279	69.75
2	Spiritual	-	-
3	Educational	30	7.50
4	Business	15	3.75
5	Personal	31	7.75
6	Friends and Relatives	35	8.75
7	Other	10	2.50
	Total	400	100.00

Source : Fieldwork, 2013.

4.5.14 Duration of Stay and Tourists

This destination is preffered by of 63.50 percent tourists stay for one day. While 16.50 percent tourists stayed of two days only. 5.50 percent tourists have their stay for a week in Murud at friends and relative's residence. 12 percent tourists stayed for three-four days (Table 4.48 and Fig.-4.30/A).

Table-4.48 : Duration of Stay and Tourists in Murud-Janjira

Sr. No.	Duration	Number of Tourists	Percent
1	One Day	254	63.50
2	Two Days	66	16.50
3	Three Days	34	8.50
4	Four Days	13	3.25
5	Five Days	-	-
6	For a Week	22	5.50
7	Unknown	11	2.75
	Total	400	100.00

Source : Fieldwork, 2013.

4.5.15 Tourists and Accommodation

34.75 percent tourists stayed in hotels (Table-4.49 and Fig,-4.30/B) and 18.75 percent in resorts. Tourists who stayed with their family or friends at their residence accounting 15.75 percent. 11 percent tourists perfer to live in villas, private homes, tents and dormitory. Government Guest houses are first choice by employees. 11 percent tourists choose stayed in lodges belongs students, researchers during study tour.

Table-4.49 : Tourists and Accommodation in Murud-Janjira

Sr. No.	Types of Accommodation	Number of Respondents	Percent
1	Friends and Relatives	63	15.75
2	Hotels	139	34.75
3	Lodges	44	11.00
4	Govt. Guest House	35	8.75
5	Tourist Resorts	75	18.75
6	Others	44	11.00
	Total	400	100.00

Source : Fieldwork, 2013.

Fig.-4.30

A) Tourists and Distribution of Stay in Janjira

B) Tourists and Accommodation in Janjira

4.5.16 Frequency of Visit and Tourists

Tourists who came, who saw, who liked and conquered this destination for fifth or more time are substantial in number 132 out of 400. It is a place of seeing and enjoying and a single visit make it a long life remembrance for over 15.75 percent tourists. 18.75 percent tourists reported their third visit to the place of significance of tranquility and the coherent account of the important events of the past. Fourth time visitor constituted 21.50 percent 86 out of 400 respondents(Table-4.50 and Fig.-4.31).

Table-4.50 : Frequency of Visit and Tourists in Murud-Janjira

Sr. No.	Items	Number of Tourists	Percent
1	First Time	63	15.75
2	Second Time	44	11.00
3	Third Time	75	18.75
4	Fourth Time	86	21.50
5	Fifth Times and More	132	33.00
	Total	400	100.00

Source : Fieldwork, 2013.

4.5.17 SWOT Analysis

Strength

- The tiny beautiful island, a strategic place of historical importance
- Flow of foreign money specially from Gulf countries
- Celebration of festivals throughout year

Weaknesses

- Lack of life guards on both beach and island fort
- Parking problem and traffic jams are very common
- Non-availability of educated and trained guides
- Rude behavior of sailors with tourists
- Only road transport facilities are available (poor accessibility)
- Insufficient police force to control tourists during peak tourists season (Weekends, holidays and year ending)
- Existence of soak pit and safety tank system
- Problem of garbage management and recycling

Fig.-4.31

Tourists Visit Frequency to Janjira

Opportunities

- Adventure (Water sport tourism) cultural tourism have more scope for development
- Growth in service related employment in tourism sector.
- Organization of sea food festival
- Organization of Dolphin show
- Set up of garbage disposal plants to keep the beach clean
- Scope for star hotels
- Construction of sea link from Mumbai to Murud
- Introduction of railway from Mumbai and Pune to Murud vai Alibag

Threats

- Tourists host conflicts
- Possibility of outbreak of religious violence
- Possibility of Tsunami
- Risk of sail boat accident
- Deficient in vision of potentials

4.6 Mahad Tourist Centre

Mahad is historical and commercial place in study region. Dr. Babasaheb Ambedkar, father of Indian Constitution started Satyagraha at Chavadar Lake on 20th March, 1927 to support aboriginal Indians. Mahad lies on the banks of Savitri river and extends $18^0$5' north latitude and $73^0$25' east longitude. Mumbai-Goa highway passes from this tourist centre. This centre has five water tanks, namely, Chavadar, Vireshwar, Koteshwari, Hapus and Navanagar water tanks. The place experiences pleasant climate. The annual rainfall received 330 mms. According to the 2011 Census, population of Mahad is 24276. 512 persons are working in shops, 746 persons in commercial establishment, 392 persons in restaurants and residential hotels and 14 are employed in theatres and video centers. 15 commercial banks are functing in this tourist centre. Most of them having ATM and internet banking facilities. There are 79 restaurant, hotels offering boarding and lodging establishments in Mahad and provide food and accommodation for tourists. There are two cinema theatres and three video centres. Mahad is a base station for tourists between Mumbai and Mahabaleshwar, Raigad district and Goa is well connected by road and railways.

National Highway-17 passes through it. Veer is the nearest railway station on Konkan railway of 14 kilometers away from Mahad.

4.6.1 Tourist Trends

Tourism activity has developed recently in Mahad in study region. However, slight increase was registered in 2003 and and 16.72 percent growth in 2004, followed by 2009 towards decreased 58.98 percent and sudden recovery in 2010 reported and has increased by 10.01 percent. The similar trend has observed in arrivals of foreign tourists (Table 4.51 and Fig.-4.32/A-B) and foreign Tourists arrivel at Mahad in shown in Table-4.52.

Table-4.51 : Arrival of Domestic Tourists in Mahad

Years	Arrival of Tourists	Absolute Change	Percent Change
2001	100582	-	-
2002	65358	- 35224	- 35.02
2003	67809	2451	3.75
2004	79148	11339	16.72
2005	75110	- 4038	- 5.10
2006	55984	- 19126	- 25.46
2007	80897	24913	44.50
2008	414252	333355	412.07
2009	169911	- 244341	- 58.98
2010	186928	17017	10.01

Source : India Tourism Statistics from 2001 to 2010

Table-4.52 : Foreign Tourists Arrival in Mahad

Year	No. of Arrivals	Absolute Change	Percent Change
2005	96	-	-
2006	76	- 20	- 20.83
2007	158	80	107.89
2008	190	32	20.25
2009	143	- 47	- 24.73
2010	166	23	16.08

Source : India Tourism Statistics from 2005 to 2010

4.6.2 Age-sex Structure of Tourists

The present study reveales the significant variations in age-sex structure of tourists at this tourist centre. Male tourists are dominant and their proportion is 66.75 percent whereas female is lower proportion accounting 33.25 percent having ratio of 1:2. 38 percent tourists belong only (5.75 percent) to tourists young age. The higher age group showed relatively less proportion (Table 4.53 and Fig.-4.33/A).

Fig.-4.32

A) Domestic Tourists Arrivals in Mahad

B) Foreign Tourists Arrivals in Mahad

Fig.-4.33

A) Age and Gender of Tourists in Mahad

B) Tourists and Religion in Mahad

Table-4.53 : Age-Sex Structure and Tourists in Mahad

Sr. No.	Age Groups	Male	Percent	Female	Percent	Total	Percent
1	< 20	39	9.75	18	4.50	57	14.25
2	20-30	100	25.00	52	13.00	152	38.00
3	30-40	65	16.25	36	9.00	101	25.25
4	40-50	47	11.75	20	5.00	67	16.75
5	50-60	16	4.00	7	1.75	23	5.75
6	> -60	-	-	-	-	-	-
Total		267	66.75	133	33.25	400	100.00

Source : Fieldwork, 2013.

4.6.3 Religions and Tourists

Religion has great impact in the choice of epitome of history and culture in study region. It is observed that Hindu tourists are in majority accounting 52.25 percent among other religions. Buddhist tourists represent comparatively higher proportion in this tourist centre as it is a place for inspiration and Buddhist movement. Jain constitutes 12.75 percent tourists, business, personal and commerce as their purpose of visit. Muslim and Christian tourists together form 18 percent tourists visit to underland history and culture (Table-4.54 and Fig.-4.33/B).

Table-4.54 : Composition of Religions and Toursits in Mahad

Sr. No.	Religions	Number of Tourists	Percent
1	Hindu	209	52.25
2	Buddhist	66	16.50
3	Christian	39	9.75
4	Muslim	33	8.25
5	Jain	51	12.75
6	Others	02	0.50
	Total	400	100.00

Source : Fieldwork, 2013.

4.6.4 Occupational Structure and Tourists

The occupational structures of tourists are quite different than other tourist centre (Table-4.55). The tourists reported service as their occupation accounting 21 percent belongs to a businessmen community. The student and farmers combinely found 34.50 percent tourists (Fig.-4.34/A). Professionals account 15.75 percent tourists. The students have registered visit as a source of inspiration.

Table-4.55 : Occupational Structure of Tourists in Mahad

Sr. No.	Occupations	Number of Tourists	Percent
1	Employees	100	25.00
2	Professionals	63	15.75
3	Businessmen	83	20.75
4	Students	70	17.50
5	Farmers	68	17.00
6	Others	16	4.00
	Total	400	100.00

Source : Fieldwork, 2013.

4.6.5 Tourists and Education

Education changes behavior pattern. Table 4.56 and Fig.-4.34/B presents the tourist education 47.75 percent followed by high school or higher secondary school education showing up 29.50 percent. Illiterates are comparatively notable than other selected destinations are marked 12.50 percent. Diploma in technical or non technical considered being 10.25 percent tourists in this historical centre.

Table-4.56 : Tourists and Education in Mahad

Sr. No.	Education	Male	Male Percent	Female	Female Percent	Total	Percent
1	Illiterates	37	9.25	13	3.25	50	12.50
2	H.S.C.	80	20.00	38	9.50	118	29.50
3	Graduates	74	18.50	50	12.50	124	31.00
4	Post Graduates	46	11.50	21	5.25	67	16.75
5	Diploma	30	7.50	11	2.75	41	10.25
	Total	267	66.75	133	33.25	400	100.00

Source : Fieldwork, 2013.

4.6.6 Origin of Tourists

The heights tourists 65.25 percent who visit to this centres belongs to Maharashtra followed by 10.25 percent tourists from Karnataka. The tourists from Andhra Pradesh and Uttar Pradesh account 6 and 6.50 percent respectively. Tourists from Chhatisgarh and Madhya Pradesh are 4.75 and 3.50 percent accordingly. This tourist's centre has visited by heritage tourists found 18 districts of Maharashtra states. Among them, Pune ranked first accounting 19.54 percent followed by Mumbai representing 16.47. Tourists from Satara and Kolhapur districts are one-tenth. Tourists from Nagpur and Amravati districts and get inspired by these historic sites (Table-4.57, 4.58 and Fig.-4.36).

Fig.-4.34

A) Tourists and Occupational Structure in Mahad

B) Education Level of Tourists in Mahad

Fig.-4.35

Statewise Origin of Tourists in Mahad

Fig.-4.36

Districtwise Origin of Tourists to Mahad

Table-4.57 : Origin of States and Tourists in Mahad

Sr. No.	State of Origin	Number of Tourists	Percent
1	Maharashtra	261	65.25
2	Karnataka	41	10.25
3	Andhra Pradesh	24	6.00
4	Chhatisgarh	19	4.75
5	Madhya Pradesh	14	3.50
6	Uttar Pradesh	26	6.50
7	Delhi	11	2.75
8	Gujarat	4	1.00
	Total	400	100.00

Source : Primary Survey, 2013.

Table-4.58 : Origin Districts of Tourists in Mahad

Sr. No.	District of Origin	Number of Tourists	Percent	Sr. No.	District of Origin	Number of Tourists	Percent
1	Mumbai	43	16.47	10	Jalgaon	5	1.91
2	Pune	51	19.54	11	Dhule	3	1.14
3	Raigad	40	15.32	12	Aurangabad	9	3.44
4	Thane	27	10.34	13	Osmanabad	6	2.29
5	Satara	15	5.74	14	Latur	4	1.53
6	Sangli	08	3.06	15	Beed	3	1.14
7	Kolhapur	13	4.98	16	Nagpur	7	2.68
8	Solapur	08	3.06	17	Amravati	4	1.53
9	Nashik	10	3.83	18	Yavatmal	5	1.91
					Total	299	100.00

Source : Fieldwork, 2013.

4.6.7 Tourists and Income in Mahad

Table-4.59 and Fig.-4.37/A reveals that the large number (158) out of 400 are subjects (39.50) earned lower middle range of rupees 20,000-40,000 a month and one-third of the subjects middle income range earned between rupees 40,000-60,000 and 60,000-80,000 per month. Higher income group showed relatively low interest in this destination because they have different motives and purpose of travel. Illiterate, farmers and students got highly inspired during their visit to this antiquated site although they originated from lower income range.

Fig.-4.37

A) Monthly Tourists and Income in Mahad

B) Patterns of Tourists Expenditure in Mahad

Table-4.59 : Tourists and Income

Sr. No.	Monthly Income	Number of Tourist	Percent
1	< 20,000	76	19.00
2	20,000 - 40,000	158	39.50
3	40,000 - 60,000	89	22.25
4	60,000 - 80,000	43	10.75
5	80,000 - 1,00,000	20	5.00
6	> 1,00,000	14	3.50
	Total	400	100.00

Source : Fieldwork, 2013. .

4.6.8 Tourist and Expenditure

Tourism is mainly a economic phenomenon associated with tourist expenditure. Presented in Table-4.60 and Fig.-4.37 It reveals that 19 percent tourists pay around 1000 rupees for overnight stay in Mahad. Highest proportion of tourists accounting 48.25 percent pay between 1000 to 2000 rupees. 12.50 percent respondent stay in hotels and lodges and pay 2000 to 3000 rupees for one nights and 14.50 percent tourists stay with company friends and relatives (Table-4.60).

It is found that higher expenses were made on transportation. Majority of tourists spent 1000 to 2000 rupees on traveling to Mahad. Those who used own vehicle and travel to Mahad pay 3000 to 4000 rupees. The expenses incurred on food and beverages at Mahad were found below 1000 rupees of accountings 60.75 percent. 18.25 percent towards live with friends and relatives. Expenses on shopping show accounts 50.50 percent tourists and 1000 to 2000 while 68 percent tourists spent on miscellaneous items in study region.

4.6.9 Transport and Tourists

Tourist use rental taxies accounting 47.25 percent, followed by own vehicles (24.25 percent) tourists (Table-4.61 and Fig.-4.38/A). Only nine percent tourists preferred private buses consisting school study tours and package tours of cultured tourists. 2.75 percent tourists travel on bike. 16 percent (189 out of 499) used Maharashtra State Ttourists Corporation buses and public transport as a means of travel.

Fig.-4.38

A) Transport and Tourists in Mahad

B) Motivation and Tourists in Mahad

Table-4.60 : Tourists and Expenditure in Mahad

Daily Expenditure	Accommodation		Transport		Food and Beverage		Shopping		Miscellaneous		Total		Average (%)	% of Average
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%		
> 1000	76	19.00	70	17.5	243	60.75	202	50.50	272	68.00	863	43.15	172.6	43.15
1000 – 2000	193	48.25	194	48.50	81	20.25	126	31.50	38	9.50	632	31.60	126.4	31.60
2000 – 3000	50	12.50	71	17.75	3	0.75	45	11.25	-	-	169	8.45	33.8	8.45
3000 – 4000	23	5.75	35	8.75	-	-	-	-	-	-	58	12.90	11.6	2.90
4000 – 5000	-	-	-	-	-	-	-	-	-	-	-	-	-	-
< 5000	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No Expenditure	58	14.50	30	7.50	73	18.25	27	6.75	90	22.50	278	19.90	55.6	13.90
Total	400	100.00	400	100.00	400	100.00	400	100.00	400	100.00	2000	100.00	400	100.00

Source : Computed by Researcher. Note : Expenditure given in Rupees per Tourists per Day.

Table-4.61 : Transport and Tourists in Mahad

Sr. No.	Transport	Number of Tourist	Percent
1	Own Vehicles	97	24.25
2	Private Buses	39	9.75
3	M.S.R.T.C. Buses	64	16.00
4	Rental Taxies	189	47.25
5	Trains	-	-
6	Others	11	2.75
	Total	400	100.00

Source : Primary Survey, 2013.

4.6.10 Motivation and Tourists

Tourists support to physical (adventure) and cultural tourism and therefore encourage to visit Raigad fort and Chavdar lake, a symbol of human right to learn, get some expercience and escape from normal routine. These tourists constitute around 79 percent of the total (Fig.-4.38/B). Tourists visit in order to get inspiration and enjoy brotherhood. Around one-fourth here tourists motivated due to family and friends in study region (Table-4.62).

Table 4.62 : Motivations and Tourists

Sr. No.	Motivation	Number of Tourists	Percent
1	Physical	210	52.50
2	Cultural	106	26.50
3	Intrapersonal	79	19.75
4	Prestige and Status	5	1.25
	Total	400	100.00

Source : Fieldwork, 2013.

4.6.11 Sources of Information and Tourists

Tourists information sources presents in Table 4.63 and Fig.-4.39/A. Almost quarter of the total tourists refer family and friends suggestion to travel this destination. Previous experience as source to sites accounts 18.25 percent. Internet was source for 7.25 percent while booking accommodation are found from other sources of inspiration in study region (Table-4.63).

Fig.-4.39

A) Source of Information and Tourists in Mahad

B) Tourists and Purpose of Visit in Mahad

Table-4.63 : Information Sources and Tourists

Sr. No.	Sources of Information	Number of Tourists	Percent
1	Friends and Relatives	99	24.75
2	Advertisement	25	6.25
3	Previous Experiences	73	18.25
4	Travel Agents	-	-
5	Self – Induce	174	43.50
6	Internet	29	7.25
7	Others	-	-
	Total	400	100.00

Source : Fieldwork, 2013.

4.6.12 Tourists and Purpose Visit

It is observed that 45.25 percent tourists have reported their purpose of visit is to Raigad fort. Whereas 23.50 percent visitors come to this tourist place due to their individual interest, while there was a difference in purpose of 14 percent tourists they travel for social and religious causes. 7.25 tourists travel in order to be with family and friends to enjoy in tourists place (Table-4.64 and Fig.-4.39/B). The market places visited by 4.75 percent tourists mainly belonging to businessmen from different origins.

Table-4.64 : Tourists and Purpose of Visit

Sr. No.	Purpose of Visit	Number of Tourists	Percent
1	Pleasure	159	39.75
2	Cultural	56	14.00
3	Educational	22	5.50
4	Business	19	4.75
5	Personal	94	23.50
6	Friend and Relatives	29	7.25
7	Others	21	5.25
	Total	400	100.00

Source : Fieldwork, 2013.

4.6.13 Duration of Stay and Tourists

Tourists that travelled to Mahad mostly stay for one day accounting 72.50 percent. Two days stay reported by 14.50 percent tourists. 10.75 percent spending three days and 2.25 percent tourists are stay for five days. (Table-4.65 and Fig.-4.40/A).

Fig.-4.40

A) Tourists and Duration of Stay in Mahad

B) Tourists and Accomodation in Mahad

Table-4.65 : Duration of Stay and Tourists in Mahad Tourist Centre

Sr. No.	Duration	Number of Tourists	Percent
1	One Day	290	72.50
2	Two Days	58	14.50
3	Three Days	43	10.75
4	Four Days	-	-
5	Five Days	9	2.25
6	For a Week	-	-
7	Unknown	-	-
	Total	400	100.00

Source : Fieldwork, 2013

Table-4.66 : Tourists andAccommodation in Mahad

Sr. No.	Types of Accommodation	Number of Respondents	Percent
1	Friends and Relatives	58	14.50
2	Hotels	105	26.25
3	Lodges	136	34.00
4	Govt. Guest House	37	9.25
5	Tourist Resorts	-	-
6	Others	64	16.00
	Total	400	100.00

Source : Fieldwork, 2013.

4.6.14 Tourists and Accommodation

It is observed that most tourists stay for two days in economically afford one accommodation. These tourists here around 60 percent, 14.50 percent tourists have their stay with friends and relatives. Tourists stay in temples and dormitorys accounting 16 percent (Table-4.66 and Fig.-4.40/B).

4.6.15 Frequency of Visits and Tourists

Majority of tourists are repeat spectators (82.50 percent). Among them 36 percent tourists expressed this was their fifth or more visit to this destination. Some of them even have previously visited the Mahad-Raigad in the same year as their current visit. Many of them attributed nostalgia as a reason to visit these archaeological sites and the increasing trend of repeat visitor is silent feature of this prominent tourists centre of study region. The first time visitors accounting 17.50 percent among them 28 says they will like to visit again (Table-4.67 and Fig.-4.41).

Fig.-4.41

Tourists and Frequency of Visit in Mahad

Table-4.67 : Frequency of Visit and Tourists

Sr. No.	Visit Frequency	Number of Tourists	Percent
1	First Time	70	17.50
2	Second Time	53	13.25
3	Third Time	63	15.75
4	Fourth Time	70	17.50
5	Fifth Times and More	144	36.00
	Total	400	100.00

Source : Fieldwork, 2013.

4.6.16 SWOT Analysis

Strength

- Iconic symbol of Maharashtra and a place of historical vitality
- Highly sensitize and aware tourists and local people
- Growth in basic infrastructure like roads, ropeway and snack stall and wayside amenities
- Place of social revolution and change
- Beautiful landscape

Weaknesses

- Safety and security (personally during fort trekking)
- Limited services of public transport (from Mahad to Raigad fort only three buses ply daily)
- Absence of educated and trained guides
- Lack of highway traffic police and security
- Poor quality of goods and services

Opportunities

- Development as a model centre for archaeology and historical tourism
- Hub for tourists in study region, south Konkan and Goa
- Scope for adventure tourism (Mountain trekking)
- Set up of international convention centre
- Aggressive advertising through both print and electronic medias

4.7 Harihareshwar Tourists Centre

Harihareshwar is important pilgrimage centre is known as Dakhin Kashi and has spectacular beach along the Konkan coast. It lies in Shrivardhan tahsil of Raigad district lying 180 kilometers from Mumbai and 205 kilometers from Pune. The temples of Lord Shiva and Kalbhairav are situated towards beach side. The shrine is

surrounded by holy hills, namely, Harihareshwar, Bramhari, Pushpadri and Narshinanchal. It consists Idols of Bhrama, Vishnu, Mahesh and Parvati. The other famous temples are Shri Kalbhairav and Yogeshwari. The pilgrims offer 'Pradakshina' (Religious Pray and rituals) to holy hills in study region.

4.7.1 Age-sex Structure of Tourists

Table-4.68 and Fig.-4.42 presents age sex structures of tourists in Harihareshwar. 31.25 percent belongs to age group of 50-60 years followed by 25.75 percent between 40 to 50 years of ages. It is observed that female travelled with family (60.25 percent). Above 60 years of ages show their interest in this destination accounting 5.25 percent. The another age group of 20-30 age-groups visited in this tourists centre (12.25 percent).

Table-4.68 : Age-sex Structure and Tourists in Harihareshwar

Sr. No.	Age Group	Male	Percent	Female	Percent	Total	Percent
1	< 20	13	3.25	7	1.75	20	5.00
2	20-30	31	7.75	18	4.50	49	12.25
3	30-40	40	10.00	26	6.50	66	16.50
4	40-50	63	15.75	40	10.00	103	25.75
5	50-60	70	17.50	55	13.75	125	31.25
6	> -60	24	6.00	13	3.25	37	9.25
Total		241	60.25	159	39.75	400	100.00

Source : Fieldwork, 2013.

4.7.2 Composition of Religions and Tourists

71.50 percent tourists belong together forms to Hindu religion followed by Christain (4.25 percent) and Buddhist 6.50 percent. Muslims prefer to neglect themselves and found away from this 'Hindu pilgrim centre. Jains (18.25) percent ranked second largest group who visit this mythological place during certain occasion (Table-4.69 and Fig.-4.42/B).

Table-4.69 : Religions and Toursit in Harihareshwar

Sr. No.	Religion	Number of Tourists	Percent
1	Hindu	286	71.50
2	Jain	09	18.25
3	Christian	-	4.25
4	Muslim	17	-
5	Buddhist	73	2.25
6	Others	15	3.75
Total		400	100.00

Source : Fieldwork, 2013.

Fig.-4.42

A) Age and Gender of Tourists in Harihareshwar

B) Tourists and Religion in Harihareshwar

4.7.3 Occupations and Tourists

Table-4.70 : Occupational Structure of Tourists in Harihareshwar

Sr. No.	Occupations	Number of Tourists	Percent
1	Employees	91	22.75
2	Professionals	69	17.25
3	Businessmen	109	27.25
4	Students	42	10.50
5	Farmers	82	20.50
6	Others	7	1.75
	Total	400	100.00

Source : Fieldwork, 2013.

The largest group of pilgrimage vary according to their occupation and service. 40 percent belonging employees and professionals. Businessmen alone taking up 27.25 percent farmers accounts 20.50 percent (Table-4.70 and Fig.-4.43/A).

4.7.4 Education of Tourists in Harihareshwar

44 percent tourists in this tourist centre have found undergraduate and higher secondary school level education besides quarters of sample are post-graduates. It is found that their spouses force them to travel for this tourists centre. Interestingly, illiterate and graduates showed equal interest in this religious place. 12 percent tourists are found diploma background whereas 60.25 male and 39.75 percent females of different education background visit this place (Table-4.71 and Fig.-4.43/B).

Table-4.71 : Education of Tourists in Harihareshwar

Sr. No.	Education	Male	Percent	Female	Percent	Total	Percent
1	Illiterate	46	11.50	30	7.50	76	19.00
2	H.S.C.	60	15.00	39	9.75	99	24.75
3	Graduates	45	11.25	32	8.00	77	19.25
4	Post Graduates	58	14.50	42	10.50	100	25.00
5	Diploma	32	8.00	16	4.00	48	12.00
	Total	241	60.25	159	39.75	400	100.00

Source : Fieldwork, 2013.

Harihareshwar is the preferred choice of domitile tourists from this existing state who are deeply committed to a new religious place. The largest tourists are found from Maharashtra State (89.25) followed by Gujarat (4.50 percent), Uttar Pradesh (2.75), Madhya Pradesh (2.00) and Karnataka (1.50) tourists (Table-4.72 and Fig.-4.44).

Fig.-4.43

A) Tourists and Occupational Structure in Harihareshwar

B) Education Level of Tourists in Harihareshwar

Fig.-4.44

Statewise Origin of Tourists in Harihareshwar

Table-4.72 : Origin States of Tourists in Harihareshwar Tourists Centre

Sr. No.	State of Origin	Number of Tourists	Percent
1	Maharashtra	357	89.25
2	Gujarat	18	4.50
3	Karnataka	6	1.50
4	Uttar Pradesh	11	2.75
5	Madhya Pradesh	8	2.00
	Total	400	100.00

Source : Fieldwork, 2013.

4.7.5 Origin of Tourists

Table-4.73: Origin Districts of Tourists by Mahad

Sr. No.	District of Origin	Number of Tourists	Percent
1	Mumbai	82	22.96
2	Pune	72	20.16
3	Thane	49	13.72
4	Sangli	13	3.64
5	Kolhapur	11	3.09
6	Solapur	6	1.69
7	Osmanabad	4	1.12
8	Aurangabad	6	1.68
9	Jalgaon	2	0.57
10	Raigad	112	31.37
	Total	357	100.00

Source : Fieldwork, 2013.

Table-4.73 and Fig.-4.45 exhibits the origin of tourists districts in Harihareshwar. It is mainly observed that 31.37 percent are coming within study region followed by Mumbai (22.96 percent), Pune (20.16 percent). It is observed that substantial share 13.72 percent tourists are coming from Thane district. From Sangli and Kolhapur districts accounts 3.64 and 3.09 percent tourists respectively.

4.7.6 Tourists and Income

60 percent tourists mark their income ranging between 20,000 to 80,000 rupees. 40,000 to 60,000 rupees income consists of 21 percent tourists and lower income group have found (15) percent tourists (Table-4.74 and Fig.-4.46/A).

Fig.-4.45

Districtwise Origin of Tourists in Harihareshwar

Fig.-4.46

A) Monthly Tourists and Income in Harihareshwar

B) Patterns of Tourists Expenditure in Harihareshwar

Table-4.74 : Tourists and Monthly Income in Harihareshwar

Sr. No.	Income	Number of Tourist	Percent
1	< 20,000	60	15.00
2	20,000 - 40,000	80	20.00
3	40,000 - 60,000	84	21.00
4	60,000 - 80,000	76	19.00
5	80,000 - 1,00,000	57	14.25
6	> 1,00,000	43	10.75
	Total	400	100.00

Source : Fieldwork, 2013.

4.7.7 Tourists and Expenditure

Daily expenses of tourists represent a different picture in Table-4.77 and Fig.-4.46/B at this pilgrimage. 34.75 percent of pilgrims spending found in between rupees 1000 to 2000. Tourists visiting to Harihareshwar preferred budget accommodation, transport and pilgrims prefer vegetarian food spending less than 1000 accounting 18 percent. Titual goods, photos and local products purchasing needs 1000 rupees.

4.7.8 Tourists and Transport

Tourists have bought rental taxies for travelling to this tourists centre accounting 58.25 percent, followed by own vehicles (21 percent) Mharashtra State Regional Tourism Corporation buses prefer by 14 percent tourists. It is found that 6.75 percent tourists preferred private buses in study region. (Table-4.75 and Fig.-4.47/A).

Table-4.75 : Tourists and Transport Means in Harihareshwar

Sr. No.	Transport	Number of Tourist	Percent
1	Own Vehicles	84	21.00
2	Private Buses	27	06.75
3	M.S.R.T.C. Buses	56	14.00
4	Rental Taxies	238	57.00
5	Trains	-	-
6	Others	5	1.25
	Total	400	100.00

Source : Fieldwork, 2013.

4.7.9 Motivations of Tourists

Table-4.76 exhibits tourist motivations to this tourists centres and it is found that 34.75 percent tourists have disclosed swimming as their motive for physical. Religious tourism is a prestigeous and status symbol for around 10 percent tourists in this tourists centres (Table-4.77 and Fig.-4.47/B).

Fig.-4.47

A) Tourists and Transport in Harihareshwar

B) Motivation and Tourists in Harihareshwar

Table-4.76 : Tourists and Expenditure in Harihareshwar Tourists Centre

Daily Expenditure	Accommodation		Transport		Food and Beverage		Shopping		Miscellaneous		Total		Average (%)	% of Average
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%		
> 1000	139	34.75	67	16.75	254	63.50	266	66.50	53	13.25	779	38.95	155.9	38.97
1000 – 2000	139	34.75	200	50.00	67	16.75	29	7.25	8	2.00	443	22.15	88.9	22.22
2000 – 3000	52	13.00	80	20.00	7	1.75	-	-	-	-	139	6.95	27.5	6.97
3000 – 4000	18	4.50	5	1.25	-	-	-	-	-	-	23	1.15	4.6	1.15
4000 – 5000	-	-	-	-	-	-	-	-	-	-	-	-	-	-
< 5000	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No Expenditure	52	13.00	48	12.00	72	18.00	105	26.25	339	84.25	618	30.8	123.7	30.92
Total	400	100.00	400	100.00	400	100.00	400	100.00	400	100.00	2000	100.00	400	100.00

Source : Completed by Researcher. Note : Expenditure given in rupees per Tourist per day.

Table 4.77 : Motivations of Tourists

Sr. No.	Motivation	Number of Tourists	Percent
1	Physical	139	34.75
2	Cultural	28	7.00
3	Intra Personal	194	48.50
4	Prestige and Status	39	9.75
	Total	400	100.00

Source : Fieldwork, 2013.

4.7.10 Information Sources and Tourists

Survey results demonstrate tourist perception and preferences of using different sources of inspiration and know about this destination by 35.75 percent tourists from agents followed by self-induce accounting 28.75 percent. While 17.25 percent tourists belived on their friends and relatives and previous experience (10 percent) (Table-4.78 and Fig.-4.48/A).

Table-4.78 : Information Sources and Tourists

Sr. No.	Sources of Information	Number of Tourists	Percent
1	Friends and Relatives	69	17.25
2	Self – Induce	115	28.75
3	Previous Experiences	39	9.75
4	Internet	7	1.75
5	Advertisement	-	-
6	Travel Agents	143	35.75
7	Others	27	6.75
	Total	400	100.00

Source : Fieldwork, 2013.

4.7.11 Tourists and Purpose of Visit

Table-4.79 and Fig.-4.48/B show purpose of visit to Harihareshwar for 12.75 percent intrapersonal needs. It is necessary and an unavoidable part for tourists to enjoy, have fun and some homely events with relatives and friends accounts 3.75 percent tourists. 10 percent tourists stayed only for two days while, 6.25 percent tourists spent at least three days. Three percent tourists live with relatives and friends accounting more than a week. (Fig.-4.49/A).

Fig.-4.48

A) Sources of Information and Tourists in Harihareshwar

B) Tourists and Purpose of Visit to Harihareshwar

Table-4.79 : Tourists and Purpose of Visit in Harihareshwar

Sr. No.	Purpose of Visit	Number of Tourists	Percent
1	Pleasure	100	25.00
2	Spiritual and Cultural	146	37.50
3	Educational	20	5.00
4	Business	64	16
5	Personal	51	12.75
6	Friend and Relatives	15	3.75
7	Others	4	1.00
	Total	400	100.00

Source : Fieldwork, 2013.

4.7.12 Duration of Stay and Tourists

Tourists were grouped into seven on the basis of duration of stay (Table-4.80). The largest segment of tourists stayed over night (77.75 percent).

Table-4.80 : Duration of Stay in Harihareshwar

Sr. No.	Duration	Number of Tourists	Percent
1	One Day	311	77.75
2	Two Days	40	10.00
3	Three Days	25	6.25
4	Four Days	6	1.50
5	Five Days	6	1.50
6	For a Week	-	-
7	Unknown	12	3.00
	Total	400	100.00

Source : Fieldwork, 2013.

4.7.13 Type of Accommodation and Tourists in Harihareshwar

On an average it is observed that (37.50) percent tourists prefer hotels and lodges as accommodation (Fig.-4.49/B). The second most choice for accommodation belonged to their friends and relatives accounting 13.00 percent. Bhakt Niwas are available for low spending class of tourist most favoured types of accommodation in Harihareshwar 43 percent. Tourists were staying in Government Guest houses preferred by Government employees constituting 7 percent (Table-4.81).

Fig.-4.49

A) Tourists and Duration of Stay in Harihareshwar

B) Tourists and Accommodation in Harihareshwar

Table-4.81 : Accommodation and Toursits in Harihareshwar

Sr. No.	Types of Accommodation	Number of Respondents	Percent
1	Friend and Relatives	52	13.00
2	Hotels	75	18.75
3	Lodges	75	18.75
4	Govt. Guest House	28	7.00
5	Tourist Resorts	-	-
6	Others	170	42.50
	Total	400	100.00

Source : Fieldwork, 2013.

4.7.14 Visit Frequency and Tourists

Table-4.82 : Tourists and Frequency of Visit in Harihareshwar

Sr. No.	Visit Frequency	Number of Tourists	Percent
1	First Time	91	22.75
2	Second Time	84	21.00
3	Third Time	91	22.75
4	Fourth Time	59	14.75
5	Fifth Times and More	75	18.75
	Total	400	100.00

Source : Fieldwork, 2013.

The highest number of tourists visits first time accounts of 22.75 (Table-4.82 and Fig.-4.50) followed by second time, the third time spectators and fourth time visiting are gradually reducing to 14.14.75 percent in study region. These are more regular spectators are comparatively younger than sacred visitors.

4.7.15 SWOT Analysis Pilgrimage

Strength

- Scenic opulence
- Easy assess in temple
- Growth in basic infrastructure like snack stall, parking and toilets

Weaknesses

- Water scarcity
- Supply of inferior quality goods and services
- Exploitation of pilgrims
- Lack of information centre
- Cleanliness and hygiene

Opportunities

- Geographical situation can spur to development of Harihaeshwar as a model centre for pilgrim

Fig.-4.50

Tourists and Frequency of Visit in Harihareshwar

- Investment opportunities for businessmen
- Employment potential through tourism

Threats

- Narrow internal roads and influx of pilgrim creates traffic jams
- Treats to religious amity
- Lack of vision of potentials

4.8 Resume

Tourist behavioural characteristics and strength, weaknesses, opportunities and threats were identified and assessed in this chapter based on surveys conducted in Matheran, Alibag, Murud-Janjira, Mahad and Harihareshwar. The survey results revealed the distinguished tourists characteristics spatially. Alibag and Mahad tourist centres young tourists show more interest than hill resort, Matheran. The dominant age group was 20-30 years forms 38.50 percent of total sample in Mahad. The gender results found almost three percent differences among distribution of male and female in each age-group. Matheran has found maximum number of tourists belonging to employees (30 percent) and business community consitituted 27.25 percent in Harihareshwar. This variation is observed mainly because of type of tourist centres and interest of tourists. Educational attainment is relatively high accounting 28.20 percent tourist are post graduates. Majority of tourists have their origin from metropolitan areas. Firstly because they want escape from daily hectic routine work, secondly study region is close to Mumbai and Pune metropolitan regions Tourists income group of Rs. 20,000 to 40,000 per month is high at Mahad (39.50 percent) as they are either students or followers of Dr. Babasaheb Ambedkar or perhaps inspired by Chhatrapati Shivaji Maharaj and elites (Rs. 80000 per month and above) income group are found at Matheran and Alibag accounting 18 and 16.75 percent respectively. Most tourists arrive by own vehicles and travel to study region by road. Tourists to Mahad are self-induced forming 43.50 percent, 55.55 percent tourists have their purpose of visit to study region as enjoyment and pleasure. Tourist duration of stay is quite short (one or two days) but intend to visit these centres again and would recommend the experiences to friends, colleagues and family members. 30.50 percent tourist stayed in hotel. The highest percentage of tourists in Matheran (48.50 percent) preferred hotels for overnight stay and lowest (18.75 percent) in Harihareshwar who stayed in Bhakt niwas. Tourists' characteristics are significant factor in analying tourists demand and their satisfaction therefore, demographic, geographic and behavioural characteristics of tourists are used in this study.

Chapter-V

TOURISTS ASSESSMENT AND PLANNING

5.1 General Introduction

The phenomenon of 'tourist's satisfaction' is a major interest for researchers, planners, practitioners and geographers. It is the psychological feeling of tourists visiting to destination which fulfills their necessarily wants, tastes and expectations. Moreover, it is subjective to tourists age, gender, religion, occupation, education, distance of travel and socio-economic condition. The product, attraction and service quality influence tourist's satisfaction and reflect their perception regarding services available and facilities provided at a particular location and time. This study investigates the relationship between service attribute namely, transport, accommodation, food quality, site-seeing, entertainment, cleanliness and hygiene, personal safety, attitude of local people, general shopping and tourists satisfaction. Tourism is a multi-faceted human activity that changes the quality and quantity of residents of destination and surrounding by tourist interaction with local people, economy, environment and culture. Now-a-days, tourism function is considered as a "Double Edged Sword", It guaranting "Bums in Bed" and creating a substandard culture influencing environment, society on one and culture on other hand. This interaction causes both positive and negative impacts in this chapter with reference to selected tourist centres in study region.

5.2 Database and Methodology

The impact of selected variables for five tourists centres have assessed in study region. The five tourists centers, namely, Matheran, Alibag, Murud-Janjira, Mahad-Raigad and Harihareshwar have been selected as case study. 400 tourists at each case tourists were selected by applying purposive sampling method. Total 2000 tourists for five tourists centres were interviewed. The perception of tourists has assessed by using statistical package SPSS, 19.0. Chi square test and weighted mean have computed. The tourists satisfaction has been computed by applying following formula as below :

1) Satisfaction Index

$$Sti = \frac{\Sigma MiNi}{N} \qquad \ldots\ldots (1)$$

Where:

Sti = Satisfaction Index for the 'i'th factor.

Mi = Numerical Values for particular level of satisfaction for the 'i'th factor.

Ni = Number of respondents deriving the particular level of satisfactions for 'i'th item.

2) Ultimate Satisfaction Index

$$Usi = \frac{\Sigma Si\ Ri}{\Sigma Ri} \qquad \ldots\ldots (2)$$

Where:

Usi = Ultimate Satisfaction Index

Si = Satisfaction Index

Ri = Relative Importance

Assessment quantification of tourism impact is highly qualitative and subjective in nature. Hence, attitudinal survey has carried out for in assessment of tourism impact. 750 respondents have been selected through purposive sample method for five selected centres, namely, Matheran, Alibag, Murud-Janjira, Mahad and Harihareshwar. The questionnaire consists of 28 questions each related to economy, society, culture and environment. The respondents were required to rate all questions using a 7 point. 'Likert Scale', ranging from -3 to +3 with zero equalizing no effect of tourism. The seven response alternatives for every attributes are 0 = Not response, +1 = Agree, -1 = Disagree, +2 = Moderately agree, -2 = Moderately disagree, +3 = Strongly agree and -3 = Strongly disagree. This scales is appropriate for analyzing residents perception towards tourism impact evaluating. But this scale one can understand the direction of individual's response and level of commitment to response. The attitude of respondent's is represented in the form score across. Table-5.1 indicates sample of tourists and residents.

Table-5.1 : Selected Tourist Centres in Raigad District

Tourists Centres	Number of Respondents'		Tourists Centres	Number of Respondents'	
	Tourists	Residents		Tourists	Residents
Matheran	400	100	Mahad	400	150
Alibag	400	200	Harihareshwar	400	100
Murud-Janjira	400	200	Total	2000	750

Source : Computed by Researcher.

5.3 Assessment of Tourists in Matheran

Tourist's satisfaction is the key to tourism development. In present study, attempt has been made to assess the level of satisfaction tourists by using 'Tourists' Satisfaction Index System (TSI). Total nine key parameters were choosen. These are, namely, accommodation, transportation, food quality, shopping, attraction, personal safety and behavior of local people (Appendix-C).

5.3.1 Assessment of Tourists Satisfaction in Matheran

Table-5.2 presents opinions of 400 tourists regarding tourist's facilities and services available at Matheran. The response ranked to excellent, good, satisfactory and unsatisfactory. Among nine attributes hotels (accommodation) sector has found highest ranking with satisfaction (3.00) excellent 42.25 percent followed by attraction or site seeing 38 percent, food quality 32 percent. 'The entertainment and behavior of people are next in this category. The personal safety is found at the bottom. Only 5.75 percent tourists opinioned that, it was excellent. 135 (33.75 percent) have marked shopping as the most unsatisfactory because of limited shopping facilities and options to tourists. This is followed by personal safety (27.25 percent), behavior and attitude of local people 22.50 percent very least number of tourists 7.75 percent mentioned accommodation and entertainment facilities are poor and unsatisfactory in viewed of 5.75 percent only. The tourists have considered entertainment facilities as good and myriad accounting 39.75 percent. Here, hotel is organizes shows and provides swimming facilities and indoor games to tourists. In addition to this horse riding, river crossing and valley crossing are choices of many tourists. Cycle rickshaws and Doli are unique means of transport at Matheran (32.25 percent) tourists. 18.75 percent tourists were considered shopping as good, it was noted that 'satisfactory' category, (42.50 percent) to personal safety followed by cleanliness and hygiene 147 whereas 76 tourists answered accommodation facilities are satisfactory. Factor-wise averages of satisfaction are presented in Table-5.2. Tourists have given preferences as excellent, good, satisfactory and unsatisfactory.

5.3.2 Economic Impact Assessment in Matheran

Tourism is an economic activity vital for to both host (People residing destination) and Guests (area of tourists origin). Tourism contributes to Government revenues, generate foreign exchange earnings and employment opportunities tourism has transformed face of backward areas of many nations into frontline tourist destinations.

Table-5.2 : Opinion of Tourists in Matheran

Sr. No.	Attributes	Excellent	Good	Satisfactory	Unsatisfactory	$\frac{(O-E)^2}{E}$	$\frac{(O-E)^2}{E}$	$\frac{(O-E)^2}{E}$	$\frac{(O-E)^2}{E}$	x^2	Total Score	USI	Rank
1	Transportation	15.25	39.00	28.75	17.00	15.21	31.36	2.25	10.24	59.06	1040	2.52	7
2	Accommodation	42.25	31.00	19.00	7.75	47.61	5.76	5.76	47.61	106.74	1231	3.00	1
3	Food Quality	32.00	32.00	22.50	13.50	7.84	7.84	1.00	21.26	37.84	1130	2.82	4
4	Site Seeing (Attractions)	38.00	31.25	20.75	10.00	27.04	6.25	2.89	36.00	72.18	1189	2.97	2
5	Entertainment	26.00	39.75	28.50	5.75	0.16	16.81	1.96	59.29	78.22	1144	2.86	3
6	Cleanliness and Hygiene	21.75	30.00	36.75	11.50	1.69	4.00	22.09	29.16	56.94	1048	2.62	5
7	Personal Safety	5.75	24.50	42.50	27.25	39.29	0.04	49.00	0.81	109.14	835	2.08	10
8	Attitude of Local People	24.75	32.25	20.50	22.50	0.01	8.41	3.24	1.00	22.66	1037	2.59	6
9	General Shopping	14.00	18.75	33.50	33.75	19.36	6.25	11.56	12.25	49.42	852	2.13	8
10	Other	12.00	25.00	35.00	25.00	27.04	1.44	16.00	0.00	44.48	908	2.27	9

Source : Computed by Researcher. Note : 1) Other includes Banking, parking, washrooms, drinking water; 2) Number of tourists are given in percent.

The literature on tourism shows that development is closely associated with economic prosperity. Therefore, many researches have been concerned with the economic impact. It is generally asserted that economic potential of tourism increases income of local people, which measured in monetary terms and changes Thus, focus of manu tourism research is on economic benefite of tourism nature of economy.

The studies researches in western and oriental countries carried out by Ambli (1990), Ajay Kumar (1993), Archer and Fletcher (1996), Arkshali (1997), Kaifi (1999), Misra (2002), Elangbam (2004), Upadhay (2004), Vaiphei (2006) have based on concept of "Multiplier Effects". The impacts of tourism can be two positive or negative. Tourism increases employment opportunities, generates income, raises standards of living develop infrastructure. At the same time, it creates, "Significant number of low paying wages". Greater demand for goods, services and housing may increase prices that in turn increase the cost of living considering this background here, an attempt has been made to assess economic impact of tourism on five selected tourists centers, namely, Matheran, Alibag, Janjira, Mahad and Harihareshwar in study region higher flow of tourists (Table-5.3).

a) Positive Impact Indicators

(1) Increase in income of local people (2) Develops scope for shopping (3) Rental houses as a source of income (4) Attract more investment (5) Improve economic environment (6) Tourism creates more jobs (7) Increased real estate cost (8) Enhance enterprises (9) Stimulate demand for local products (10) Creation of new entertainment facilities (11) Leads to regional development (12) Demand for female labours (13) Leads to urbanization (14) Increase labour wages (15) Increase in local revenue (16) Increase in demand for second home (17) Spurs infrastructure development, and (18) Fund Mobilization

b) Negative Impacts Indicators

(1) Hike in prices of goods and services (2) Increased monthly expenditure (3) Growth in illegal rental houses (4) Commercialization of activities (5) Increasing seasonal dependency (6) Increase in illegal eating houses (7) Increase in various taxes (8) Scarcities of basic goods in peak season (9) Scarcities of essential goods in general (10) Non availability of land for housing. Tourism supports for economic growth of region by various ways (Appendix-D).

Table-5.3 : Economic Impact of Tourism in Matheran

(A) Positive Impact Indicators									
S. No.	- 3	- 2	- 1	0	+ 1	+ 2	+ 3	Mean	SD
1	-	-	-	-	7	15	78	2.71	0.59
2	-	-	-	-	30	40	30	2.00	0.77
3	-	-	-	6	24	45	25	1.89	0.85
4	-	-	-	8	29	42	21	1.76	0.87
5	-	-	2	8	33	36	21	1.68	0.96
6	-	-	-	-	58	20	22	1.64	0.82
7	-	-	-	10	46	26	18	1.52	0.90
8	-	-	-	10	46	26	18	1.52	0.90
9	-	-	-	13	44	26	17	1.47	0.92
10	-	-	-	3	60	34	03	1.37	0.59
11	-	-	-	07	60	24	09	1.35	0.74
12	-	-	-	8	59	24	09	1.34	0.75
13	-	-	-	17	43	32	08	1.31	0.84
14	-	-	-	12	50	35	03	1.29	0.71
15	-	-	08	19	49	12	12	1.01	1.05
16	-	3	2	34	32	29	-	0.82	0.97
17	-	-	7	35	36	19	03	0.76	0.94
18	-	5	8	20	57	10	-	0.59	0.95
Total	0	8	27	210	763	495	297	1.44	2.93
(B) Negative Impact Indicators									
1	-	2	2	16	28	48	04	2.30	0.98
2	-	1	2	19	43	26	09	2.18	0.97
3	-	-	7	18	39	31	05	2.09	0.98
4	-	-	6	27	39	23	05	1.94	0.97
5	-	-	-	18	13	39	30	1.81	1.06
6	-	2	7	24	47	17	03	1.79	0.97
7	-	2	13	38	33	14	-	1.44	0.95
8	-	4	21	37	29	09	-	1.18	0.99
9	-	6	23	37	29	05	-	1.04	0.98
10	7	24	49	11	9	-	-	0.91	0.99
Total	7	41	130	245	309	212	56	0.66	2.81

Source : Computed by Researcher.

Economic impacts of tourism in Matheran has examined on the basis of residents perception survey conducted in 2013. The notable impact observed on economy, accommodation, transport, services and infrastructure. In case of Matheran,

tourism has turned into crucial means to economic development (1.35). But the expected positive effects still require a certain period of time to develop that tourism development in Matheran is beneficial to its residents. Residents of Matheran believed that due to tourism, economic benefits to local residents have generated employment options and opportunities accounting 1.64 (Table-5.3).

The variables showed higher positive impacts are increase in income of residents (2.71) and develop scope for shopping (2.00) and three variables such as increase in demand for second home, improvement of infrastructure and fund mobilization have least positive impacts. The means are 0.82, 0.76 and 0.59 respectively. Remaining 13 variables have positive impacts (mean ranges from 1 to 1.99) among them, rental houses as a source of income (1.89), attract more investment (1.76), improve economic environment (1.68), tourism creates more jobs (1.61), increase real estate cost (1.52) and enhances enterprises (1.52).

Subsequently, residents of Matheran perceived negative impacts. The higher negative impact is associated with, prices of commodities and services increased manifold (mean 2.30), increases expenditure, (2.18) and growth in illegal rental houses (2.09) to gain maximum profits, monopoly of private entrepreneurs, individuals interests and lack of proper planning. The six variables has observed moderate adverse impacts. These are commercialization of activities (1.94), increasing seasonal dependency (1.81) and illegal eating houses (1.79), increase in various taxes (1.44) scarcities of basic goods during peak season (1.18) and even in general (1.04). Non availability of land for houses measure low impacts (0.91).

Table-5.4 presents mean attitude index for Matheran towards positive and negative variables is quite high. 86.39 percent of residents expressed favorable opinions showing positive economic impact of tourism on economic development in Matheran. Tourism is undeniably an economic asset for the residents welfare is a prominent view among sample selected for study. 1.94 percent respondent are disagreed and 11.67 percent neutrals. 42.39 percent residents' index score ranges +0.01 to +1.00 followed by 27.50 percent residents index score found in between + 2.01 to + 3.00. The residents' opinions on the negative influence of economic impacts are also noteworthy. 57.7 percent respondents criticized tourism because of pervasive impacts. Majority of them (30.90 percent) residents index score ranges between (+0.01 to + 1.00). Next 21.20 percent ranges from _+0.01 to +2.00) and 5.60 percent residents index score assigned to range (+2.01 to +3.00).

Table-5.4 : Economic Attitude Index in Matheran

Sr. No.	Mean Score	Positive Index (Percent)	Negative Index (Percent)
1	- 2.01 to – 3.00	-	0.70
2	- 1.01 to – 2.00	0.44	4.10
3	- 0.01 to - 1.00	1.50	13.00
4	0.00	11.67	24.50
5	+ 0.01 to + 1.00	42.39	30.90
6	+ 1.01 to + 2.00	27.50	21.20
7	+ 2.01 to + 3.00	16.50	5.00
	Total	100.00	100.00

Source : Computed by Researcher.

5.3.3 Socio-cultural Assessment in Matheran

The socio-cultural impacts of tourism are the most difficult to measure and quantify because of highly quanlitative and subjective in nature (Cooper, 1998). There are two key methods for collecting information for socio-cultural impact measurement. (1) Primary research through surveys or interview. (2) The analysis of secondary sources like governmental records, public documents and newspaper. Recently, attitudinal surveys are considered most important method of investigating attitudes and perceptions of local residents towards tourism development.

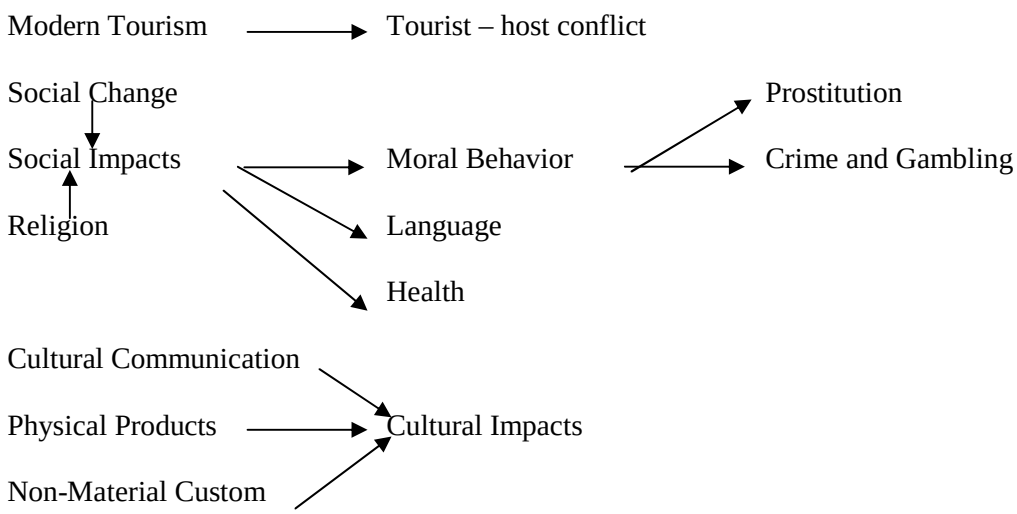
Many studies of social and cultural impact of tourism development were initially based on attitudinal survey method. The prominent research are Arkashali (1997), Potdar (2004), Vaiphei (2006), Das (2007) Anvari (2008). This study attempted to assess socio-cultural impact of tourism by using 28 socio-cultural indicators. Tourism can help preserve and revitalise traditional cultural pursuits such as folk arts, dance, music and festivals. Indeed, its social and cultural effects are often mixed and open to value-based interpretation. The “demonstration effect” of tourists engaged in leisure behaviour can influence residents and cultural distance between host and guests might exacerbate these influences. Tourism has clear socio-cultural implications. It affects tourist, host and host-guest relationship (Mathieson and Wall, 1982). According to Kadt (1979) there are three types of such relationship or contact occurs, namely, (a) When tourists buy goods and services, (b) When hosts and tourist share facilities, and (c) When tourist and host meet for cultural exchange. Tourism is a pandemic activity based on host-guest contact. These contacts may give rise to health problems due to travels around the world. Tourist may spread diseases like AIDS,

STDS Swine Flu, Bird Flu. Maleria and Cholera. Further, movement of tourists leads to excessive use of facilities such as sewage treatment which may present health risks. In order to examine social and cultural impact of tourism in Matheran following indicators were taken into account.

Table-5.5 : Positive Impacts of Tourism

Economic	Socio-Cultural	Environmental
Creates	Preserves	Encourage
Job Opportunities	Cultural Rains	Ecological Awareness
Foreign Exchange	Folk Tradition	Conservation
Revenue / Tax	Cultural Properties	Cleanliness
Diversification of Economy	Art and History	Pollution Control
Multipller		
Improves	Responsible	Helps
Infrastructure	Tourists	Maintenance of Scenic Landscape
Local Arts/ Crafts	Space Organizations	Research
Regional Development	Urbanization	Retreat from Marginal
Fund Mobilization		
	Encourages	
	Education	
	Tradition	
	Brotherhood	
	Training of Craftsman	

Negative (Impacts) of Tourism



5.3.4 Socio-cultural Indicators

(A) Positive Indicators: (a) Active participation of locals toward facilities for tourists (b) Increased communication (c) Change in occupation structure (d) Awareness

towards preservation of cultural heritage (e) Encourages brotherhood (f) Rediscovery of tradition (g) Responsible for cultural exchange (h) Preserves art and history (i) Encourages education and training.

(B) Negative Indicators: (a) Change in settlement pattern (b) Stress on public utility services (c) Commercialization of tradition and customs (d) Increases in mental stress (e) Change in interest (f) Westernization of culture (g) Stress on police and security persons (h) Tourist host conflicts (i) Threatening to community fabric and values (j) Increase in activities of drug abuse (k) Leads to gambling and Vandalism (l) Growth in activities of prostitution (m) Leads to pedophilias and rave parties (n) Increase in crime (o) Increasing number of beggars (p) Increases xenophobia (q) Spread of epidemic and HIV (r) Break down in family cohesion (s) Disturb religious practices (Appendix-E).

Tourism in study region is praised and promoted for its economic benefits certainly resulting in perverse socio-cultural effects. The researcher made an attempt to assess these impacts of tourism development in the study region. Assessing socio-cultural impact is vital because community support for tourism development depends on resident's attitudes and perceptions towards socio-cultural changes. The respondents from of Matheran, Alibag, Murud-Janjira, Mahad and Harihareshwar mark positive and negative socio-cultural impacts of tourism are given in Table-5.6. The residents of Matheran acknowledged positive statements and five shows high positive impacts. It was found that local people actively participated tourists facilities (2.22), change in their occupational structure and increased communication both having equal mean value (2.07), awareness towards preservation of cultural heritage (2.02) and art and history (2.17). On the other hand, least impact associated encourage education and training (0.98), whereas moderate positive socio-cultural impacts related to three variables mainly, tourism encourages brotherhood (1.76), rediscovery of tradition (1.39) and it is responsible for cultural exchange (1.23).

It is clear from Table-5.6 that residents reacted vehemently on the negative social and cultural impacts that evolve from tourism processes. The main socio-cultural impacts noted change in settlement patterns (2.15) followed by stress on public utility services (1.70), commercialization of traditions and customs (1.56), increase is found on mental stress (1.53) and change in interest specially of youth (1.50). The residents view on four variable have increased xenophobia (-0.16), spread

of epidemic and HIV (-0.24), breakdown in family cohesion (-0.25) and disturbances in religious practices (-0.83).

Table-5.6: Socio-cultural Impacts of Tourism in Matheran

(A) Positive Impacts Indicators									
Sr. No.	- 3	- 2	- 1	0	+ 1	+ 2	+ 3	Mean	SD
1	-	-	-	-	21	36	43	2.22	0.76
2	-	-	4	7	14	28	47	2.07	1.11
3	-	-	2	5	14	42	37	2.07	0.94
4	-	-	3	4	17	40	36	2.02	0.97
5	-	2	3	12	16	34	33	1.76	1.22
6	4	2	0	17	18	40	19	1.39	1.41
7	-	7	4	13	36	15	25	1.23	1.42
8	4	1	5	16	23	20	27	2.17	1.55
9	5	9	4	15	20	26	21	0.98	1.73
Total	13	21	25	89	179	282	291	1.57	2.85
(B) Negative Impacts Indicators									
1	-	-	-	2	22	35	41	2.15	0.82
2	-	-	5	11	24	29	31	1.70	1.16
3	-	-	14	7	14	39	26	1.56	1.32
4	-	-	-	16	34	31	19	1.53	0.97
5	-	-	-	14	45	18	23	1.50	0.99
6	-	-	-	12	51	37	-	1.25	0.65
7	-	-	12	18	35	17	18	1.11	1.24
8	-	9	21	24	32	9	5	0.74	1.27
9	-	-	13	32	42	11	2	0.57	0.91
10	-	15	19	20	24	14	8	0.27	1.49
11	-	-	9	70	15	6	-	0.18	0.66
12	-	20	21	20	16	13	10	0.11	1.60
13	-	16	23	20	17	24	-	0.10	1.41
14	-	13	14	46	14	13	-	0.00	1.20
15	-	13	14	46	14	13	-	0.00	1.20
16	-	10	15	56	19	-	-	- 0.16	0.84
17	-	21	10	48	14	7	-	- 0.24	1.14
18	9	11	18	32	18	12	-	- 0.25	1.42
19	8	24	24	31	13	-	-	- 0.83	1.16
Total	17	152	230	525	463	328	183	0.56	4.36

Source : Computed by Researcher

Residents' of Matheran accepted and appreciated tourism due to its nine positive, socio-cultural variables and criticized for undesirable nineteen variables. The score of attitudinal mean index is given in Table-5.6. It is found that the residents

expressed favorable responses on positive socio-cultural impacts with majority accounting 83.55 percent followed by 9.89 percent neutral and small proportion 6.56 percent disapproved socio-cultural growth due to tourism. Majority (30.33 percent) among them rates high mean score (+2.01 to 3.00). Next 31.33 percent rate middle mean score (+1.01 to +2.00) and 19.89 percent to low rating (+0.01 to +1.00). Regarding negative variables an overwhelming 24.38 percent centralized in low mean score (+0.01 to +1.00) followed by middle mean score and 9.63 percent in far end of score (+2.01 to +3.00). It is worth while mentioned that 27.63 percent disagreed. Majority among them (12.21 percent) centralized in between (-0.01 to -1.00) remaining 8 percent belong to mean score range (-1.01 to -2.00).

Table-5.7 : Attitude Mean in Matheran

Sr. No.	Mean Score	Positive (Percent)	Negative (Percent)
1	- 2.01 to – 3.00	1.44	0.89
2	- 1.01 to – 2.00	2.33	8.00
3	- 0.01 to - 1.00	2.79	12.21
4	0.00	9.89	27.63
5	+ 0.01 to + 1.00	19.89	24.38
6	+ 1.01 to + 2.00	31.33	17.26
7	+ 2.01 to + 3.00	32.33	9.63
	Total	100.00	100.00

Source : Computed by Researcher.

5.3.5 Environmental Assessment in Matheran

In an attempt to eliminate environmental costs, many countries have included in their legislation Environmental Impact Assessment for tourism. The aim is to predict environmental consequences of proposed development activity and to ensure that potential risks are foreseen and necessary measures to be undertaken to avoid, mitigate or compensate for environmental damage. EIA usually examines:

(a) Environment auditing procedures

(b) Limitations for natural resources

(c) Environmental problems and conflicts that may affect project viability, and

(d) Possible detrimental effects on people, air, water, soil, flora and fauna, peace and quiet, landscapes and cultural sites.

A variety of other indicators can be used often included in EIA procedure to measure environmental impacts of climate change, urban environmental quality, energy and transport indicator (OECD, 1994). The emphasis of tourism environmental consequences of tourism on tourist destination and surrounding area. Rai (1986), Pradhan (2002), Dhara (2003), Motiram (2003), Negi (2003), Sangeeta (2002), Sharma (1995), Datta (2002), Arkashali (1997), Kumar (1993), Farid (1999), Mistra (2000), Potdar (2004), Das (2007), Chhetri (2007), Anvari (2008), Nagarale and Harpule (2012). The new era of environmental concern ushered in by world conservation strategy is of immediate relevance to tourism. Tourism certainly can contribute to environmental degradation and be self-destructive, "Tourism destroyed tourism and also has potential to bring about significant enhancement of the environment". Tourism is now considered the fastest growing industry. The beaches, hill resorts are subject to increasing levels of recreation and tourist's pressure. These produce environmental impacts associated with travel, accommodation and recreational activities. Typical impact in coastal area, erosion and compaction, damage to vegetation, disturbance to wildlife, marine life, water pollution, vandalism and noise. In this part initial intention was to review the impacts and role of tourism and recreation on study. Gosling (2002) provided overview of global environmental consequences of tourism with respect to environmental aspects.

(a) The change of land uses and land covers.

(b) The use of energy and its associated impacts.

(c) The exchange of biota over geographical barriers.

(d) The extinction of wild species, and,

(e) The exchange and dispersion of diseases.

5.3.6 Environmental Impact Indicators

The Positive Impact Indicators for assessing impacts are, namely, (a) Smoke free industry image (b) prevent ecological damages (c) increase environmental awareness (d) increase environmental protection (e) Improvement in sanitation (f) Leads social forestry (g) Use of eco-friendly technology (h) Incentives for the conservation of natural resources (i) improvement of the area's appearance and, (j) Provide base for agro-tourism.

Negative Impact Indicators whereas location impact index are, namely, (a) Pervasive road condition (b) Water shortage (c) Strain on public utility services (d) Distraction of natural environment (e) Shops railing on roads (f) Extinction of some species (g) Loss of open spaces (h) Freely moving cattle's (i) Strain on entertainment facilities (j) Air, noise and water pollution (k) Problem of littering and dirtiness (l) Problem sewage disposal and sock pits (m) Overcrowding and traffic cognation (n) Development of slums (o) Degradation of landscape (p) Landslide and rock fall (q) Change in land cover and loss of orchards (r) Need of separate parking facilities (Appendix-F).

The goods and services have improved and increased manifold in study region. It emerges as a vital source of revenue and jobs in study region. Thus, it is found that residents are more careful about tourism and environment. The residents perception impact on tourism development is presented in Table-5.8. It has reveals that a resident of Matheran has divergence opinion and feelling that tourism is smokeless industry (2.54) and preventing ecological damage (2.37) and environmental awareness (2.18). The low positive impact mean is 0.85 associated with agro-tourism. The remaining seven indicators have found moderate positive impacts. Because of tourism environmental protection increase (-1.82) and the sanitation is improve in Matheran (1.71). Tourism leads program like social forestry (1.41). The residents noticed that use of eco-friendly technology has grown. The government provides some incentives for conservation of tourism and natural resources. Look wise appearance of destination has improved and the mean obtained is 1.04. The number of local respondents also showing negative impacts of tourism development presented in Table-5.8. The major environmental issues noticed in the views of residents are pervasive road condition and acute water shortage during peak tourist's season. The mean values are obtained 2.72 and 2.27 respectively followed by strain on public utility services (2.17) and distraction of natural environment (2.14).

Seven variables have found moderate negative impacts mean ranges from 1.04 to 1.80. Among them, shops railing on roads (1.80), extinction of species (1.55), loss of open spaces (1.50), freely motiving cattle's (1.28), strain on entertainment facilities (1.15) air, sound and water pollution (1.10) and problem of littering and dirtiness with mean value 1.04. The six variable suggested low environmental impacts, means vary from 0.23 to 0.97. The last variable, need of separate parking disapproved by resident

with mean value – 0.40. It may be because, every hotel provide parking facility and ban on vehicle entry.

Table-5.8 : Environmental Impacts in Matheran

(A) Positive Impacts Indicators									
Sr. No.	- 3	- 2	- 1	0	+ 1	+ 2	+ 3	Mean	SD
1	-	-	-	6	7	14	73	2.54	0.61
2	-	-	-	4	15	21	60	2.37	0.62
3	-	-	-	5	16	35	44	2.18	0.62
4	-	-	7	10	11	45	27	1.75	0.82
5	-	6	10	13	13	20	38	1.45	1.14
6	-	-	-	24	27	33	16	1.41	0.72
7	-	-	-	11	53	24	12	1.37	0.59
8	-	-	-	7	21	52	20	1.85	0.57
9	-	7	11	16	23	23	20	1.04	1.06
10	4	9	6	6	37	30	8	0.85	1.08
Total	4	22	34	102	223	297	318	1.68	2.84
(B) Negative Impacts Indicators									
1	-	-	-	-	6	16	78	2.72	0.40
2	-	-	-	-	25	23	52	2.27	0.59
3	-	-	-	-	17	49	34	2.17	0.49
4	-	-	-	4	19	36	41	2.14	0.60
5	-	-	-	-	33	54	13	1.80	0.45
6	-	-	-	14	28	47	11	1.55	0.61
7	-	-	-	15	24	57	4	1.50	0.56
8	-	-	-	35	22	23	20	1.28	0.80
9	-	-	-	21	43	36	-	1.15	0.52
10	-	-	-	22	46	32	-	1.10	0.51
11	-	-	-	42	23	24	11	1.04	0.74
12	-	-	-	30	47	19	4	0.97	0.57
13	-	-	-	51	27	22	-	0.71	0.56
14	-	6	13	20	37	24	-	0.60	0.82
15	-	-	7	50	43	-	-	0.36	0.43
16	-	14	21	8	38	19	0	0.27	0.96
17	-	-	-	79	19	2	0	0.23	0.33
18	-	23	11	31	29	-	-	0.40	0.83
Total	0	49	52	422	526	483	268	1.19	3.58

Source : Computed by Researcher

Table-5.9 : Environmental Attitude Index in Matheran

Sr. No.	Mean Score	Positive score Percent	Negative score Percent
1	- 2.01 to – 3.00	0.40	-
2	- 1.01 to – 2.00	2.20	2.72
3	- 0.01 to - 1.00	3.40	2.89
4	0.00	10.20	23.44
5	+ 0.01 to + 1.00	22.30	29.22
6	+ 1.01 to + 2.00	29.70	26.84
7	+ 2.01 to + 3.00	31.80	14.89
Total		100.00	100.00

Source : Computed by Researcher.

Environmental attitude mean index for Matheran indicates a rosy picture towards positive impact of tourism (Table-5.9). The result is stated in consecutive order. Majority of respondents (83.80 percent) stated that tourism encourageous tourism' because it has positive impact on destination environment, 6 percent deny and 10.20 percent are neutral. It is worthwhile to note that highest response rates to far end of mean index (+2.01 to +3.00) and slightly little (29.70 percent) centralized between middle (+1.01 to +2.00). As, 22.30 percent were associated with lower score (+0.01 to +1.0). Although, 3.40 percent rates found negatively ranging -0.01 to -1.00 score followed by (-1.01 to -2.00) with 2.20 percent responses and little bit (0.40 percent) to higher negative mean score, inversely, 70.95 percent agreed with negative impact, 5.61 percent disagreed while 23.44 percent indeed uncertain. Although 29.22 responses have been observed in score range +0.01 to +1.00 followed by 26.84 percent rates to middle scale and 14.89 is centralized within higher positive scale (+2.01 to +3.00) whereas negative responses concentrated between lower and middle negative range of scale. Zero rating for higher range of scale is notable.

5.4 Assessment of Tourists in Alibag

Tourist's satisfaction at Alibag beach resort exhibited in Table-5.10. It is apparent that 35 percent tourists strongly felt that accommodation facilities are excellent. 28 percent tourists viewed it was good while 23 percent were satisfied with the accommodation provided by hotels, lodges and other entrepreneurs during their stay having good sanitary facilities, clean room and food of choices. 14 percent tourists stayed overnight lodges are disatisfied with accommodation as hotels charges are high and provide less facilities.

Table-5.10 : Opinion of Tourists in Alibag Tourists Centre

Sr. No.	Attributes	Excellent	Good	Satisfactory	Unsatisfactory	$\frac{(O-E)^2}{E}$	$\frac{(O-E)^2}{E}$	$\frac{(O-E)^2}{E}$	$\frac{(O-E)^2}{E}$	x^2	Total Score	USI	Rank
1	Transportation	28.35	33.25	25.00	13.50	1.69	10.69	00	21.16	33.54	1105	2.76	6
2	Accommodation	35.00	28.00	23.00	14.00	16.00	1.44	0.64	19.36	37.44	1136	2.84	4
3	Food Quality	34.75	26.25	20.25	18.75	15.21	0.25	3.61	6.25	25.32	1108	2.77	5
4	Site Seeing (Attractions)	31.00	38.00	20.50	10.50	5.76	27.04	3.24	33.64	69.68	1158	2.89	3
5	Entertainment	29.75	41.75	25.50	3.00	3.61	44.89	0.04	77.44	125.98	1193	2.98	2
6	Cleanliness and Hygiene	19.00	31.00	32.50	17.50	5.76	5.76	9.00	9.00	29.52	1006	2.51	7
7	Personal Safety	13.75	27.25	37.00	22.00	20.55	0.81	23.04	1.44	45.84	931	2.32	9
8	Attitude of Local People	20.50	24.50	36.25	18.75	3.24	0.04	20.25	6.25	39.78	987	2.46	8
9	General Shopping	10.25	18.75	39.00	32.00	34.81	6.25	31.36	7.84	80.26	904	2.26	10
10	Other	35.25	41.00	21.25	2.50	16.81	40.96	2.25	81.00	141.02	1236	3.09	1

Source : Computed by Researcher. Note : 1) Other includes Banking, parking, washrooms, drinking water; 2) Number of tourists are given in percent.

Among unsatisfactory services 32 percent tourists viewed shopping were most unsatisfactory followed by food quality and attitude of people 18.75 percent. 17.50 percent tourists have dissatisfied with cleanliness and hygiene because of soak pits and smell of aquatic food, whereas 14 percent tourists have felt uncomfortable stay in accommodations. It is noted that 34.75 percent tourists have reported food as excellent, 26.25 percent mentioned good and 20.25 percent tourists viewed as satisfactory, 18.75 percent tourists are unsatisfied with food quality. Transport facilities are excellent accounting 28.35 percent, 25 percent tourists said it was satisfactory and 13.50 percent perceived that it was not adequate and, hence, were unsatisfactory tourists experiences of hosts behavior and attitude in this tourist centre and 20.50 percent noticed that the attitude of local people towards tourists is quite excellent. 98 (24.50 percent) answered it was good while most tourist 145 (36.25 percent) felt satisfactory. 124 (31 percent) tourists regards that Alibag is in excellent destination for tourism. 152 (38 percent) tourists have a good opinion about beach and Kolaba fort in Alibag. 82 (20.50 percent) tourists are just satisfied with these sites while 42 (10.50 percent) fail to be content with unsatisfactory response.

5.4.1 Economic Impact in Alibag

Tourism development has significant impact on the economy of Alibag tourist centre. The mean values for positive and negative impact are presented in Table-5.11. It is suggested that due to tourism real estate cost has increased (2.70) and standard deviation (0.62) representing highest impact. The rich and elites tourists of Mumbai show more interest in investment in this field followed by demand for local product (2.34) attracting more investment towards tourism projects and the mean is (2.28). Trends presents to purchase second home and weighted mean is 2.02 and standard deviation (0.72) suggests higher degree impact. Improvement of infrastructure in and around this destination (1.76) has found an increase the income of local people and scope for shopping. Tourism development creates more jobs and raises in labors wages. These three variables compute equal mean (1.76) but standard deviation varies from 0.81 to 1.46. The lowest positive impact is identified with fund mobilization (0.67). The development of tourism activity leads in this tourists centre to negative impact.

Table-5.11 : Economic Impacts in Alibag

(A) Positive Impact Indicators									
Sr. No.	- 3	- 2	- 1	0	+ 1	+ 2	+ 3	Mean	SD
1	-	-	-	18	32	98	52	1.92	0.88
2	-	-	-	29	42	47	82	1.92	0.97
3	-	-	-	44	40	47	69	1.70	1.04
4	-	-	-	-	23	98	79	2.28	0.65
5	-	-	-	8	77	70	45	1.76	0.84
6	-	-	-	9	80	60	51	1.76	0.88
7	-	-	-	-	18	23	150	2.70	0.62
8	-	-	-	11	89	65	35	1.62	0.83
9	-	-	-	15	19	48	118	2.34	0.93
10	-	-	31	11	30	129	-	1.27	1.11
11	-	-	13	40	36	36	75	1.60	1.13
12	-	-	9	27	80	63	21	1.30	0.97
13	-	-	5	42	79	49	25	1.23	0.99
14	-	-	-	8	77	70	45	1.76	0.84
15	-	-	36	-	40	38	86	1.69	1.46
16	-	-	-	-	51	94	55	2.02	0.72
17	-	-	-	7	58	70	65	1.96	0.86
18	-	6	18	52	83	41	-	0.67	0.99
Total	0	6	112	330	954	1145	1053	1.74	4.59
(B) Negative Impact Indicators									
1	-	-	-	-	23	98	79	2.28	0.65
2	-	-	08	14	55	74	49	1.71	1.03
3	-	5	7	11	56	45	76	1.78	1.24
4	-	3	32	13	23	48	81	1.62	1.52
5	1	5	9	55	50	50	30	1.09	1.06
6	-	-	20	70	54	20	36	0.91	1.25
7	-	4	9	14	53	50	70	1.73	1.24
8	-	7	40	52	86	10	5	0.33	1.04
9	-	9	40	82	59	9	1	0.11	0.94
10	-	-	9	79	5	49	58	1.34	1.36
Total	1	33	174	390	464	453	485	1.29	4.26

Source : Computed by Researcher.

The first three negative attributes constitute high adverse impact in the prices of goods and services (2.28) and growth in illegal rental houses (1.78) is common issue in every tourist destination. The monthly expenditure and different taxes increases and means are 1.71 and 1.73 respectively. Commercialization of activities are found (1.62) even scarcity of basic goods during peak seasons marked lowest

impact (0.11) and (0.33). It was noticed that there is increase in illegal eating houses accounting 0.91 and seasonal dependency among small venders engaged in supportive tourism activities in study region.

Table-5.12 : Economic Attitude Index in Alibag

Sr. No.	Mean Score	Positive Score Percent	Negative Score Percent
1	- 2.01 to – 3.00	-	0.05
2	- 1.01 to – 2.00	0.17	1.65
3	- 0.01 to - 1.00	3.11	8.70
4	0.00	9.17	19.50
5	+ 0.01 to + 1.00	26.50	23.20
6	+ 1.01 to + 2.00	31.80	22.65
7	+ 2.01 to + 3.00	29.25	24.25
	Total	100.00	100.00

Source : Computed by Researcher.

Table-5.12 shows positive as well as negative opinion towards tourism development. The mean score ranges from ±0 to 3. 87.55 percent residents in Alibag tourists centre stated that tourism is certainly advantageous and whereas 3.28 percent disagree with positive economic influence. 9.17 percent were in natural reactions. The substantial segment of residents (31.80 percent) assigined to moderate impact (+1.01 to +2.00). The negative impact is cause pf concerned for quarter residents and they vehemently react tourism is neutral disadvantageous. At the same time 19.50 percent residents have been found (23.20 percent). Residents economical attitudinal index score ranged from (+0.01 to +1.00) and a least influence range has +1.01 to 2.00. The notable (10.40 percent) residents at disagreed with negative influence.

5.4.2 Socio-cultural Impact in Alibag

Attitudes of residents of Alibag are examined towards socio-cultural impact of tourism development. The results of residents are given in Table-5.13. The residents of Alibag support and actively participated in providing facilities and services to tourists (2.06) and increase communication between host and guests (2.20). Tourism development responsible for cultural exchange rates low mean value (0.81). The rest six positive variables represent moderate mean values between 1 and 1.99. Tourism encourages brotherhood (1.71). The change in occupational structure and awareness towards preservation of cultural heritage has found mean score 1.67 for each one.

Whereas local tradition (1.51), encourages education and training (1.28) and preserves art and history (1.16) are less mean score in this tourist centre.

Table-5.13 : Socio-cultural Impacts in Alibag

(A) Positive Impacts Indicators									
Sr. No.	- 3	- 2	- 1	0	+ 1	+ 2	+ 3	Mean	SD
1	-	-	-	8	45	73	74	2.06	0.86
2	-	-	-	-	44	72	84	2.20	0.77
3	-	-	14	22	37	69	58	1.67	1.19
4	-	-	15	21	44	54	66	1.67	1.24
5	-	6	11	17	38	56	72	1.71	1.33
6	-	-	20	40	24	50	66	1.51	1.38
7	5	12	29	39	42	30	43	0.81	1.64
8	-	10	14	38	61	25	52	1.16	1.43
9	10	4	2	44	31	61	48	1.28	1.55
Total	15	32	105	229	366	490	563	1.56	4.09
(B) Negative Impacts Indicators									
1	-	-	-	19	40	56	85	2.03	1.00
2	-	-	14	16	35	55	80	1.82	1.22
3	-	-	-	42	84	49	25	1.28	0.93
4	-	-	-	94	32	68	6	0.93	0.96
5	-	-	-	77	84	20	19	0.90	0.92
6	-	-	-	-	99	59	42	1.71	0.79
7	-	-	20	20	25	74	61	1.68	1.27
8	20	20	8	52	60	40	-	0.16	1.55
9	-	-	13	105	62	20	-	0.44	0.76
10	-	-	-	91	25	73	11	1.02	1.02
11	-	-	17	54	86	43	-	0.77	0.88
12	20	12	6	65	64	29	4	0.22	1.48
13	5	16	23	100	17	19	20	0.22	1.48
14	-	-	19	53	100	28	-	0.68	0.83
15	-	-	13	60	67	40	20	0.97	1.07
16	-	38	63	79	20	-	-	- 0.60	0.90
17	13	10	10	51	51	51	14	0.36	1.53
18	-	-	13	105	62	20	-	0.44	0.76
19	-	-	88	100	12	-	-	- 0.38	0.59
Total	58	96	307	1183	1025	744	387	0.78	5.63

Source : Computed by Researcher

The host's interactions with tourists have found agree with the fact that tourism development brought about negative impact. Nineteen variables concerned with negative impact of tourist host interaction and regards as 'undesirable variable' includes change in settlement pattern (2.03). Tourism has responsible for host-guest conflict (0.16). There is growth in social evils like prostitution and pedophilias and rave parties with mean value 0.22. Tourism brought HIV and spreads epidemic (0.36),

breakdown in family cohesions and threatening to community fabric and values with mean 0.44. Tourism is also a cause for crime (0.68). It leads to gambling and vandalism (0.77), interest of residents change (0.90), increase in mental stress (0.93) and to a small extent beggars increase with mean value (0.97) in this tourist centres.

Table-5.14 : Socio-cultural Attitude Index in Alibag

Sr. No.	Mean Score	Positive Score Percent	Negative Score Percent
1	- 2.01 to – 3.00	0.83	1.50
2	- 1.01 to – 2.00	1.78	2.52
3	- 0.01 to - 1.00	5.83	8.00
4	0.00	12.72	31.13
5	+ 0.01 to + 1.00	20.33	26.97
6	+ 1.01 to + 2.00	27.23	19.58
7	+ 2.01 to + 3.00	31.28	10.80
	Total	100.00	100.00

Source : Computed by Researcher.

There are five variables of moderate impacts and mean ranging from 1.00 to 1.99 followed by problem of drug abuse (1.02), commercialization of tradition and customs (1.28), stress on police and security persons (1.68). Tourism causes westernization of culture with mean value 1.71 and stresses on public utility services have increase (1.82). Most importantly, residents of Alibag disagree with increase in xenophobia and disturbed religious practices with mean values (-0.60) and (-0.38) respectively. Attitudinal mean index provides analytical base which stands in tourism development in study region. The attitudinal mean score towards socio-cultural influence given in Table-5.14 indicates very clearly that the mean score for positive statements increases towards far end of scale. The majority (31.28 percent) perceived positive perception ranging higher mean score (+2.01 to +3.00). The middle range mean score estimates 27.23 percent responses followed by 20.33 percent in low impact mean score. 78.84 percent residents agreeing with positive influence while 8.44 percent disapproved positive impact of tourism on society and culture of the destination. Further 12.72 percent responses nun on the other hand 31.13 percent opinioned null and void to socio-cultural impacts (negative). Although, 57.35 percent is strongly associated with negative impacts and another 12.02 percent with disagreement. The substantial (26.97 percent) responses rates to low range (+0.01 to +1.00). Followed by middle score and 10.80 percent rates to high score (+2.01 to

+3.00). * percent among them rates negative score ranging (-0.01 to -1.00) and meager 1.50 percent centralized between (-2.01 to -3.00).

5.4.3 Assessment of Environmental Impacts in Alibag

Table-5.15 : Impacts of Tourism at Alibag Tourists Centres

(A) Positive Impacts Indicators									
Sr. No.	- 3	- 2	- 1	0	+ 1	+ 2	+ 3	Mean	SD
1	-	-	21	13	12	49	105	2.02	1.34
2	-	-	5	29	57	79	30	1.50	0.99
3	-	-	-	-	76	53	71	1.97	0.85
4	-	-	14	17	30	93	46	1.70	1.12
5	-	4	12	31	43	45	65	1.54	1.34
6	-	-	-	-	8	111	81	2.36	0.55
7	-	6	-	21	62	63	48	1.60	1.33
8	-	-	-	-	80	89	31	1.75	0.70
9	-	-	-	14	97	35	54	1.64	0.95
10	-	-	8	53	13	73	53	1.55	1.24
Total	-	10	60	178	478	690	584	1.76	3.44
(B) Negative Impacts Indicators									
1	-	-	47	82	58	-	13	0.25	1.02
2	-	19	11	85	72	13	-	0.24	0.99
3	-	-	14	62	89	24	11	0.78	0.94
4	-	-	26	23	98	53	-	0.89	0.94
5	03	-	-	58	75	64	-	0.97	0.92
6	-	-	-	-	37	99	64	2.13	0.69
7	-	-	-	27	137	36	-	1.04	0.56
8	-	-	14	44	83	37	22	1.04	1.06
9	-	-	12	60	80	23	25	0.94	1.07
10	-	12	-	41	64	65	18	1.12	1.19
11	-	-	-	-	81	53	66	1.92	0.85
12	-	-	-	3	61	62	74	2.03	0.85
13	-	-	-	4	54	97	45	1.91	0.75
14	-		20	-	116	64	-	1.12	0.84
15	-	34	38	76	52	-	-	-0.27	1.03
16	-	58	22	62	58	-	-	-0.40	1.18
17	-	-	-	17	39	86	58	1.92	0.90
18	-	-	18	30	59	77	16	1.21	1.08
Total	03	123	222	674	1313	853	412	1.04	5.11

Source : Computed by Researcher

The sample selected from residents of Alibag have resilient views regarding positive and negative environmental impacts cause by tourism development given in

Table-5.15. The residents acknowledge and wel-come positive environmental impacts such as, tourism leads social forestry is highest rating variable with 2.36 as a mean value followed by tourism creates an image of smoke free industry (2.02) whereas rest seven variable representing moderate impact category and mean value ranges from 1.01 to 2.00. Among these, tourism increase environmental awareness (1.97) in local community. The another incentives is the base for tourism activities. Tourism increases environmental protections (1.60) have noticed by residents. Improvement of destination appearance has obtained mean 1.64 and prevent further ecological damage is opinioned of residents and mean value is 1.50. Tourism is regarded as a double edged sword. Thus, residents vehemently agreed with pervasive environmental changes and undesirable impacts.

Eighteen parameters were considered for negative environmental impact and is given noted in Table-5.15 which suggested that tourism results in an increase in environmental problems overall mean 1.04. The severe problem was associated with two variables namely, shops railing on roads (2.13) and sewage disposal and sock pits (2.03) probably due to maritime location. Besides tourism causes air, noise and water pollution, loss of orchards and overcrowding and traffic cognation with mean values of 1.92 and 1.91 respectively. Whereas other variable is rates poorly. There means varies from 0.24 to 1.21. It is not surprising that residents are negatively rating to degradation of landscape (-0.27) and land slide and rock fall (-0.40) because this destination lies less mean sea level.

Table-5.16 : Environmental Attitude Index in Alibag

Sr. No.	Mean Score	Positive Score Percent	Negative Score Percent
1	- 2.01 to – 3.00	-	0.08
2	- 1.01 to – 2.00	0.50	3.41
3	- 0.01 to - 1.00	3.00	6.17
4	0.00	8.90	18.73
5	+ 0.01 to + 1.00	23.90	36.47
6	+ 1.01 to + 2.00	34.50	23.69
7	+ 2.01 to + 3.00	29.20	11.45
	Total	100.00	100.00

Source : Computed by Researcher.

Residents perception has summarized in attitudinal mean indexes (Table-5.16). The vast portion (87.6 percent) has consistent responses and mark positively to right hand score of scale. 8.90 percent lies with zero and 35.50 percent responses centralized at middle scale (+1.01 to +2.00) followed by 29.20 percent at the greater range of scale (+2.01 to +3.00) and substantially (23.90 percent) rate to lower mean score (+0.01 to +1.00). Notably, higher negative scale supports less, very small portion (0.50 percent) rate to middle and 3.00 percent rating between (-0.01 to -1.00), similarly, 71.61 percent responses are positive towards negative impact and 10.38 percent evaluates negatively. Further 18.73 percent felt comfortable with origin of scale. Even though majority of respondents rates to lower scale, 23.69 percent middle and 11 percent rates to greater scale. Besides 6.17 percent centralized between (-0.01 to -1.00) range of scale and meager 0.80 percent associated with higher negative mean 5 cores. The mean attitude index for negative impacts is 1.19 indicates moderate effect (Table-5.16).

5.5 Assessment of Tourists in Murud-Janjira

The level of tourists' satisfaction for Janjira tourist center is presented in Table-5.17. It is observed that Janjira site is excellent by 34 percent tourists, 35 percent perceived as a good while 20 percent has replied as just satisfactory and 44 unsatisfactory. Tourists has openioned regarding accommodation facilities accounting 29.25 percent said excellent and 35.50 percent of overnight visitors said as good and 18 percent were found in favour of satisfactory 17.25 percent tourists have replied dissatisfaction about accommodation available at Janjira due to higher cost during peak season. Tourists viewed about cleanliness and hygiene as unsatisfactory by 23.75 percent tourists. 17.50 percent tourists were satisfactory and 12.75 percent as excellent. 104 tourists were not happy about poor road condition, 16 percent said excellent and 23.50 percent responses as good. Personal safety as excellent has expressed opinion by 11 percent and most tourists feel dissatisfied (39 percent), while 134 tourists was satisfied with personal safety and security provided at Janjira.

5.5.1 Economic Impact in Murud-Janjira

Tourism is seen as a crowning point and is recognized as boon to local economy in this tourists centre in study region. It is found that residents of Janjira in equally bothered positive and negative impact on tourism development. The perception of respondents was summarized in Table-5.18.

Table-5.17 : Opinion of Tourists in Murud-Janjira

Sr. No.	Attributes	Excellent	Good	Satisfactory	Unsatisfactory	$\frac{(O-E)^2}{E}$	$\frac{(O-E)^2}{E}$	$\frac{(O-E)^2}{E}$	$\frac{(O-E)^2}{E}$	x^2	Total Score	USI	Rank
1	Transportation	16.00	23.50	33.50	26.00	12.96	0.36	11.56	0.16	25.04	910	2.24	6
2	Accommodation	29.25	35.50	18.00	17.25	2.89	17.64	7.84	9.61	37.98	1107	2.76	2
3	Food Quality	24.50	24.00	32.25	19.25	0.04	0.16	8.41	5.29	13.90	1015	2.53	3
4	Site Seeing (Attractions)	34.00	35.00	20.00	11.00	12.96	16.00	8.00	31.36	64.32	1168	2.92	1
5	Entertainment	19.75	25.5	33.25	21.50	4.41	0.04	10.89	1.96	17.03	974	2.43	4
6	Cleanliness and Hygiene	12.75	16.00	17.50	53.75	24.01	12.96	9.00	132.25	178.22	751	1.87	10
7	Personal Safety	11.00	16.50	33.50	39.00	31.36	11.56	11.56	31.36	85.84	798	1.99	8
8	Attitude of Local People	18.50	24.50	33.50	23.50	6.76	0.04	11.56	0.36	18.72	952	2.38	5
9	General Shopping	7.25	21.25	25.25	46.25	50.41	2.25	0.01	72.25	124.92	758	1.89	9
10	Other	15.75	15.75	27.75	40.75	13.69	13.69	1.21	39.69	68.28	826	2.06	7

Source : Computed by Researcher. Note : 1) Other includes Banking, parking, washrooms, drinking water; 2) Number of tourists are given in percent.

It was noticed that positive economic impact of tourism has increased income of local people (2.25), rental houses as a source of income (2.09). The moderate impact was associated with increasing real estate costs (1.66), enhancement in enterprises (1.47), increase demand for second home (1.43), creation of new jobs (1.41), stimulated demand for local products (1.33), increases labour wages (1.31), increase in local revenue (1.28). Whereas lowest positive impact has marked to fund mobilization (0.22) in this tourist centre. The residents of Janjira have moderate feelings towards negative economic impact of tourism development as seasonal dependency increased (1.87). Monthly expenditure has found increase (1.41) followed by commercialization of activities and services (1.37) and increase has observed in illegal eating houses (1.11) in this tourists centre. The poor concerns of residents includes growth in illegal rental houses (1.00), price of goods and services (0.98), increase in taxes (0.72) and lowest concerned is associated with scarcities of basic goods during peak season (0.49).

Table-5.18 : Economic Impacts of Tourism in Murud-Janjira

(A) Positive Impact Indicators									
S. No.	- 3	- 2	- 1	0	+ 1	+ 2	+ 3	Mean	SD
1	-	-	-	-	47	56	97	2.25	0.81
2	-	-	12	19	87	67	15	1.27	0.94
3	-	-	-	5	60	46	89	2.09	0.91
4	-	-	1	43	83	41	32	1.30	0.99
5	-	-	-	38	85	50	27	1.33	0.98
6	-	-	-	23	89	70	18	1.41	0.80
7	-	-	-	-	100	68	32	1.66	0.73
8	-	-	-	-	129	47	24	1.47	0.70
9	-	-	11	19	83	63	24	1.35	0.99
10	-	03	19	36	84	58	-	0.87	0.98
11	-	-	9	68	116	07	-	0.60	0.63
12	-	-	20	51	113	16	-	0.82	0.55
13	-	2	21	34	89	54	-	0.86	0.96
14	-	-	07	19	89	74	11	1.31	0.85
15	-	-	-	-	154	35	11	1.28	0.56
16	-	-	2	4	115	63	16	1.43	0.71
17	-	11	29	46	102	12	-	0.37	0.98
18	-	9	31	87	52	21	-	0.22	0.98
Total	0	25	162	492	1677	848	396	1.20	4.27

(B) Negative Impact Indicators									
1	-	-	-	46	118	29	7	0.98	0.71
2	-	-	03	09	102	75	11	1.41	0.73
3	-	3	25	20	85	40	27	1.00	1.21
4	-	2	26	20	29	93	30	1.37	1.28
5	-	-	-	-	78	68	54	1.87	0.81
6	-	2	23	20	93	29	33	1.11	1.20
7	-	2	26	41	87	44	-	0.72	0.98
8	-	8	23	56	89	24	-	0.49	0.98
9	-	-	-	102	87	11	-	0.54	0.59
10	-	-	11	19	83	63	24	1.35	0.99
Total	0	17	137	333	851	476	186	1.09	3.35

Source : Computed by Researcher.

Resident's economic attitudinal mean index score for Janjira is tourists centre given in Table-5.19. It is observed that residents anticipate tourism as advantageous as well as disadvantageous activity. Majority of opinions were found positive accounting 46.58 percent ranging for +0.01 to ±1.00 mean score while 23.55 percent felt between +1.01 to +2.00 and 11 percent opinion between high range of +2.01 to +3.00. 13.67 percent residents commented null and vide. 5.20 percent have viewed negatively. Majority opinions among them were between -0.01 to -1.00 mean range. The negative statements was overwhelming accounting 42.55 percent responses were centralized in mean index score range (+0.01 to +1.00) and around half of them accommodates between (+1.01 to +2.00) while 9.30 percent comes under higher mean score (+2.01 to +3.00). Here, 75.65 percent residents opinions to negative variable were positive 16.65 percent are natural and rest 7.70 percent showed disagreement.

Table-5.19 : Economic Attitude in Murud-Janjira

Sr. No.	Mean Score	Positive Score Percent	Negative Score Percent
1	- 2.01 to – 3.00	-	-
2	- 1.01 to – 2.00	0.70	0.85
3	- 0.01 to - 1.00	4.50	6.85
4	0.00	13.67	16.65
5	+ 0.01 to + 1.00	46.58	42.55
6	+ 1.01 to + 2.00	23.55	23.80
7	+ 2.01 to + 3.00	11.00	9.30
Total		100.00	100.00

Source : Computed by Researcher.

5.5.3 Socio-cultural Impact in Murud-Janjira

Table-5.20 : Socio-cultural Impacts of Tourism in Murud-Janjira

(A) Positive Impacts Indicators									
Sr. No.	- 3	- 2	- 1	0	+ 1	+ 2	+ 3	Mean	SD
1	-	-	-	6	40	97	57	2.02	0.77
2	-	-	-	-	46	80	74	2.14	0.76
3	-	-	25	20	40	55	60	1.52	1.34
4	-	28	25	23	43	38	43	0.83	1.70
5	-	-	21	40	42	33	64	1.39	1.38
6	1	2	10	51	36	51	49	1.34	1.32
7	-	-	8	67	50	50	25	1.08	1.11
8	-	4	19	67	49	37	24	0.84	1.23
9	4	9	14	73	39	45	16	0.66	1.34
Total	5	43	122	347	385	486	412	1.31	4.04
(B) Negative Impacts Indicators									
1	-	-	11	16	31	60	82	1.93	1.17
2	-	-	19	15	40	72	54	1.63	1.22
3	-	30	14	16	70	24	46	0.91	1.65
4	22	20	12	18	61	50	17	0.47	1.81
5	-	-	-	28	90	62	20	1.37	0.84
6	-	15	22	75	18	38	32	0.69	1.49
7	-	-	-	7	23	90	80	2.21	0.78
8	16	20	18	24	53	43	26	0.55	1.78
9	8	23	13	59	24	31	42	0.64	1.76
10	-	-	-	47	53	72	28	1.40	0.99
11	10	30	25	30	15	36	54	0.67	1.98
12	-	-	26	80	89	5	-	0.36	0.73
13	-	-	10	69	76	45	-	0.55	1.04
14	-	-	13	98	43	40	6	0.62	0.96
15	-	7	9	124	36	24	-	0.30	0.68
16	50	20	18	43	23	16	30	- 0.32	2.10
17	-	-	-	31	75	64	30	1.46	0.92
18	4	20	48	58	70	-	-	- 0.15	1.07
19	17	36	36	31	13	33	34	0.11	1.97
Total	127	221	294	869	903	805	580	0.82	6.75

Source : Computed by Researcher

Table-5.20 presents the responses to 200 residents to nine positive and nineteen negative attitudinal statements. Residents of Janjira do have strong opinion about positive socio-cultural impacts of host-guest interaction and growth of tourism activity. The residents accepted that they were actively participated towards facilities

(2.02) and increase the communication between hosts and guests (2.01). Both these statements represent high positive socio-cultural impact having mean value is more than two. Tourism has changed occupational structure by 1.52 followed by encouraged brotherhood among hosts and host-guest (1.39) and created rediscovery of local tradition, customs and folklores (1.34) and is causes for cultural exchange with mean (1.08). These four statements have marked moderate impact. Education and training shows low impact with mean values 0.84 and 0.66 respectively. The residents are equally bothered about the pervasive socio-cultural impact of tourism. Here, nineteen parameters were taken into consideration to assess the negative socio-cultural impact on destination community. The high negative social and cultural impact rating goes to stress on police and security persons (2.21). This is because of frequent organization of different festivals on the contrary low impact and was associated with twelve attitudinal statements. Commercialization of tradition and customs rating has found 0.91 followed by westernization of culture (0.69), leads to gambling and vandalism (0.67).

Table-5.21 : Socio-cultural Attitude Index in Murud-Janjira

Sr. No.	Mean Score	Positive Score Percent	Negative Score Percent
1	- 2.01 to – 3.00	0.28	3.34
2	- 1.01 to – 2.00	2.38	5.81
3	- 0.01 to - 1.00	6.78	7.73
4	0.00	19.28	22.87
5	+ 0.01 to + 1.00	21.39	23.76
6	+ 1.01 to + 2.00	27.00	21.18
7	+ 2.01 to + 3.00	22.89	15.90
	Total	100.00	100.00

Source : Computed by Researcher.

Tourism is further responsible for threatening to community fabric and values and resulted increase the crimes. Host-guest conflicts and problem of pedophilias and rave parties have rating mean value 0.55 and increase in mental stress (0.47), growth in prostitution (0.36), increasing number of beggars (0.30) and disturbed religious practices mean value is just 0.11. Residents of Murud-Janjira are disagreed with increase xenophobia (-0.32) and break down in family cohesion (-0.15). Residents of Janjira rating differently to attitudinal statements Table-5.21 revealed seven ranges to socio-cultural attitude mean index for both positive and negative variables. Mean

score for positive shows chronological ascending scores from high negative to high positive 71.19 percent agree that tourism development as a social force accounting 19.28 percent neutral 9.44 percent disagreed (27 percent). The middle of score (+1.01 to +2.00). Next 22.89 percent is found far end of scale (+2.01 to +3.00). Furthermore, 21.39 percent agree strongly but less rates was less score. Although 6.78 percent rate to score ranging from (-0.01 to -1.00). 2.38 has found negative score and 0.28 percent rate to high negative score. On the contrary, rating on negative impact of 23.76 percent rate lower mean score, middle score 21.18 percent and rate to high mean score 15.90 percent. It is noted that 22.87 percent is absolute zero. However, 16.89 percent was found negatively response accounting 7.73 percent residents index score ranges from (-0.01 to -1.00) followed by -1.01 to -2.00 with 5.81 percent and 3.34 percent far end of negative scale.

5.5.4 Environmental Impacts in Murud-Janjira

Environmental impact in Murud-Janjira tourist centre has assessed and is presented in Table-5.22. It is noticed that the value system of destination residents for preservation, protection, promotion and utilization of tourism resources are different than other destinations in this tourist center. Residents opinions regarding environmental impact statements are highly favorable on smoke free industry, prevent further ecological damages and increase environmental awareness among residents with (1.89), (1.86) and (1.71) mean values respectively. Similarly, tourism provide base for agro-tourism (mean 1.62), increase environmental protection and incentives for the conservation of natural resources from government with mean value (1.47). The residents shows their agreement with improvement in sanitation in the destination is quite less (0.86) and improvement of the area's appearance (0.79) and use of eco-friendly technology is slightly higher than least one. Tourism development on negative side is criticized obvious regarding environment of destination. There are seven variables strongly criticized by vast majority overall (1.66). Tourism has caused sewage disposal and soack pits problem (2.22).

Overcrowding and traffic congestion, shops railing on roads (2.13), problem of littering and dirtiness (2.07), need of separate parking facilities (2.05) and destruction of natural environment (2.01). Next subgroup of residents notice moderate negative impacts rates to eleven variables, tourism responsible for strain on public utility services (1.97), strain on entertainment facilities (1.86), loss of open spaces

(1.64), change in land cover and loss of orchards (mean 1.58), land slide and rock fall (1.52), extinction of some (aquatic) species (1.44), freely moving cattle (1.21), air, noise and water pollution (2.00) degradation of landscape (1.26), road condition (1.07) and shortage of water (1.01) and development of slums also a problem (0.66).

Table-5.22 : Impacts of Tourism in Murud-Janjira

(A) Positive Impacts Indicators									
Sr. No.	- 3	- 2	- 1	0	+ 1	+ 2	+ 3	Mean	SD
1	-	4	7	15	46	37	91	1.89	1.27
2	-	-	8	26	27	63	76	1.86	1.17
3	-	8	-	21	43	69	59	1.71	1.22
4	6	9	6	11	36	80	52	1.55	1.48
5	14	12	6	28	71	33	36	0.86	1.67
6	-	-	4	38	59	61	38	1.45	1.06
7	-	-	21	17	92	60	10	1.10	0.99
8	9	-	11	12	47	78	43	1.47	1.42
9	-	6	15	46	87	40	6	0.79	1.03
10	-	-	16	19	32	91	42	1.62	1.15
Total	29	39	94	233	540	612	453	1.43	4.17
(B) Negative Impacts Indicators									
1	-	-	-	45	114	22	19	1.04	0.84
2	-	-	15	51	68	49	17	1.01	1.07
3	-	-	-	12	43	83	62	1.97	0.87
4	-	-	-	13	26	107	54	2.01	0.81
5	-	-	-	28	84	60	28	1.44	0.90
6	-	-	-	-	53	68	79	2.13	0.80
7	-	-	-	30	51	80	39	1.64	0.96
8	-	-	16	35	44	100	5	1.21	1.02
9	-	-	-	5	70	72	53	186	0.83
10	-	-	-	9	37	98	56	2.00	0.80
11	-	-	-	9	39	80	72	2.07	0.85
12	-	-	-	3	32	82	83	2.22	0.76
13	-	-	-	-	53	68	79	2.13	0.80
14	-	7	23	57	64	41	8	0.66	1.14
15	-	-	6	42	75	47	30	1.26	1.04
16	-	-	-	16	96	55	33	1.52	0.86
17	-	-	-	-	112	60	28	1.58	0.72
18	-	-	-	-	46	98	56	2.05	0.71
Total	0	7	60	355	1107	1270	801	1.66	4.23

Source : Computed by Researcher

Table-5.23 : Environmental Attitude Index in Murud-Janjira

Sr. No.	Mean Score	Positive Score Percent	Negative Score Percent
1	- 2.01 to – 3.00	1.45	-
2	- 1.01 to – 2.00	1.95	0.94
3	- 0.01 to - 1.00	4.70	1.66
4	0.00	11.65	9.87
5	+ 0.01 to + 1.00	27.00	30.75
6	+ 1.01 to + 2.00	30.60	35.30
7	+ 2.01 to + 3.00	22.65	22.20
	Total	100.00	100.00

Source : Computed by Researcher.

5.5.5 Environmental Attitude Index in Murud-Janjira

Residents of Murud-Janjira enjoy historical and natural tourism. The vast majority (80.25 percent) of residents therefore rating positively. 8.10 percent and marginally and considerable (11.65 percent) neutral. However, 30.60 percent respondents centralized between (+1.01 to +2.00) mean score, another 27 percent rates to mean score (+0.01 to +1.00) and 22.65 percent ranging between (+2.01 to +3.00). Although, 4.70 percent rates to score between (-0.01 to -1.00), 1.95 associated with (-1.01 to -2.00) and only 1.45 percent has found between extreme inverse scale (-2.01 to -3.00). However, residents of Murud-Janjira have noticed moderate impact with 1.66 mean index but rates differently, 22.20 percent perceived negative impact and rate to higher mean score, majority of responses have found with middle scale. (+1.01 to +2.00) and 30.75 percent marked to lower impact scale. The remaining 9.87 percent are neutral and 2.61 percent disagreed in this tourists centre.

5.6 Assessment of Tourists in Mahad

Mahad is a place of socio-historical centre as well as tourists centre from Table-5.24 it is inferred that 142 heritage tourists has applied fort and krantistambh as excellent attraction, 40 percent as good, 20 percent said satisfactory and 4.50 percent replied as unsatisfactory. Transport facilities here found as excellent by 26 percent tourists, good (27.50 percent), satisfactory (28 percent) and 18.50 percent tourists replied as unsatisfactory. Personal safety is good said by 31.50 percent tourists and excellent by 25 percent.

Table-5.24 : Opinion of Tourists in Mahad

S. No.	Attributes	Excellent	Good	Satisfactory	Unsatisfactory	$\frac{(O-E)^2}{E}$	$\frac{(O-E)^2}{E}$	$\frac{(O-E)^2}{E}$	$\frac{(O-E)^2}{E}$	x^2	Total Score	USI	Rank
1	Transportation	26.00	27.50	28.00	18.50	0.16	1.00	4.40	6.76	12.32	1044	2.61	3
2	Accommodation	24.00	26.00	30.00	20.00	0.16	0.16	4.00	4.00	8.32	1016	2.54	5
3	Food Quality	22.25	28.25	29.25	20.25	1.21	1.69	2.89	3.61	9.40	1010	2.52	6
4	Site Seeing (Attractions)	35.50	40.00	20.00	4.50	17.64	36.00	4.00	67.24	124.88	1226	3.06	1
5	Entertainment	6.00	15.00	16.25	62.75	57.76	16.00	12.25	228.01	314.02	657	1.64	9
6	Cleanliness and Hygiene	10.00	18.00	42.50	29.50	36.00	7.84	49.00	3.24	96.08	834	2.08	8
7	Personal Safety	25.00	31.50	24.25	19.25	0.00	6.76	0.09	5.29	12.14	1049	2.62	2
8	Attitude of Local People	23.25	30.75	27.75	18.25	0.49	5.29	1.21	7.29	14.28	1036	2.59	4
9	General Shopping	6.50	12.75	31.75	49.00	54.76	24.01	7.29	92.16	178.22	527	1.31	10
10	Other	19.75	23.75	22.25	34.25	4.41	0.25	1.21	13.69	19.56	916	2.29	7

Source : Computed by Researcher. Note : 1) Other includes Banking, parking, washrooms, drinking water; 2) Number of tourists are given in percent.

Accommodation facilities are excellent in Mahad tourist centre openioned by 24 percent tourists. 104 respondents have represented as good, 30 percent as satisfactory and one-fifth tourists are dissatisfied with accommodation facilities in this centre. Entertainment is another attribute in tourism. 62.75 percent overnight tourists in Mahad were dissatisfied. 24 respondents felt that entertainment facilities are excellent, 196 tourists are dissatisfied with shopping facilities. 31.75 percent tourists have marked to satisfactory shopping. Food quality is excellent have answered by 22.25 percent tourists, satisfactory by (20.25 percent) tourists and dissatisfied with food quality, cleanliness and hygiene is very poor and unsatisfactorymentioned by 29.50 percent tourists.

5.6.1 Economic Impact in Mahad

The views of Mahad residents are optimistic about development Table-5.25 presents the responses to eighteen positive and ten negative attitudinal statements which correspond to economic impact in this tourists center. Table-5.25 reveales that the positive opinion towards both positive and negative impact of this centre. The residents of Mahad praise tourism because it increases their income (1.56), local revenue (1.77) and labour wages (1.66). Residents also agreed that economic environment of Mahad improved (1.66) and rental houses as source of income (1.68). Besides, demand for second home has increased to 1.49, improvement in infrastructural facilities (1.44) and enhancement in enterprises (1.41). The low positive impacts among these stimulate demand for local product (0.40) and leads to urbanization (0.70), attract more investment (0.89), fund mobilization (0.91) and creation of new entertainment facilities (0.95) in this tourist center.

The residents do have a strong agreement of negative attitude towards parameters too. It is found that commercialization of activities (2.43) was a disadvantage. Followed by increased monthly expenditure (2.03) as various taxes are increased (1.58), scarcities of basic goods during peak season (1.48), hike in prices of goods and services (1.43). The low pervasive impact was associated with the statement increased seasonal dependency (0.80), scarcities of essential goods in general (mean 0.86) and non-availability of land for housing (mean 0.88).

Table-5.25 : Economic Impacts in Mahad

(A) Positive Impact Indicators									
S. No.	- 3	- 2	- 1	0	+ 1	+ 2	+ 3	Mean	SD
1	-	-	-	31	39	45	35	1.56	1.06
2	-	-	4	49	50	26	21	1.07	1.07
3	-	-	-	18	48	48	36	1.68	0.96
4	-	16	11	24	40	40	19	0.89	1.47
5	-	-	9	20	24	56	41	1.66	1.18
6	-	-	4	24	63	31	28	1.36	1.00
7	-	-	-	17	75	45	13	1.36	0.79
8	-	-	-	27	57	43	23	1.41	0.95
9	-	-	15	60	75	-	-	0.40	0.66
10	8	15	8	16	52	20	31	0.95	1.74
11	-	-	-	32	70	38	10	1.17	0.83
12	-	-	19	20	25	61	25	1.35	1.26
13	-	-	02	59	70	19	-	0.70	0.69
14	-	-	8	12	34	65	31	1.66	1.05
15	-	-	-	-	64	56	30	1.77	0.75
16	-	-	22	05	44	35	44	1.49	1.33
17	-	-	-	26	60	35	29	1.44	0.99
18	-	-	-	43	84	16	7	0.91	0.75
Total	8	31	102	483	974	679	423	1.26	4.18
(B) Negative Impact Indicators									
1	-	-	-	15	80	80	25	1.43	0.88
2	-	-	-	-	37	71	42	2.03	0.72
3	-	-	10	40	49	40	11	1.01	1.04
4	-	-	05	05	18	59	63	2.13	0.97
5	-	-	13	40	66	25	6	0.80	0.95
6	-	-	-	29	75	37	9	1.17	0.80
7	-	-	-	23	42	60	25	1.58	0.94
8	-	-	-	24	58	40	28	1.48	0.97
9	-	30	-	35	26	13	46	0.86	1.82
10	-	-	-	57	54	39	-	0.88	0.79
Total	0	30	28	268	505	414	255	1.34	3.09

Source : Computed by Researcher.

Table-5.26 : Economic Attitude Index in Janjira

Sr. No.	Mean Score	Positive Percent	Negative Percent
1	- 2.01 to – 3.00	-	-
2	- 1.01 to – 2.00	0.70	0.85
3	- 0.01 to - 1.00	4.50	6.85
4	0.00	13.67	16.65
5	+ 0.01 to + 1.00	46.58	42.55
6	+ 1.01 to + 2.00	23.55	23.80
7	+ 2.01 to + 3.00	11.00	9.30
	Total	100.00	100.00

Source : Computed by Researcher.

Rating on economic development measured by attitudinal mean index score (Table-5.26). It is revovled that majority of residents (36.07 percent) rating between scale (+0.01 to +1.00), quarter plus is observed of mean score (+1.01 to +2.00) and 15.67 rates to high scale (+2.01 to +3.00). It is worth mentioning that locals rates to positive statements (76.88 percent), 5.24 percent shows disagreement and rest 17.88 percent are neutral. On the other end, residents of Mahad rating unevenly across the mean scores towards negative variables, although one-third of residents have found between (+0.0 to +1.00) mean scores followed by (+1.01 to +2.00) score with 27.60 percent and 17 percent rating to score ranges from (+2.01 to +3.00), meager 3.86 percent out of total sample (150) shows their disagreement. 17.87 percent are uncertain and higher negative score (-2.01 to -3.00) is null and void.

5.6.2 Socio-cultural Impact in Mahad

The surveyed residents have accepted tourists activities and vehemently agreed with positive socio-cultural impact (Table-5.27). The residents believed that due to tourism different communities and region come closer through increase communication (2.03), between them, cultural exchange took place (2.13) and art and history of destination preserved (2.08).

These three variables represents high positive socio-cultural impacts, whereas rest variables having moderate impact. Tourism encourages brotherhood (1.79), occupation change (1.75) and rediscovery of tradition (1.84) have increased awareness among residents towards preservation of cultural heritage (mean 1.51) and encouraged education and training (1.04).

Table-5.27 : Socio-cultural Impacts in Mahad

(A) Positive Impacts Indicators									
Sr. No.	- 3	- 2	- 1	0	+ 1	+ 2	+ 3	Mean	SD
1	-	-	15	23	29	53	30	1.40	1.24
2	-	3	4	5	30	39	69	2.03	1.16
3	-	4	3	17	14	76	36	1.75	1.15
4	-	-	-	32	53	21	44	1.51	1.12
5	-	-	-	28	27	53	42	1.79	1.25
6	-	-	-	9	45	39	57	1.64	1.24
7	-	-	2	5	36	62	45	2.13	0.97
8	-	-	-	4	50	51	45	2.08	0.90
9	5	8	3	16	38	43	37	1.04	1.70
Total	5	15	27	139	322	437	405	1.73	3.00
(B) Negative Impacts Indicators									
1	-	-	-	10	65	37	38	1.68	0.92
2	-	-	-	28	78	20	24	1.26	0.94
3	-	41	8	15	28	35	23	0.51	1.84
4	-	-	-	41	55	54	-	1.08	0.79
5	-	-	-	38	50	49	13	1.24	0.93
6	-	-	-	13	43	34	60	1.94	1.01
7	-	-	-	26	69	39	16	1.30	0.88
8	-	26	14	25	57	28	-	0.31	1.35
9	-	-	53	26	44	27	-	0.30	1.12
10	-	-	13	72	24	38	3	0.64	1.01
11	8	14	8	51	40	29	-	0.25	1.37
12	-	14	29	44	50	13	-	0.12	1.11
13	-	-	21	63	42	24	-	0.46	0.92
14	-	-	38	56	39	17	-	0.23	0.95
15	-	-	-	95	51	4	-	0.39	0.54
16	-	-	38	60	31	21	-	0.23	1.98
17	-	-	-	37	75	13	25	1.17	0.98
18	-	32	18	83	14	3	-	- 0.41	0.99
19	-	47	10	22	20	26	25	0.28	1.88
Total	8	174	250	805	875	511	227	0.68	4.82

Source : Computed by Researcher

On the other hand, residents are strongly agree with negative impact on socio-cultural milieu but intensity is quite a moderate the includes westernization of culture (1.94) followed by changes in settlement pattern (1.68), stress on police and security persons and public utility services the means are 1.30 and 1.26 respectively. Residents have marked the interest of community recently have changed (1.24). The spread of

epidemic and HIV a problem stated by residents (1.17) and mental stress increase (1.08). Besides, eleven statements are of negative impacts marked by residents.

Table-5.28 : Socio-cultural Attitude Index in Mahad

Sr. No.	Mean Score	Positive Score (Percent)	Negative Score (Percent)
1	- 2.01 to – 3.00	0.37	0.28
2	- 1.01 to – 2.00	1.11	6.10
3	- 0.01 to - 1.00	2.00	8.78
4	0.00 to 0.00	10.29	28.24
5	+ 0.01 to + 1.00	23.85	30.70
6	+ 1.01 to + 2.00	32.37	17.93
7	+ 2.01 to + 3.00	30.00	7.97
	Total	100.00	100.00

Source : Computed by Researcher.

The mean value ranges from 0.12 to 0.64. Residents felt that there is increase of drug abuse accounting 0.64 and least impact was associated with prostitution accounting mean value (0.12). Commercialization of traditions and customs also a problem (0.51). Rave parties and pedophilias are emerging issues having mean (0.46). The religious practices are disturbed due to tourism extension is in opinioned of sample residents with weighted mean value (0.28). The quantitative results on resident's perception on social impact of tourism summaries in Table-5.28. It is noticed that 86.22 percent residents have viewed as positive (10.29 percent) neutral (3.48 percent) negative. Although, 32.37 percent residents ranging from +1.01 to +2.00 followed by 30 percent score (+2.01 to +3.00). Similarly, 56.6 percent responses are certainly positive to negative impact and 15.16 percent viewed negatively. The rest 28.24 percent at neutral score (30.70 percent) centralized index is +0.01 to +1.00 and 17.93 percent of index value and 7.79 percent residents index score range from +2.01 to +3.00. 8.78 percent was opinioned negatively rate to least mean score from -0.01 to -1.00. 6.10 percent negative responses was found for negative scale and meager 0.28 percent at high negative index ranging from -2.01 to -3.00 in this tourists centre.

Residents' of Mahad were rated differently on ten positive statements on environmental impact. Table-5.29 shows perceptions towards these statements. Majority of respondents were expressed positive opinions with high and moderate rating. The only statement which is highly rated by residents is tourism is smoke free

industry, the mean value obtained (2.10). The moderately rating variables are nine. Among them, tourism environmental awareness among residents has increased greatly rated 1.63 while sanitation is poorly rated (1.00). Prevent ecological damage and incentives for conservation of natural resources rate of 1.50 and (1.46) as mean values respectively.

Table-5.29 : Impacts of Tourism Development in Mahad

(A) Positive Impacts Indicators									
Sr. No.	- 3	- 2	- 1	0	+ 1	+ 2	+ 3	Mean	SD
1	-	-	-	6	25	66	53	2.10	1.15
2	-	-	19	9	48	25	49	1.50	1.15
3	-	-	-	31	32	48	39	1.63	0.93
4	-	11	10	10	42	72	5	1.12	1.09
5	6	6	13	15	63	10	37	1.00	1.37
6	-	-	-	27	76	30	17	1.24	0.76
7	9	8	8	15	45	17	48	1.14	1.53
8	-	-	18	12	39	45	36	1.46	1.10
9	-	-	-	36	75	21	18	1.14	0.79
10	-	18	7	18	22	54	31	1.20	1.38
Total	15	43	75	179	467	388	333	1.35	3.63
(B) Negative Impacts Indicators									
1	-	6	18	33	73	20	-	0.55	0.86
2	-	-	-	48	59	34	9	1.02	0.76
3	-	-	-	16	26	51	57	1.99	0.85
4	-	-	-	32	44	63	11	1.35	0.77
5	-	-	-	-	93	42	15	1.48	0.58
6	-	-	-	-	28	86	36	2.05	0.56
7	-	-	-	-	112	26	12	1.33	0.53
8	-	-	-	34	40	47	29	1.47	0.90
9	-	-	-	17	81	31	21	1.37	0.74
10	-	-	-	19	14	76	41	1.92	0.80
11	-	-	-	02	23	79	46	2.12	0.61
12	-	-	-	09	17	49	75	2.26	0.76
13	-	-	-	3	44	69	34	1.89	0.66
14	-	-	-	56	75	19	-	0.75	0.57
15	-	-	-	24	104	22	-	0.98	0.48
16	6	6	18	33	67	20	-	0.39	1.05
17	-	-	-	26	66	31	27	1.39	0.84
18	-	-	-	12	85	53	-	1.27	0.51
Total	6	12	36	364	1051	818	413	1.42	3.67

Source : Computed by Researcher

On negative side, tourism development is strongly oppressed by sample selected, more specifically, adverse environmental impacts (Table-5.30) suggested that tourism causes three major environmental problems in Mahad. These are problems of sewage disposal and soak pits, littering and dirtiness and shops railing on roads. The mean has obtained (2.26), (2.12) and (2.05) respectively. Furthermore, tourism development has negative impact on twelve aspects, namely, strain on public utility services (1.99), air, noise and water pollution (1.92), overcrowding and traffic congestion (1.89), shops railing on roads (1.48), freely moving cattle (1.47), change in land cover and loss of orchards. Besides, rests of them are confined low adverse impacts consists, degradation of landscape (0.98), development of slums (0.75), pervasive road condition (0.55) land slide and rock fall (0.39).

Table-5.30 : Environmental Attitude Index in Mahad

Sr. No.	Mean Score	Positive Score Percent	Negative Score Percent
1	- 2.01 to – 3.00	1.00	0.22
2	- 1.01 to – 2.00	2.87	0.44
3	- 0.01 to - 1.00	5.00	1.34
4	0.00	11.93	13.48
5	+ 0.01 to + 1.00	31.13	38.93
6	+ 1.01 to + 2.00	25.87	30.30
7	+ 2.01 to + 3.00	22.20	15.29
	Total	100.00	100.00

Source : Computed by Researcher.

5.5.4 Environmental Attitude Index at Mahad

Residents perception regarding environmental impact has been summed up and presented in Table-5.30. 88.13 percent residents rates to positive scale and 8.87 negative scaling 11.93 percent found neutral. Resident who chose the middle positive scales accounts 25.87 percent followed 31.13 percent chose lower positive scale (+0.01 to +1.00) and 22.20 percent favoured higher range of scale (+2.01 to +3.00). Inversely, whereas 5 percent rate to lower negative scale (-1.01 to -1.00), 2.87 centralized between (-1.01 to -2.00) and meager one percent representing higher negative mean index. As shown in Table-5.36, the negative side of tourism development has suggested that tourism leads to environmental problems with mean index 1.42 and standard deactivation 3.67.

Table-5.31 : Opinion of Tourists At Harihareshwar

S. No.	Attributes	Excellent	Good	Satisfactory	Unsatisfactory	$\frac{(O-E)^2}{E}$	$\frac{(O-E)^2}{E}$	$\frac{(O-E)^2}{E}$	$\frac{(O-E)^2}{E}$	x^2	Total Score	USI	Rank
1	Transportation	13.00	27.50	36.75	22.75	23.04	1.00	22.09	0.81	46.94	923	2.30	2
2	Accommodation	20.00	27.25	30.75	22.00	4.00	0.81	5.29	1.44	11.54	981	2.45	1
3	Food Quality	17.50	21.75	34.50	26.25	9.00	1.69	14.44	0.25	25.38	922	2.30	4
4	Site Seeing (Attractions)	12.00	28.00	30.00	30.00	27.04	1.44	4.00	4.00	36.48	888	2.22	3
5	Entertainment	-	9.00	41.25	49.75	-	40.96	42.25	98.01	181.22	637	1.59	10
6	Cleanliness and Hygiene	-	19.00	36.50	44.00	-	4.84	21.16	57.76	83.76	702	1.75	6
7	Personal Safety	-	17.25	33.50	49.25	-	9.61	11.56	94.09	115.26	672	1.68	8
8	Attitude of Local People	7.25	21.50	42.00	29.25	50.41	1.96	46.24	2.89	101.50	827	2.06	5
9	General Shopping	3.25	8.50	35.25	53.00	75.69	43.56	16.81	1.44	137.50	648	1.62	9
10	Other	-	14.00	46.00	40.00	-	19.36	70.56	36.00	125.92	696	1.74	7

Source : Computed by Researcher. Note : 1) Other includes Banking, parking, washrooms, drinking water; 2) Number of tourists are given in percent.

However, residents rates differ in range of mean score. 88.93 percent residents rates to least influence score. Next 30.30 percent followed middle scale and 15.29 responses go to mean score (+2.00 to +3.00). The residents who disagree with negative influence of tourism on environment accounts two percent.

5.7 Assessment of Tourists in Harihareshwar

Tourists at Harihareshwar pilgrimage are unevenly exposed to facilities and services available therein (Table-5.32).

Table-5.32 : Assessment Tourism of Impact

Economic	Socio-cultural	Environmental
Encourages	Social Down fall	Destruction
Inflation	Cultural loss	Flora / Forest
Consumption	Alienation	Fauna
Demonstrative effect	Xenophobia	Grazing Land
Tourism leakages	Vandalism	
Low Wages employment	Selling Out	
Previllege treatment to guest	Internal Politics	
	Iimitation of Western Culture	
	Changes	Pollution
	Lifestyle	Water
	Native Architecture	Air
	Settlement Patterns	Noise
	Folk Traditions	Trash Garbage
	Customs	Land
	Interests	
Dependency	Promotes	Degradation
Seasonal Dependence	Moral Laxity	Landscape
Dependence on Tourism	Crime/ Gambling	Scientific Opulence
Tourist Enclave	Prostitution	Hygiene
Dominate by External	Drug Addiction	
	Inferiority (Locals)	
	Beggary	
	Theft	
	Disturb	Origin Of Hazards
	Religious Practices	Floods
	Indigenous Style	Land Slide
	Social Cohesion	Rock fall
	Community Fabric	Cloud Burst

It is seen from this table that around 50 percent tourists are dissatisfied with entertainment facilities and equally with personal safety and security whereas 44

percent pilgrims have reported about cleanliness and hygiene as problem. 120 out of 400 have found marked unsatisfactory about site seeing and 53 percent has said shopping facilities are poor hence unsatisfactory. Over 20 percent tourists are dissatisfied with all nine service attributes. Even though, 20 percent tourists in Harihareshwar have viewed accommodation as excellent, good (27.25) and satisfactory (30.75 percent). Transport has reported as excellent by 13 tourists and larger proportion 147 out 400 opinioned satisfactory. 17.50 percent tourists' has experienced their opinion about food quality as excellent, 21.75 percent noticed good and 34.50 percent replied as satisfactory. 29 tourists said that attitude of local people towards tourists was excellent, 42 percent has answered as satisfactory and good has reported by 21.50 percent tourists.

5.7.1 Economic Impact in Harihareshwar

Tourism development has certain positive and negative impacts on economy of Harihareshwar pilgrimage. The survey of 100 residents was for tourism practices and result of survey presented in Table-5.33 indues. It is noticed that 18 positive variable two variables mean value is more than 2, suggests high economic impacts thus, named as 'variable of economic growth. Tourism has created more jobs in this tourist centre (2.91) and increased income of local population (2.50). On the other hand, six variable have mean value less than '1' rated as less impact variables such as tourism leads to regional development (-0.38), improvement of infrastructure (0.22), creation of new entertainment facilities (mean 0.56), leads to urbanization (0.67), Fund mobilization (0.94), increase in demand for second home (0.95) and enhances enterprises (0.97) whereas nine statements with mean value above '1' and less than '2' categorized as moderate impact variables, namely, increase local revenue (1.09), develop score for shopping (1.18), attract more investment (1.27), increase real estate cost (1.39), improve economic environment (1.43), increases labour wages (1.53), stimulate demand for local products (1.60), rental houses as source of income (1.83) and demand for female labour (1.87). Ten variables have found negative economic impact on tourism. Only one variable among them has obtained mean value of 2.02 and seasonal dependency has increased. Three variables showed least negative impacts. These are scarcities of essential goods in general (0.32). Scarcities of basic goods during peak season accounts 0.34 and increase illegal eating (0.64). The rest

variables represent negatives economic impact. The mean values varies from 1.06 to 1.93.

Table-5.33 : Economic Impact in Harihareshwar

(A) Positive Impact Indicators									
Sr. No.	- 3	- 2	- 1	0	+ 1	+ 2	+ 3	Mean	SD
1	-	-	-	1	12	23	64	2.50	0.74
2	-	-	5	16	44	26	9	1.18	0.97
3	-	-	-	-	52	13	35	1.83	0.92
4	-	-	6	19	38	16	21	1.27	1.17
5	-	3	4	20	7	52	14	1.43	1.24
6	-	-	4	10	21	21	44	2.91	1.18
7	-	-	-	24	22	45	09	1.39	0.95
8	-	-	-	31	48	14	7	0.97	0.85
9	-	-	-	13	36	9	13	1.60	0.97
10	4	9	7	22	36	9	13	0.56	1.54
11	-	7	43	33	15	2	-	-0.38	0.89
12	-	-	-	16	10	45	29	1.87	1.01
13	1	3	4	29	46	17	-	0.67	0.97
14	-	5	9	12	19	12	43	1.53	1.58
15	-	-	-	24	50	19	7	1.09	0.84
16	-	2	4	28	40	15	11	0.95	1.10
17	1	4	12	47	28	7	1	0.22	0.90
18	-	3	21	10	33	12	21	0.94	1.47
Total	6	36	119	355	557	377	350	1.19	3.85
(B) Negative Impact Indicators									
1	-	-	-	11	42	31	16	1.52	0.89
2	-	3	7	3	16	26	45	1.90	1.35
3	-	7	4	10	16	30	33	1.57	1.48
4	-	-	6	6	18	29	41	1.93	1.17
5	-	-	-	12	11	40	37	2.02	0.98
6	6	6	9	9	41	25	4	0.64	1.50
7	-	-	12	3	25	24	36	1.69	1.31
8	-	-	22	35	30	13	-	0.34	0.96
9	-	3	19	28	43	7	-	0.32	0.96
10	-	-	-	32	38	22	8	1.06	0.93
Total	6	19	79	149	280	247	220	1.29	2.98

Source : Computed by Researcher.

Mean scores of perception towards positive and negative impacts of tourism development rates differently (Table-5.34). Residents' of Harihareshwar acknowledge tourism, more specifically, 71 percent residents respond positively. Among them

30.90 percent show score ranging (+0.01 to +1.00), 20.95 score mid point (+1.01 to +2.00) and 19.44 percent reached far ends of scale (+2.01 to +3.00). Although, 19.72 percent responses were natural, similarly, residents rating to negative impact of tourism development 74.70 percent respondents criticized negative statement 10.4 percent disapproved and 14.90 percent neutrals. Among them majority (28 percent) rates between score (+0.01 to +1.00) followed by 24.70 percent who rates score of 22 percent score has found above from +2.01 to +3.00.

Table-5.34 : Economic Attitude Index in Harihareshwar

Sr. No.	Mean Score	Positive Score Percent	Negative Score Percent
1	- 2.01 to – 3.00	0.33	0.60
2	- 1.01 to – 2.00	2.00	1.90
3	- 0.01 to - 1.00	6.61	7.90
4	0.00	19.72	14.90
5	+ 0.01 to + 1.00	30.95	28.00
6	+ 1.01 to + 2.00	20.95	24.70
7	+ 2.01 to + 3.00	19.44	22.00
	Total	100.00	100.00

Source : Computed by Researcher.

5.7.2 Socio-cultural Impact in Harihareshwar

The socio-cultural impact assessment has been studied after taking interview of 100 local residents from Harihareshwar. The weightage was assigned and mean were calculated (Table-5.35). From Table-5.35, it is noted that nine attitudinal statements represent moderate impacts whereas only one statement denote low positive socio-cultural impact. Tourism encourages education and training with minimum positive impact (0.42). The occupational structure of residents change marked highest impact among nine attributes and the mean value is 1.98. Next to them are tourism boasts to host-guest brotherhood (1.88), active participation of local toward facilities and services for tourists observed mean 1.66, communication between tourists and local increased with mean value of 1.60. Awareness towards preservation of cultural heritage showed positive view with mean 1.41. Tourism is responsible for cultural exchange noticed by residents (1.37), local traditions and customs are rejuvenated because tourism expansion (1.36). Finally, residents believed that pilgrimage tourism preserved local art and history. Tourism has brought considerable change in economic condition and generates socio-cultural issues

forming residents attitudes. Residents of pilgrimage are cautious about social values. Thus, pervasive social and cultural impacts are limited to a certain extent only.

Table-5.35 : Socio-cultural Impacts in Harihareshwar

(A) Positive Impacts Indicators									
Sr. No.	- 3	- 2	- 1	0	+ 1	+ 2	+ 3	Mean	SD
1	-	-	-	9	35	37	19	1.66	0.88
2	-	-	-	10	41	28	21	1.60	0.92
3	-	2	2	2	22	34	38	1.98	1.08
4	-	3	15	08	25	10	39	1.41	1.57
5	-	6	0	11	13	23	47	1.88	1.40
6	3	3	6	17	17	22	32	1.36	1.59
7	-	2	4	29	14	22	29	1.37	1.36
8	-	6	7	18	15	44	10	1.14	1.34
9	7	10	10	20	13	40	-	0.42	1.63
Total	10	32	44	124	195	260	235	1.42	1.99
(B) Negative Impacts Indicators									
1	-	-	-	17	30	23	30	1.66	1.08
2	-	-	-	12	28	30	30	1.78	1.01
3	-	-	-	30	20	42	8	1.31	0.99
4	2	17	21	24	28	8	-	- 0.17	1.28
5	-	-	-	36	30	24	10	1.08	1.00
6	-	-	13	44	32	6	5	0.46	0.96
7	-	-	-	40	49	11	-	0.71	0.65
8	-	-	7	46	22	16	9	0.74	1.09
9	-	-	29	23	25	13	10	0.52	1.30
10	-	7	27	42	14	10	-	- 0.07	1.04
11	-	-	38	42	17	3	-	- 0.15	0.80
12	6	16	12	36	28	2	-	- 0.30	1.25
13	35	23	16	14	12	-	-	- 1.55	1.40
14	-	-	13	45	34	8	-	0.37	0.81
15	-	-	4	71	20	5	-	0.26	0.61
16	-	2	45	35	18	-	-	- 0.31	0.78
17	5	10	25	38	19	-	3	- 0.22	1.31
18	13	24	31	18	14	-	-	- 1.04	1.23
19	-	19	19	31	15	12	4	- 0.06	1.39
Total	61	118	300	644	455	213	109	0.25	4.18

Source : Computed by Researcher

The six variables out of nineteen have noticed low negative socio-cultural impact. These variables are, namely, increasing number of beggars (0.26), crime (0.31), westernization of culture (0.46), threatening to community fabric and values

(0.51), stress on police and security person (0.71) and by its very religious nature, pilgrimage tourism involves the instruction of tourists into local residents the conflict between them is comparatively mean (0.74). Most eye-catching results are that residents have found strongly disagreed with negative socio-cultural impacts of tourism growth, such as, tourism leads to pedophilias and rave parties (-1.55) followed by break down in family cohesion (-1.04), increase in xenophobia (-0.31), growth in activities of prostitution (-0.30), spread of epidemics and HIV (-0.22), increase in mental stress (-0.17) and activities of drug abuse (-0.07) and disturb religious practices. Only three statements have moderate socio-cultural impacts are change in settlement patterns, stress on public utility services and commercialization of traditions.

Table-5.36: Socio-cultural Attitude Index in Harihareshwar

Sr. No.	Mean Score	Positive Score Percent	Negative Score Percent
1	- 2.01 to – 3.00	1.11	3.21
2	- 1.01 to – 2.00	3.56	6.21
3	- 0.01 to - 1.00	4.89	15.79
4	0.00 to 0.00	13.78	33.89
5	+ 0.01 to + 1.00	21.67	23.95
6	+ 1.01 to + 2.00	28.89	11.21
7	+ 2.01 to + 3.00	26.10	5.74
	Total	100.00	100.00

Source : Computed by Researcher.

The vast response was pro and anti tourism accounting 76.66 and 40.49 percent respectively. In fact, little negative rates on pro but over quarter disagreed towards anti tourism impacts whereas 13.78 percent and 33.89 percent have found null and void impact respectively. Although, 28.89 percent residents rate to middle positive scale (+1.01 to +2.00) and over quarter rate to score range (+2.01 to +3.00). The next 21.67 percent rates lower mean index score (+0.01 to =1.00), similarly there are subsets of residents who have different views. Among them 23.95 percent responses ranging +0.01 to +1.00 score, 11.21 percent rating central range of index (+1.01 to +2.00) and a little bit (5.74 percent) rates to upper most range of mean index (+2.01 to +3.00), further more, 15.79 percent centralized between (-0.01 to -1.00), 6.21 percent at middle of index score and very little (3.21 percent) rates to negative higher index.

Environmental impact refers to the alteration in the quality of tourism resources of destination. Residents of Harihareshwar felt that tourism is a smoke free industry and gave rating (2.14), at the same time, residents have disagreed with improvement of areas appearance and rated negatively (-0.13).

Table-5.37 : Impacts of Tourism at Harihareshwar Tourist Centre

(A) Positive Impacts Indicators									
Sr. No.	- 3	- 2	- 1	0	+ 1	+ 2	+ 3	Mean	SD
1	-	-	3	12	24	31	30	2.14	0.78
2	-	-	-	16	18	43	23	1.73	0.70
3	-	7	9	13	12	20	39	1.46	1.15
4	2	5	4	7	30	50	2	1.16	0.88
5	-	-	13	2	49	19	17	1.25	0.82
6	-	-	-	-	54	25	21	1.67	0.56
7	-	4	8	24	23	33	8	0.97	0.88
8	-	-	-	33	19	24	24	1.39	0.83
9	12	12	17	21	20	10	8	-0.13	1.23
10	-	-	24	17	29	30	-	0.65	0.81
Total	14	28	78	145	278	285	172	1.18	3.06
(B) Negative Impacts Indicators									
1	-	-	-	-	56	37	7	1.51	0.44
2	-	-	-	-	9	33	58	2.49	0.46
3	-	-	-	-	34	34	32	1.98	0.57
4	-	-	-	-	16	41	43	2.27	0.50
5	-	-	-	-	14	39	47	2.33	0.50
6	-	-	8	21	28	37	6	1.12	0.75
7	-	-	-	29	23	40	08	1.27	0.68
8	-	-	-	13	21	54	12	1.65	0.60
9	-	-	-	-	51	37	12	1.61	0.49
10	-	-	-	14	58	28	-	1.14	0.44
11	-	-	-	7	17	57	19	1.88	0.56
12	-	-	-	-	14	39	47	2.33	0.50
13	-	-	2	3	11	41	43	2.20	0.63
14	4	24	12	9	11	20	20	0.39	1.41
15	-	-	-	39	26	31	4	1.00	0.65
16	-	-	13	28	39	17	3	0.69	0.70
17	-	-	-	10	56	24	10	1.34	0.56
18	-	-	17	12	42	29	-	0.83	0.73
Total	4	24	52	185	526	638	371	1.55	3.35

Source : Computed by Researcher

Tourism prevent ecological damage (1.73), provide base for agro tourism (0.65), leads social forestry (1.67) and environmental awareness among residents have increase (1.46) followed by incentives for conservation of natural resources (1.39), improvement in sanitation (1.25) and rest variables obtained even less mean values. The cost of tourism is shown in Table-5.37. It suggests that tourism causes water shortage (2.49), shops railing on roads (2.33), problem of sewage disposal (2.33), distraction of natural environment (2.27) and overcrowding and traffic congestion with mean value 2.20. Next segment rates to moderate impact. Tourism leads to strain on public utility services (1.98), problem of littering and dirtiness (1.88), freely moving cattle (1.65), strain on entertainment facilities (1.61), pervasive road condition (1.51), and change in landcover and loss of orchards. The poorly rated indicators are namely; separate parking facilities, land slide and rock fall and development of slums.

5.7.3 Environmental Attitude Index in Harihareshwar

Residents of Harihareshwar rating on environmental cost and benefits of tourism development is presented in Table-5.38, suggesting that tourism development is environmentally significant recognized by 73.5 percent and equally (85.23 percent) believed it was disadvantageous 24 percent responses were null and void. Regarding positive impact, majority (28.50 percent) residents centralized between mean score (+1.01 to +2.00), followed by 27.80 percent (+2.01 to +3.00). As regards to negative impacts over one third centralized between (+1.01 to +2.00), 29.23 percent in (+0.01 to +1.00) and one fifth rates to far end score, on the other end, 12 percent responses disagreed with positive impacts while 4.46 percent sub-segment disassociated with negative impact. The attitudinal mean index suggested moderate impact.

Table-5.38 : Environmental Attitude Index in Harihareshwar

Sr. No.	Mean Score	Positive Score Percent	Negative Score Percent
1	- 2.01 to – 3.00	1.40	0.23
2	- 1.01 to – 2.00	2.80	1.34
3	- 0.01 to - 1.00	7.80	2.89
4	0.00	14.50	10.30
5	+ 0.01 to + 1.00	27.80	29.23
6	+ 1.01 to + 2.00	28.50	35.38
7	+ 2.01 to + 3.00	17.20	20.62
Total		100.00	100.00

Source : Computed by Researcher.

5.8 Proposed Model of Tourism Development for Raigad District

The unplanned tourism growth causes various social, cultural and environmental problems. It has also been observed that tourism activity is practised without coordination and find lack in proper planning and strategic management especially in developing countries particulatly Afro-Asian countries. Keeping this in mind the background planning of tourism activities is essential for rediscovering and utilizing of resources available in study region. Here, an attempt has been made to propose model for tourism development of study region. The model has been named 'APMCS Model' based on suggestions from local authorities, residents, tourists and personal observations of researcher during field work (Fig.-5.1). Tourism development in any region is a product of attraction to amenities, administration and advertisement, accessibility and accommodation facilities and invite arrivals of tourists both domestic and overseas in study region. This can be mathematically presented as below :

$$\text{Tourism Development (TD)} = (4A) + 3P + MCS$$

Where,

TD = Tourism Development

A_1 = Attraction (Natural, Cultural or Special event)

A_2 = Amenities (Accommodation, Transportation, Catering and Shopping)

A_3 = Advertisement (Electronic or Press Media)

A_4 = Administration

P_1 = Policies

P_2 = Programs

P_3 = Planning

M = Marketing and Management

C = Co-ordination and Co-operation

S = Tourist Satisfaction

Activities include all activities available at the destination and what tourist will do during their travel or visit for pleasure and enjoyment for instance, boating, horse riding, trekking, valley crossing, gaming, etc.

Fig.-5.1

Proposed Model for Tourism Development

Ancillary services consist of banks, ATM, telephone, post office, hospital, newspaper etc. Accessibility includes the entire transportation system such as routes, terminals and various vehicles.

5.9 Contribution and Linkages

This model may be perhap an effort at along pioneering work in this regard and it would be extremely beneficial and advantageous in contributing towards improving the tourism:

(a) A base for possible development
(b) Preservation and conservation of natural and cultural heritages and biodiversity.
(c) Build image formulation and improvement
(d) Increase financial support and sponsorships for further development
(e) Be helpful to deciding responsibilities of various agencies and departments relating to tourism business
(f) Improve long term prosperity of locals and through extension of tourism season.
(g) Providing sustainable management of tourism impacts on environment, society and culture.
(h) Provide sustainable gain to all stakeholder involved in tourism system, and
(i) Finally, helpful in improving the quality of life of residents and satisfaction of tourists in the region.

5.10 Marketing

The model for study region is a natural and cultural wonder. The primary focus on refining product offers all stakeholders to work on a "common positioning strategy". The study region is a coastal area adorned with glorious history having three main adventages for florrishing tourism these are as:

(a) Authenticity – It has a 2500 year old culture.
(b) Compactness – 7152 square kilometers area.
(c) Diversity – offers varied attraction.

5.11 Seven wonder tourism in Raigad Disstrict

Raigad district is a safe, high value tourism destination featuring an unparalleled variety having natural and cultural attractions in a small geographic area. It is managed in environmentally and culturally responsible manner easily accessible from Mumbai and Pune. Internet and television are most effective communication

tools transformed the world into a global village for tourism development. Thus, web portal for tourism promotion must be developed. Apart from this technology for advertisement may help for image formation and attracting the tourists in Raigad district. The region needs to be known as a tourist destination which can offer 'seven wonders' Table-5.39 not just sun sea and surf. The 'Visit Raigad' promotional campaign would be developed jointly with MTDC, ITDC, ASI, WTO and other agencies and organization. The annual event calendar should be proposed as under (Table-5.40).

Table-5.39 : Suggested Seven Day Sites, Products and Experiences

Name of Day	Products	Experience
Sunday	Beaches	Pristine
Monday	Temples	Spiritual
Tuesday	Scenic Beauty	Scenic
Wednesday	People and Culture	Essence
Thursday	Fair and Festivals	Festive
Friday	Heritage Sites	Heritage
Saturday	Natural Life	Wild

Source : Complied by Researcher

b) Domestic Market

Majority of tourists select study region are domestic and their attractions have varied in nature. Therefore, region needs to develop domestic tourism through proper advertisement in order to motivate tourists to visit tourist sites in study region. The various national, regional and local agencies should play a key role in this regard thereby authorities would be benefited. This strategy provides base for native investment and creates employment opportunities.

c) Attracting Religious Tourists

There are religious sites in study region which are under developed attracting domestic tourists from Hindu to Hindu pilgrimage like Balaleshwar (Pali), Mahad (Khalapur), Harihareshwar (Shrivardhan) and Kankeshwar (Alibag). Buddhists to Vishwashanti Buddha Vihar and overseas from Sri-lanka, Japan and China to various caves mainly Kude-Mahad (Tale), Kondane (Karjat), Kol and Gandhar Pale (Mahad) showing mixture of cultures and interests.

Table-5.40 : Proposed Monthly Tourists Calendar in Raigad District

Month	Focal Theme	Focused Activities
January	Beach	New year celebration, kite festival, catamaran race, photographic exhibition, sand castle competition, Beach conservation day, Beach Volleyball competition and passion show
February	Sport and Adventure	Trekking, Valley crossing, Horse riding competition, Night Cricket Matches. Celebration of Chaatrapati Shivaji Maharaj Birth Anniversary at Raigad Fort and Shivaratri Festival (Harihareshwar) for domestic tourists.
March	Community and Mass Awareness	Dhulivandan, Holi, Gudipadwa (For Brahmin Community) as New Year Celebration, awareness event on education, students and community, celebration of Human Rights Day (Mahad)
April	People and Culture	Birth Anniversary of great social reformers Rashtapita Jyotirao Phule and Dr. Babasaheb Ambedkar, Mahavir Jayanti, Good Friday, Seminar on Indian Constitution and role of social reformers in building of modern India.
May	Celebrations	Celebration of Buddha Jayanti, Buddhist Film Festivals, Maharashtra Day (Elephantas Island) International Seminar on Buddhism and its philosophy eight fold paths, Exhibition on Buddhist monuments.
June	Honeymoons and Family	Organize 100+ Wedding programs specially for foreign tourists and leading Bollywood family act together, program, Agri-business shows World Environmental Day.
July	Monsoon Thrill	Rain Dancing Competition, paddy plantation, Wine Festivals, Nagpanchami Monsoon Thrill at Matheran, Seminar on Climate change and Water harvesting
August	Folk Festivals	Folk Festivals – Narli Paurnima, Full Moon, Koli and Agri Community, Gopalkala, Pateti, Pongal – Bullock cart competition, Youth festival based on folklore and culture Ramzan Id (Janjira Fort)
September	Heritage	Tourist festival, Dolphin shows, Traditional festivals specially for Media and tour operators, Fort festival and exhibitions on fort, Seminar on Heritage and History
October	Agriculture	Paddy harvesting, culinary competition, Dhama Chakra Pravartan Din and Vijaya Dashami, Kojagiri Paurnima, Beach Festival .
November	Nature and Wildlife	Marine life festival, Dhakti Phandhari Fair local fairs and heritage festivals, Bird watching shows, spice festival, Seminar on marine biodiversity, Bhaubeej with foreigners – cultural exchange program
December	Festuval Time	Christmas festival, Film festivals, Raigad festival, Murud-Janjira festival, Food fersitval, Traditional shows

Source : Compiled by Researcher.

d) Professional Gathering

One of the vital tools in marketing strategies is organizing professional gatherings, seminar, and symposia with the help of experts and qualified persons who possess multi-languages skills as a guide for addressing gathering. Besides, scientific,

educational and promotional associations especially Gulf countries, Japan and Shri-lanka should be invited for introducing valuable modifications in study region. This will promote international relationship and brotherhood. The topic or themes of seminars, conferences should in form in advance before monthly events.

e) Positive Word-of-Mouth

The positive word-of-mouth publicity is a very significant promotional tool for tourism which comes from tourist satisfaction. As per present research about 7.60 percent tourists visited to study region in 2013 enjoyed exotic beaches and historical artifacts in study region. Thus, tourist satisfaction is extremely vital in process of tourism development. Rdtda with the assistance of various agencies and authorities have entered into a series of discussions to improve tourist satisfaction by creating positive image and sentiments about tourism among local residents and tourists by positive word of mouth publicity.

5.12 Training

Tourism is a mass activity requiring certain requisite skills and training in order to general management skills, as most employees belonging tourism hospitality industry are under-graduates, untrained and unskilled whereas tourists are well qualified, therefore, tourism industry in study region needs general management skills to fulfill the needs of tourists and society. The workers and labours must be proficient in the selected field (i) Oral and written communication, (ii) Supervising, (iii) Ability to provide tourists satisfaction, and (iv) Service skills. In addition to these skills, maintaining professional ethical standards should always be of prime importance. The work force comprising of taxi drivers, guides, tour operators, employees in hotels, restaurants and other related segments require appropriate training. The Ministry of Education and Human Resource Development should provide education and training in soft skills to these employees through specific curricula in association with local prominent educational institution, mainly, Konkan Education Society, Alibag and Janardan Bhagat Shikshan Prasarak Mandal New provide should education and training to:

a) Training to local people or residents
b) Training to employees
c) Training to experts, and

d) Training to self help group.

a) Training for Residents

Tourism in study region needs to be promoted local people and organizations so that strategies and plans should be passed in proper and cohesive way. Organization of events or fairs, needs specific training. Besides, tourism industry flourish with positive host-guest relationship to develop this relationship host or local community must be well trained in hospitality as 'Atithi Devo-Bhavo'.

b) Training to Employees

Tourists in any region travel various expectations and desires. Therefore, it is necessary to train workforce required in tourism industry. An employee training programme is a systematic approach ensuring right employees at right places for some growth and development of tourism. As tourism industry is service oriented depending largely on trained human resources and the quality of personnel working trained or skilled workforce in tourism should approach systematically all types and levels of tourism related personnel including intra-regional, regional, national and community base administrations, accommodation and catering management and operations and other related tourist facility and service operations. MTDC should provide guidelines to local establishments in study region to attract tourists. Food and beverage management and room management are basic skills required for tourism and hospitality. Education should then focus on providing standardized competencies and skills that will give them added value.

c) Training to Experts

In changing scenarios of globalization and technological development, it in important in tourism sector to think globally with international dimension and acquire special skills to solve problem by critical thinking. Further in response to environment and market changes graduates should know and be able to demonstrate the higher and cognitive skills that will help them to identify problems and develop proper remedial strategies. Skills and competencies is required for hospitality managerial positions, and there should be a need for higher level and general skills besides traditional skills. Here, an appropriate tourism curriculum for study region should be designed because tourism curriculum will eventually contribute to development of tourism in a sustainable manner. The need of regional vocational education and training has great relevance and utility. The emphasis should be on needs of tourism development and

how graduates can be adequately prepared in terms of knowledge and skill. On the vacationers' curriculum, tourism should be viewed as a phenomenon that will be organized and managed in such away that brings profit to tourism sector and satisfaction to tourists who pay a lot.

5.13 Co-operation and Co-ordination

Implementation of different strategies and plans requires comprehensive and strong coordination and cooperation between Ministry of Tourism, Civil Aviation, Archeological Survey of India, Ministry of Environment, Forest and Water Administration, Ministry of Public Work, Transport and Communication, Ministry of Education and between Private Sector and Non-general Organization's. The main responsibility of involved ministries would include:

(a) Ministry of Tourism is leading Ministry for overall tourism developments process. The setting, implementing and monitoring National Tourism Policy and Strategy which will support regional and local level administration.

(b) Archeological Survey of India is critical for providing necessary information for handbook, pamphlets and websites for historical tourism sites (Forts and Caves) and material for educational programs for tourism professionals and stakeholders.

(c) Ministry of Environment and Forests is responsible for environmental policies and sustainable management of natural resources that offers opportunity for tourism development, environmental impact and assessment of tourism in study region.

(d) Ministry of Public Works, Transportation and Communication and Civil Aviation is the supporting Ministry responsible for development of new tourism roads with help of Highway Authority of India, link with Public Work Department and Providing Communication (BSNL) and Transport facilities (Maharashtra State Road Transport Corporation) in tourist areas support also to needed from the Indian Railway Transport Corporation.

(e) Ministry of Education need to provide education and training for qualified staff and employees into tourism sector and develop specific curricula and vocational training schools as per requirement of local community needs. These Ministries and Central and Regional Institution need to have comprehensive coordination for the implementation of tourism strategies and

plan (Formulated by Tourism Ministry (ITDC and MTDC) in association with local Government (Z.P. Municipal Council and Gram Panchayat) and NGO's, SHG's for tourism development. MTDC and ITDC should take the lead in product development and be responsible for developing accommodation, tour and travel operation on-site infra structure, marketing activities etc. with cooperation and help of SHG's, NGO's and private owners.

5.14 Proposed Tourist Circuits

Geography is considered as a regional or spatial science and region can be defined as any specific geographical or aerial unit having certain similar or dissimilar themes and characteristics. In this context, tourism circuit demarcates through point, line, time or distance for advancing comprehensive development strategy of tourism in any political or administrative unit interlinking by travel network. The term tourist circuit is used in tourism geography to denote the region. Linkages based an infrastructure centre areas to attractiveness Prof. Sonule has demarcated five tourist zones in Maharashtra States on the basis of isochrones (equal time). Potdar has (in 2003), divided south Konkan region into north and south tourists circuit on the basis of direction and infrastructural facilities available. While Adavitot in 2006 has defines travel circuit zone' as tourist can travel from destination to other and to complete the entire journey. Anvari in 2008, has formed historical and natural travel circuit, for Isfahans province in Iran and Patil, A. B. in 2009 has used term 'buffer' for tourist circuit. The demarcation of travel circuit provide, encouraging orderly growth and development of tourism areas of high potentials and minimize the stress and adverse impacts of tourism activity in study region (Fig.-5.2).

Table-5.41 : Proposed Tourist Circuits in Raigad District

Sr. No.	Tourist Circuits	Major Destinations	Theme
1	Matheran Ambivali	(Matheran, Karnala, Mahad, Sajgaon, Ashane-Kashane Ambivali)	Eco-tourism religious leisure
2	Alibag Murud-Janjira	(Kihim, Akshi, Nagaon, Kashid, Murud, Janjira, Kolaba, Kankeshwar Varsoli)	Leisure Historical Religious
3	Mahad Kudw Mandal	(Raigad, Mahad, Kude Mandal)	Historical
4	Harihareshwar Divegar	(Harihareshwar, Divegar, Shrivardhan)	Religious and Natural

Source : Computed by Researcher.

Fig.-5.2

Proposed Tourists Circuits in Raigad District

The tourist circuit is centered around significant tourist destinations which act as a gravity centre based on isospace (equal distance) of 50 kilometers for travel comfort and convenience. These are formed by groups of important destinations within particular region. These groups essentially encompass a variety of tourist themes with in a single circuit. The uniqueness of each tourist circuit makes important to allocate resources towards integrated development of the region. The established tourist circuits are proposed by groups of tourist centres within study region. There circuits are as follows:

A) Matheran-Ambavili Tourist Circuit

Matheran tourist circuit is known to eco-tourism and pilgrim-tourism. This circuit lies in northern part in study region spreading over Karjat, Khalapur and Panvel tahsils. This consists of Matheran, Karnala, Mahad, Khopoli, Sajgaon and Ambivali, Ashane-Koshane tourist centres and ten small tourist centers such as Palasdari, Kondane, Kothilgad, Bhivgad, Songiri, Dhak-Bahari, Neral, Sagunabag and Morbe Dam (Fig.-5.3/A). The major tourists sites are four forts, two caves, Maths and waterfalls and one dam, one bird sanctuary and hill station (Fig.-5.3/A). Matheran is a prime site in this circuit lying north of 11 kilometer from Neral 21 kilometers from Karjat and 108 kilometers from Mumbai. There are regular buses playing to Matheran. Luxury bus and private taxi services are available from Mumbai, Thane and Neral. Matheran is also connected by rail From CST-Mumbai to Karjat and Khopoli through Neral and from Neral Mini Train attracts more than ten lakh tourists visiting to Matheran every year. Tourist centres in this circuit are found sparsely distributed in eastern portion part in study region and tourist states spread over a distance of 40 kilometers (Fig.-5.3/A). Mahad on 41 kilometers from circuit headquarter and from Khopoli 7 km two hotels and two Bhakt Niwas provide accommodation to tourists. Sajgaon is another centre popular for Vithoba Shrine known as ‘Dhakti Pandhari’ on 40 kilometers away from Matheran and Khopoli (4 km.). The fair for fifteen days is organised in November every year. Bus service and auto rickshows are available from Khopoli. Khopoli is known as spiritual centers (Gagangiri Math) and has Zenith waterfalls on 48 kilometers Buddhist Caves site surrounded by scenic opulence is 31 kilometers from Matheran and Karjat (7 km.). Karnala is popular for bird sanctuary and Karnala Fort. The sancutary lies on Panvel-

Goa National Highway-17 Panvel (11 km.) and Mumbai (58 km.) has and lies rich floral and faunal biodiversity.

Fig.-5.3

A) Matheran Tourist Circuit

B) Alibag Tourist Circuit

Two forest rest houses, namely, Mayur at Bhardwaj provide accommodation besides, 'Kotwal' a tourist cottage Moreover dhabas, restaurants, garages and petrol pumps are found in this circuit on NH-4 and NH-17 Tourists may cover these myrid tourist centres in this circuit by road and railway for two days. and enjoy natural and spiritual beauty of this tourist circuit.

B) Alibag-Mahad-Janjira Tourist Circuit

Alibag tourist circuit is situated on west-central part in study region. quaint beauty of beaches. This circuit is formed in namely, Alibag, Murud, Uran, Pen and Sudhagad tahsil and has seven beaches, namely, Kihim, Akshi, Nagaon, Awas, Saswane, Kashid and Murud, seven temples Kankeshwar, Varsoli, Salav, Chaul-Revdanda, Nandgaon and Pali, seven forts, namely, Kolaba, Janjira, Korlai, Sagargad, Khanderi, Underi and Thal, three cave centers, namely, Gharapuri, Kude-Mandad, Thanale and many other tourist centers in this circuit.. Nagaon, Kashid. Murud-Janjira and Kanekeshwar are major tourist centers (Fig.-5.3/B) It is noticed that others small and are in developing stage in study region (Fig.-5.3/B). Alibag is the district headquarter and chief tourist centre in this tourist circuit attracting folklore environment and settlement patterns and many sites, namely, Ali Dargah, Vishwashanti Buddha Vihar, Kolaba Fort, Beach, Jewish Synagogye, Admiral Kanhoji Angare's Samadhi, Magnetic Observatory, Hirakot Lake and many historical temples.

Kihim, Awas, Sasawane beaches lie northward whereas Akshi, Nagaon, Kashid and Murud beaches are in south of Alibag and are frequently visited for due to breathtaking beauty, easy accessibility and availability of accommodation, food, parking and drinking water. Murud is sub-center in Alibag tourist circuit. The historical forts Janjira and Padamdurg are found visiting by thousands of tourists. Siddhi Nawab palace, Idgah and Datta temple are vital attraction in Murud. Chaul Revadanda temple and Revdanda Fort are on 14 and 17 kilometers from Alibag respectively. Ganesh temple or Birla Mandir at Salav and Kankeshwar is temple of Shiva are located 20 and 13 kilometers from Alibag. The Elephanta Island is known for Trimurti sculpture originally of Buddhist caves visited by thousand tourists throughout the year. It is suggested that tourists Alibag can combine their stay with Pali and Ballaleshwara. The tourist sites in this circuit are well connected with each other by road, railways and waterways. MSRTC buses ply between these centers. It is

noted that this circuit is comparatively well developed than other tourist circuits in study region

C) Mahad-Kude Mandad Tourist Circuit

Mahad is known for Chavadar Tale (Lake), Krantistambh mounments and rock-cut caves. This circuit has a number of special attractions namely Raigad fort, capital of Chhatrapati Shivaji Maharaj, Gandhar Pale caves of first century, Shivathargad Math and Pachad is famous for Rashtramata Jijabai Tomb. Mahad is 151 kilometer from Pune and 201 kilometers from Mumbai. It is a convenient base for visiting world famous Raigad fort and Ghandhar Pale caves. Raigad fort is 26 kilometers from Mahad. National Highway-17 passes near by Pachad lies 20 kilometer from Mahad. Shivathargad is famous for waterfall and Math is at a distance of 20 kilometers from Mahad toward north Umrath in Poladpur is a place of Tanaji Malusare's Tomb and Kangori. Chandgad and Mongalgad are forts of tourist attraction whereas Matvan is popular for Ganesh temple (Fig.-5.4/B). Sav has hot water springs lies in Mahad tourist circuit. Mahad is also a base camp for these who travel to South Konkan, Pune and Mahabaleshwar, Panchagani region. Accommodation in this circuit caters to all budgets. There are hotels, cottages, guest houses and dormitories. This tourist complex has restaurant and canteen serving snacks and meals. Besides these are many dhabas along National Highway-17 providing food at reasonable rates. Road network especially in rural destinations is poor hence it is not easily accessible. Tourist can approach in this circuit by roads or railways. The nearest railway station is Dasgaon which is six kilometer from the circuit headquarter. Other facilities like parking, drinking water and wayside amenities are available in this circuit.

D) Harihareshwar-Shrivardhan Divagar Tourist Circuit

Harihareshwar Shrivardhan is third important tourist circuit in study region. Harihareshwar is a major tourist center known for its tranquil and picturesque beach and landmark by Harihareshwar temple. It lies 206 kilometers distance from Mumbai and 65 kilometers from Mangaon. There are frequent bus services between Mangaon, Harihareshwar and Shrivardhan. M.T.D.C. Resort, Government Guest House, Hotels, Lodges and Private Houses provide accomodation. Besides this, Peshwa Memorial is another site of attraction 19 kilometers away for Harihareshwar. Diveagar is another tourist center lying 18 kilometers from Shrivardhan. It has pristine beach, Ganesh temple and Uttareshwar temple.

Fig.-5.4

A) Mahad-Kude Mandad Tourist Circuit

B) Harihareshwar-Shrivardhan Tourist Circuit

Launch service is available between Dighi and Diveagar. Sites are Kokhari Tomb, Dighi Port and Borli Panchanta, Savatkada water fall. Garambi dam and Korlai Fort are in this circuit. This circuit represents a folk culture of typical Konkani style. One can cover this treasure trove of natural and cultural spots of tourists traveling for two days comfortably. Accommodation facilities are available in hotels, lodges and in private houses. This circuit is connected by road and waterways. Mumbai-Goa National Highway-17, Mangaon to Mhasala State Highway-97 and Mhasala to Shrivardhan State Highway-98 pass through this circuit (Fig.-5.4/B).

5.15 Resume

Tourists' views and residents' percepations towards tourism development in Raigad district have analyzed in present chapter at micro level. It is found that the accommodation, food quality and transport have significant effect on tourists' satisfaction though it varies from destination to destionation. Matheran hill resort has obtained highest satisfaction as it has decent accommodation facilities, blessed with natural beauty, entertainment and good quality cuisines. The ultimate satisfaction indexes are (3.0), (2.97), (2.86) and 2.82 respectively and lowest at Harihareshwar accounting (2.45), (2.22) and (2.30) as this pilgrimage is in developing stage. Tourism development in study region brought more economic benefits such as increase in income of residents (2.71) and creates more jobs in Matheran than other tourist centres due to highest arrivals of tourists among five prefectures selected for micro level study. These cause hike in prices of commodities and services with 2.30 as mean impact. Tourism is responsible for increase in stress on police and security personell (2.21) which is highest in Murud-Janjira as compared to other case study centres. The environmental problems such as pervasive road condition (2.72). Maharan water shortage (2.49) in Harihareshwar, strain on public utility services destruction of natural environment and shops railing on roads (2.13) in Alibag and problem of littering and dirtiness (2.07) in Murud-Janjira are found in this investigation.

Chapter-VI

SUMMARY AND CONCLUSION

6.1 General Introduction

Tourism is one of the significant economic activites in 21st Century recognized in world as most diverse, prismatic and fast growing. It contributes one fifth of national income and generates foreign exchange and employment. Tourism always remains a fascinating field to researchers. World Tourism Organization (WTO) and United Nations have been carried out many researches in western countries and recently in India at regional or intraregional levels to find out problems and perspectives to tourism activity. The development of tourism indicates the regional development in study region. The present investigation is an attempt to assess, analyze and interpret the tourism development in Raigad district of Maharashtra state at macro level in general and micro level in particular based on both primary and secondary data. This chapter presents summary, major findings, suggestions and conclusion in systematic manners for better tourism development in study region.

6.2 Summary

The geographical and socio-cultural uniqueness in study region as it is a unique primary tourist destination with its virgin beaches, historical monuments, pilgrims and fascinating floral and faunal diversity. Raigad district, many splendoured land is set in the very heart of Konkan extends from $17^0$51' to $19^0$18' north latitudes and $72^0$51' to $73^0$40' east longitudes. It has a component shape with a north-south stretch of 160 kilometers and the width (east-west) ranges between 25 to 50 kilometers spreads cover 7152 square kilometers. This region has typical physiography. The high land Sahyadri to the east, coastline on the west and in the centre is low-lying fertile plains. The study region is mainly drained by six rivers, namely, Ulhas, Patalganga, Amba, Kundlika, Savitri and Bhogavati which receive their water from Sahyadri ranges and flow from east to the west. Dharamtar, Rohe and Rajpuri are the important creeks provide a base for mangraves. The study region experiences a hot and humid climate with plentiful regular rainfall. The mean annual rainfall in study region is 3169 millimeters. The highest rainfall (4500 millimeters) is received at Matheran. The maximum temperature (41^0C) is observed in May and

minimum (11^0C) in December. In general, climate of district is rather mild and healthy and winter is quite pleasant. The soils in study region are derived from the Deccan trap. The predominant soils in the district are lateritic which is bright red to brownish red in color. The arboreal wealth is considerable and myriad. The forests areas occupy 2076 square kilometers and forms 29 percent. Total population of study region was 2635394 persons accounting 2.32 percent of Maharashtra State. The density of population in 2011 was 309 persons per square kilometer. The proportion of literacy to total population recorded 77.32 per cent. The levels of literacy vary enormously from tahsil to tahsil between rural and urban areas and even among males and females. As per 2011 Census, 75.76 percent of the population lives in rural areas and 24.24 percent in urban areas in study region. The study region has well-developed road, railway and waterway network which helps for better rural-urban linkages and marketing facilities and tourists centers. The road length is 5663.14 kilometers. Most of tourist centers are connected with metaled roads. The study region has more than 165 natural and cultural tourist centres. The present research has made an indepth study of five centres based on physio-socio-economic setting and their nature and theme (hill resorts, historical mouments, beaches and piligrims).

On the basis of study, first variable selected for assessment is demographic profile of tourists. In order to assess demographic profile age, gender, religion, occupation and educational background of tourists were taken into consideration. It is found that majority of tourists are young accounting 45.45 percent ranges between age groups (20-30) and (30-40) years together and are male dominated (58.95 percent). Alibag and Mahad show more interest from younger tourists than Matheran. The dominant age group was 20 to 30 years. In Matheran, 54.25 percent were male whereas 45.75 percent were females (Table-4.34). The male-female break up of tourists in Harihareshwar was 60.25 and 39.75 percent respectively (Table-4.34). Majority of tourists are Hindu by religion followed by Jain and were professional and businessmen by occupation (Table-4.34).

Tourist is who visit Mathern are found relatively possessing higher education on the contrarary, illiterates accounts 19 percent and farmers accounts are 20.50 percent observed in large proportion at pilgrimage, Harihareshwar when compared with other tourists centres in study region. The analysis consisting, origin place, income and expenditure patterns showed wide income gaps observed from rupees 20,000 to rupees 1, 00,000 and above. 39 percent tourists in Mahad are found 20,000

to 40,000 income whereas Matheran, Murud-Janjira and Alibag tourists were from elites having income rupees 80,000 to 1,00,000 accounting 18, 18.50 and 16.75 percent tourists (Table-4.5, 4.21 and 4.14) respectively.

The behavioral characteristics of tourists in study region have assessed with considering travel motivation, source of information, purpose of visit, duration of stay, choice of accommodation, means of transport, visit frequency and nature of tourist groups selected. It is found that due physical motives have reported by 1121 out of 2000 accounting 56.05 percent tourists. In order to get pleasure and relaxation have (55.55 percent). (77.50 percent) visited Matheran for enjoyment and pleasure (Table-4.9) and whereas lowest (36.75 percent) is found at Harihareshwar visit for spiritual cause (Table-4.39) 53.45 percent (1069 out of 2000) reported stay for a day followed by two days. Among case studies, 311 out of 400 (77.75 percent) tourist are day visitors (Table-4.39) and lowest in Matheran 21.75 percent summarized in Table-4.40 but visit for two days reported by 52.50 percent tourists in Matheran.

30 percent tourists have hotels as choice for accommodation followed by lodges (18.20 percent) and 31, 24.25, 34.75, 20 and 18.75 percent tourists are staying in hotels in Matheran, Alibag, Murud-Janjira, Mahad-Raigad and Harihareshwar respectively. The friends and relatives are preferred by 13.90 percent tourists. It was observed 79.60 percent tourists are repeatedly visiting to Matheran and Murud-Janjira (84.52 percent). Tourists who travel by own vehicles are found in higher ratio than private rental cars and taxies. This study has clearly indicated that there is great scope for tourism development in study region.

The nine major variables, namely, accommodation, transportation, food quality, attraction, entertainment, cleanliness and hygiene, personal safety, attitude of local people and general shopping are determined to measure their impact on tourist satisfaction by applying satisfaction index assigned as excellent, good satisfactory and unsatisfactory and weightage are given 4, 3, 2 and 1 respectively. The present study has identified high class accommodation to affordable class availed by tourists and were satisfied with the services available in these entrepreneurs. 42.25 percent tourists in Matheran viewed it is excellent, 31 percent said good, percent mentioned satisfactory. The tourists traveled through choiced means of transport destination and have mixed opinion. The satisfaction related to attitude of local people they were gently dissatisfied, shopping facilities are good. The varieties of items local and imported are purchased by tourists on large scale in study region. Among nine tourism

variables attraction has highest score and followed by accommodation showing satisfaction score. Shopping and food quality rank at the fifth and sixth place respectively.

Matheran has obtained maximum satisfaction followed by Alibag, Murud-Janjira, Raigad-Mahad and Harihareshwar. In order to assess impact of tourism, lickers scale has applied. The variables selected are 84, 28 each for economic, socio-cultural and environmental impacts. Positive indicators and negative indicators have been taken into consideration.The economic impact was assessed and it is found positive and supportive for economic development, promot standard of living and regional development. But socio-cultural and environmental impacts are found negative as in certain cases. Tourism increases host-guest conflict and mental anxieties among local people resulting anti social behaviour. It was found that one bed provides at least six indirect job in study region. The highest employment involved in accommodation and transport sector in study region. The majority of work force engaged in this economic sector is male. Tourism, thus, has pervasive impact both positive and negative on economy, society, culture and environment in study region.

6.3 Suggestions

On the basis of the research findings, the following suggestions are made.

1) There should be a ‘District Tourism Development Authority’ at district level where local authourity, educationst may involved to increase attractions particularly at Alibag, Mahad and Harihareshwar and create tourists destination website for arrival information to tourist.
2) It is necessary to take initiative for publicity campaign to attract more and more rich north and south Indian tourists to visit the Mahad, Murud-Janjira and Raigad fort in study region destinations.
3) Creation of awareness and tourism ethics and culture amongst the hosts and the guests is the need of the hour to reduce the tensions and frictions created by the complex interaction between the visitors, the environment and the communities coherent and co-ordinated action committees should form at least at potential tourist centres namely, Khopoli, Mahad, Murud-Janjira.
4) Swimming, surfing, scuba-diving, snorkeling, sailing, canoeing, kayeaking and fishing these water based activities should developed at Alibag, Murud, Nagaon, Kashid and Harihareshwar.

5) "Entrance Fee" and "polluter pay principle" for toilets, changing rooms (basically near the beaches), parking, drinking water.
6) It is necessary to introduce koli dance and song at Sajgaon (Dhakti Pandhari), Varsoli, Nandgaon during fair and festivals.
7) The forest department of the district should take initiatives in this regards and few sites can be develop as tourist destination such as Fansad in Murud tahsil and Karnala in Panvel tahsil with the help of Maharashtra Tourism Development Corporation.
8) It is suggested that the temple courtyard should be earmarked at Ballaleshwar Temple Pali, Shankar Mandir Harihareshwar and Astavinayak Temple Mahad in order to put their holy bundles and to create awarness among the devotees, pilgrims, tourists and local people and ensure proper quality of services to the devotees.
9) The museum of history of Buddhism and Maratha Empire, Alibag in order to study the cultural and history of tourist place so that the flow overseas and Mumbai and Pune with Alibag, Murud, Diveagar, Harihareshwar extend waterways from Mumbai, Alibag, Murud and Janjira upto Harihareshwar and Diveagar thereby increase the flow of tourists in study region.
10) Provide more incinator and dustbins for garbage disposal particularly at pilgrimage centres (Ballaleshwar-Pali, Harihareshwar and Mahad) and the beach sites.
11) Along these routes retiring facilities and fuel facilities may be provided for the tourists. Install shopping complexes on the co-operative basis like Raigad Bazar at selected tourist sites to supply local product, special articles and other necessary products at a reasonable price. Create website for study region with necessary information regarding tourist accommodation facilities, fuel centres, garages, restaurants, police stations, etc. Safety measures and rescue operation teams should be kept ready at call by the Government with proper training at most of the tourist sites especially at Kashid beach, Zenith fall, (Khopoli), Murud-Janjira and Harihareshwar and where the fatal incidents happen frequently, and strong iron grills should be built on upper stage at waterfall point. Widen all roads in the district mainly those connected with tourist centres and the internal roads of Murud-Janjira, Harihareshwar and Mahad.

6.4 Concluding Remarks

The physical and politico-historical geography or Raigad district offers a range of spectacular features includes escarpments and sea coast. These provide a wide range of tourist attractions and attract more than 50 lakhs tourists annually includes domestic and foreign tourists. Tourism department, local government and maritime boards in Raigad district are making efforts tourist arrivals. Although many tourist centres remain unexploited or developed without blue-print. The present study has much potential to attract experts from different fields like planning, administration, tourism and hospitality as well as economists and geographers for further study to prepare plans for sustainable tourism development in study region. The various stakeholders require to implement such plans and to create awareness among local residents who can adjust to the pros and cons of tourism in study region. Thus, there is a strong possibility that this study can be considered as a milestone and point of reference in tourism studies by stakeholders leading to a healthy growth and development of tourism in study region.

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APPENDIX-A

Foreign Tourist Arrivals and Foreign Exchange Earnings from Tourism in India

A) Foreign Tourist Arrivals (Nos.)

Months	Foreign Tourist Arrivals (Nos.)			Percentage Change	
	2010	2011 ®	2012 @	2010/11	2011/12
January	5,68,719	6,22,713	6,81,282	9.5%	9.4%
February	5,52,152	6,27,719	6,77,472	13.7%	7.9%
March	5,12,152	5,36,613	6,22,668	4.6%	16.3%
April	3,71,956	4,46,511	4,52,239	20.0%	1.3%
May	3,32,087	3,83,439	3,71,678	15.5%	-3.1%
June	3,84,642	4,05,464	4,32,128	5.4%	6.6%
July	4,66,715	4,75,544	5,24,644	1.9%	10.3%
August	4,22,173	4,28,490	4,56,662	1.5%	6.3%
September	3,69,821	4,17,478	4,14,859	12.9%	-0.6%
October	5,07,093	5,59,641	5,76,382	10.4%	3.0%
November	6,08,178	6,69,767	6,89,613	10.1%	3.0%
December	6,80,004	7,36,843	7,49,701	8.4%	1.7%
Total	57,75,692	63,09,222	66,48,318	9.2%	5.4%

B) Foreign Exchange Earnings (in Rs. Crore)

Months	Foreign Exchange Earnings			Percentage Change	
	2010 #	2011 #	2012 #	2010/11	2011/12
January	5,593	5,777	8,623	3.3%	49.3%
February	6,646	7,653	8,502	15.2%	11.1%
March	5,507	5,522	7,843	0.3%	42.0%
April	4,518	5,724	6,745	26.7%	17.8%
May	4,358	5,047	5,562	15.8%	10.2%
June	4,751	5,440	6,485	14.5%	19.2%
July	5,444	7,116	8,389	30.7%	17.9%
August	4,620	5,734	7,260	24.1%	26.6%
September	4,678	5,748	6,652	22.9%	15.7%
October	5,219	7,019	8,154	34.5%	16.2%
November	6,516	7,941	9,723	21.9%	22.4%
December	7,039	8,870	10,549	26.0%	18.9%
Total	64,889	77,591	94,487	19.6%	21.8%

Source : Govt. of India, India Tourism Statistics, 2012

APPENDIX-B

Arrivals of Tourists in Maharashtra State

Years	Domestic Tourist	Foreign Tourist	Percent Share by Domestic	Percent Share by Foreign
2001	8479695	915399	3.58	16.83
2002	9802527	768935	2.65	14.90
2003	11272906	986544	3.64	14.68
2004	13392212	1218382	3.70	14.70
2005	14329667	1449875	3.7	14.6
2006	16880348	1712302	8.7	14.6
2007	19226716	1928052	3.6 (7)	14.6 7 (2)
2008	20553360	2056913	3.7 (6)	14.6 6(2)
2009	30628394	2426362	3.7 (6)	15.6 (2)
2010	48465492	5083126	635 (4)	28.5 (1)

Source : India Tourism Statistics, 2001 to 2011

APPENDIX-C

Questionnaire for Tourists

(View of Tourist about Infrastructural Facilities and Management.)

Part – I : General Information

(1) Name : _____

(2) Education : Illiterate ☐ H.S.C. ☐ Graduate ☐
Post Graduate ☐ Diploma ☐ Others ☐

(3) Age : ☐ Years.

(4) Sex : Male ☐ Female ☐

(5) Origin Place : District ☐ State ☐ Country ☐

(6) Occupation : _____

(7) Monthly Income : _____

(8) Purpose of Visit : Pleasure ☐ Spirit ☐ Educational ☐ Business ☐
Personal ☐ VFR ☐ Others ☐

(9) Religion : _____

(10) Mode of Travels : One Vehicle ☐ Private Bus ☐
Rental Taxi ☐ Train ☐ Others ☐

(11) Length of Stay : ☐ Days ☐ Week

(12) Choice of Accommodation : SFR ☐ Hotels ☐ Lodge ☐ Guest House
Tourists Resorts ☐ Other ☐

(13) Expenditure : Travel ☐ Accommodation ☐ Food ☐ Others ☐

(14) Source of Inspiration : SFR ☐ Self Induce ☐ Previous Experience ☐
Internet ☐ Advertisement ☐ Others ☐

(15) Frequency of Visit : First ☐ Second ☐ Third ☐ Fourth ☐
Fifth time and more

Part-II : View of Tourist about the Infrastructural Facilities and Services.

S. No.	Attribute	Excellent	Good	Satisfactory	Unsatisfactory
1	Accommodation				
2	Transportation				
3	Food Quality				
4	Sight Seeing				
5	Behavior of Local People				
6	Horse Riding/ Boating				
7	Safety and Security				
8	Entertainment				
9	Other				

APPENDIX-D

Questionnaire to Residents Assessment of Economic Impact

Name : _____

Education : Illiterate _____ H.S.C. _____ Graduate _____

Post Graduate _____ Diploma _____ Others _____

Sex : Male _____ Female _____ Age _____ Years.

Income : _____ Occupation : _____

-1 = Disagree, -2 = Moderately Disagree, -3 = Strongly Disagree, 0 = No Response,

+1 = Agree, +2 = Moderately Agree, +3 = Completely Agree.

Sr. No.	Indicators of Positive Impacts	Response of Residents						
1	Increase in the Income of Residents	-3	-2	-1	0	1	2	3
2	Develops Scope for Shopping							
3	Tourism Creates More Jobs							
4	Increase of Real Estate Cost							
5	Stimulate Demand for Local Products							
6	Improvement of Infrastructure							
7	Leads to Regional Development							
8	Fund Mobilization							
9	Enhance Enterprises							
10	Rental Houses as a Source of Income							
11	Demand for Female Labours							
12	Increase in Local Revenue							
13	Increase in Demand for Srecond Home							
14	Leads to Urbanization							
15	Increase Labour Wages							
16	Attract more Investment							
17	Creation of New Entertainment Facilities							
18	Improve Economic Environment							
	Indicators of Negative Impacts							
19	Non Availability of Land for Housing							
20	Hike in Prices of Goods and Services							
21	Scarcities of Essential Goods							
22	Scarcities of Basic Goods in Peak Season							
23	Increasing in Seasonal Dependency							
24	Increase in Various Taxes							
25	Increase Month Expenditure							
26	Growth in Illegal Rental Houses							
27	Increase in Illegal Eating Houses							
28	Commercialization of Activities							

APPENDIX-E

Questionnaire for Residents Assessment of Socio-cultural Impact

Name : _____

Education : Illiterate _____ H.S.C. _____ Graduate _____

Post Graduate _____ Diploma _____ Others _____

Sex : Male _____ Female _____ Age _____ Years.

Income : _____ Occupation : _____

-1 = Disagree, -2 = Moderately Disagree, -3 = Strongly Disagree, 0 = No Response,

+1 = Agree, +2 = Moderately Agree, +3 = Completely Agree.

Sr. No.	Indicators of Positive Impacts	Response of Residents						
1	Active participation of local towards the facilities of tourists	-3	-2	-1	0	1	2	3
2	Increased Communication							
3	Change in Occupation Structure							
4	Awareness Towards Preservation of Cultural Heritage							
5	Encourages Brotherhood							
6	Rediscovery of Tradition							
7	Responsible for Culture Exchange							
8	Preserves Art and History							
9	Encourages Education and Training							
	Indicators of Negative Impacts							
10	Change in Settlement Patterns							
11	Stress on Public Utility Services							
12	Commercialization of Tradition & Customs							
13	Increase in Mental Stress							
14	Change in Interest							
15	Westernization of Culture							
16	Stress on Police and Security Persons							
17	Tourist Host Conflicts							
18	Threatening to Community Fabric and Values							
19	Increase in the Activities of Drug Abuse							
20	Leads to Pedophilias and Gambling							
21	Growth in activities of Prostitution							
22	Leads to Pedophilias and Rave Parties							
23	Increase in Crime							
24	Increasing Number of Beggars							
25	Increases Xenophobia							
26	Spread of Epidemic and HIV							
27	Break Down in Family Cohesion							
28	Disturb Religious Practice							

APPENDIX-F

Questionnaire for Residents for Assessment of Environmental Impact

Name and Designation : _____

Educational Qualification : _____

Sex : Male _____ Female _____

Marital Status : Married _____ Unmarried _____ Age _____ Years.

Income : _____ Occupation : _____

-1 = Disagree, -2 = Moderately Disagree, -3 = Strongly Disagree, 0 = No Response,

+1 = Agree, +2 = Moderately Agree, +3 = Completely Agree.

Sr. No.	Indicators	Response of Residents						
		-3	-2	-1	0	1	2	3
	Indicators of Positive Environmental Impact							
1	Smoke Free Industry							
2	Prevent Ecological Damages							
3	Increase Environmental Awareness							
4	Increase Environmental Protection							
5	Quality and Supply of Fresh Water							
6	Leads Social Forestry							
7	Use of Eco-friendly Technology							
8	Incentives for Conservation of Natural Resources							
9	Improvement of the Area's Appearance							
10	Provide Basis for Agro-tourism							
	Indicators of Negative Environmental Impact							
11	Pervasive Road Condition							
12	Water Shortage							
13	Strain on Public Utility Services							
14	Distraction and Extinction of Some Species							
15	Shops Railing on Roads							
16	Degradation of Forests							
17	Loss of Open Spaces							
18	Freely Moving Cattle's							
19	Stain on Entertainment Facilities							
20	Air, Noise and Water Pollution							
21	Problem of Littering and Dirtiness							
22	Problem of Sewage Disposal and Sock Pits							
23	Overcrowding and Traffic Jams							
24	Development of Slums							
25	Degradation of Landscape							
26	Landslide and Rock Fail							
27	Change in Land Cover of Orchards							
28	Need of Separate Parking Facilities							

APPENDIX-G

Questionnaire for Enterprises

Part – A : General Information

1 Name of Owner/Manager : _____

2 Sex : Male Female

3 Age : Years

4 Educational Qualification : _____

5 Marital Status : Married Unmarried

6 Length of residence : Life Long 20 years + Less than 10 years

7 Position of respondents : Owner Manager

8 Work Experience : Years

Part – B : Regarding Enterprises

9 Name of Enterprises or Hotel : _____

10 Year of Starting : _____

11 No, of Rooms : Total A/c Non A/c

12 Bed Capacity : _____

13 Category awarded to AES' : 5* 4* 3* 2* Other

14 Source of Capital use by Enterprises for Starting up

Own Saving Interitance Bank Loan Private Loan

15 No. of Workers : Total Male Female

16 Educational Qualification of Workers (Please mention numbers)

Primary High School Degree Post Graduate Other

17 Do you face shortage of Labour : Yes No

18 Variance in AEs' Room rates

Peak Season	Low Season
Less than 1000	Less than 500
1000 to 2000	500 to 1000
2000 to 3000	1000 to 1500
3000 to 4000	1500 to 2000
4000 to 5000	2000 to 2500
Above 5000	Above 2500

19 Please mention occupancy rate

a) Peak Season : Very High High Average Low

b) Low Season : Very High High Average Low Very Low

20 Do you satisfied from businesses' income

Very Little Little Average Much Very Much

21 If dissatisfied, please tick on specific reasons.

1) Low spending power tourist
2) High Competition
3) Low Prices
4) Low Demand
5) High Cost
6) Others

22 Any specific problem faced by your enterprises.

1) _____
2) _____
3) _____

23 Any specific suggestion

1) _____
2) _____
3) _____
4) _____

APPENDIX–H

Hotels Facilities Available at Selected Tourist Centres

1	Anand Vikas	Janjira Gust Park
2	Mayuresh Hotel	Paresh Hotel
3	Holiday Camp Canteen (MTDC)	Siddhi Coldrinks
4	Raigad Hotel	Annapurna Bhojan Gruha
5	Shaks	Prakash Bhuwan
6	Samadhan Hotel	Jaibharat Hotel
7	Amrai	Swayam Siddhi Bhojan Gruha
8	Manoranjan Vishranti Graha	Tadimadi Shap
9	Jaishrikrishna Hotel	Vinayak Hotel
10	Jai Hanuman Sweet Mart	Prasad Coldrinks House
11	Jai Hanuman Hotel	Lokmanya Vishranti Graha
12	Sagar Hotel	Hotel Pancharatna
13	Lucky Coldrinks	Seashore Line
14	Guru Prasad-Bar	Hotel Alspen
15	H j Nara Hotel	Sisel Hotel
16	Nirmal Modi Kendra	Sahara Hotel
17	Chaya Vishranti	Canteen Bording
18	Raja Aaya	Hotel Sea Face
19	Murud Janjira Beach (Samudra Kinara)	
20	Asara Hotel, Near S.T. Stand	Bengalore Bakery
21	Guruji Hotel, Near Samudra Kinara	Hotel Neerandra
22	Vyankatesh Bhavan, Bajar Peth	Neelema
23	Dwarka Hotal, Near Arban Bank	Sumangal
24	Nityanand Hotel, Bear Bhaji Market, Alibag	Sukhasagar
25	Ashirwad Khanawal, Near Shivaji Circle	Sneha Lodge & Hotel
26	Lokseva Hotel, Near S. T. Stand	Shalimar Hotel
27	Nityanand Hotel, Behaind Arunkumar School	Big Splash Hotel
28	S.T. Canteen, S. T. Depo., Alibag	Ravikumar Hotel
29	Shriprasad Restaurant, Revadanda Road	Hotel Kamat
30	Karishma Hotel, Jihla Parishad, Alibag	Hotel Seema Garden
31	Fulora Hotel, Near S. T. Stand[Alibag	Hotel Kuber
32	Sainath Hotel, Near Raigad Bazar	Yesh Park Hotel
33	Sudarshan Hotel, Near Istrail Ali	Jai Bhavani Hotel
34	Anirudha Hotel, Near Collector Office	Hotel Delhi Darbar

35	Ashoka Hotel, Near S. T. Stand	Hotel Shriman
36	Tulsi Hotel, Near S. T. Stand	Hotel Natraj
37	Sagun Hotel, Near Vadhshala	Hotel Alankar
38	Sumangal Hotel, P.N.P. Nagar	Hotel Dawat
39	Avahdooth Hotel, P.N.P. Nagar	Hotel Welcome
40	Beach Front, Samudra Kinara, Alibag	Hotel Nisarga
41	Sukhsagar Hotel, Ambedkar Chowk	Hotel Harjeet
42	Purohit Hotel, Bazar Peth, Alibag	Hotel Vaibhav
43	Rajashtani Hotel, Karve Road, Alibag	Hotel Aspara
44	Shrikrishna Khanawal, Thikrul Naka	Hotel Vihar
45	Patil Khanawal, Gharat Ali	Hotel Saitej
46	Ganesh Bhojanalaya, shivaji Chowk, Alibag	Hotel Shrisas
47	Sudharkar Boarding, Near Angre Samathi	Hotel Manisha
48	Sanman Hotel, Istrail Ali, Alibag	Hotel Sujal Palace
49	Patanga Hotel, Revdanda Road, Alibag	New Janseva Hotel
50	Meera Madhav, Near S. T. Stand, Alibag	Navnath Hotel
51	Akshay Hotel, Revdanda Road, Alibag	Hotel Amrapali
52	Ramakant Hotel, Near S. T. Stand	Hotel Samruddhi
53	Lilak (Pushpak) Hotel, Near N. P. Garden	Sangeeta Sweet Mart
54	Ruchitarang Hotel, Near N. P. Garden	Hotel Anand
55	C. U. Hotel, Samudra Kinara, Alibag	Hotel Rajwadkar
56	Sunglow Hotel, Samudra Kinara, Alibag	Hotel Laxminarayan
57	Amrai Hotel, Near Vedhshala	Hotel Janseva
58	Sun & Sea Hotel, Neat Court, Alibag	Hoel Raj
59	Adarsha Hotel, Near S. T. Stand	Hotel Chhaya
60	Bhushan Hotel, Ramnath Road, Alibag	Partye Upahar Graha
61	Anand Vihar, Near Post Office	Partye Bear Bar
62	Sai Palace, Near Post Office	Karmarkar Snacks Center
63	Swad Hotel, Near Collector Office	Hotel Gharwal Juna Post
64	Rasraj Restaurant, Near Mahesh Chitra Mandir	Swami Sweet Mart
65	Mayur Bakery, Collector Road	Hotel Saidutta
66	New Navnath Hotel –Near Apsara	Hotel Ashirwad
67	Sangam Bhal (Uday Footankar)	Hotel Gharcool
68	Hotel Chyanise, Liance Club	Aahar Restaurant
69	Raigad Fort	Raigad Beach
70	Avachid gad	Mandavi
71	Kulaba/Pan Cot	Kihim

72	Hiracot/ Sarjeoote	Alibag
73	Kamla	Akshi-Nagaon
74	Kangori	Kashid
75	Chandragad	Nandagaon
76	Padamdurg	Murud-Janjira
77	Vaishramgad	Shrivardhan
78	Kotaligad	Harihareshwar
79	Jaidurg	Pachadchacot
80	Khublacha	Ramgad
81	Sagargad	Lingana
82	Jangira	Shivthar
83	Chanderi	Sankshicha Killa
84	Dhak	Sudhagad/ Sarasgad

Source : Field Survey, 2013.

APPENDIX–I

Time-Table for Launch/Catemaran Alibag To Mandwa

Sr. No.	Launch/ Kyatemran	Alibag-Mandwa Bus	Mandva Departure	Mumbai Departure
1	Ajanta	6.45	7.30	6.15
2	Ajanta	7.45	8.30	7.15
3	PNP	8.15	9.05	8.15
4	Maldar	8.45	9.30	8.30
5	Ajanta	9.45	10.30	9.15
6	PNP	10.15	11.05	10.15
7	Ajanta	10.30	11.15	10.00
8	Ajanta	12.00	12.45	11.30
9	Maldar	11.00	11.45	10.45
10	Ajanta	12.15	13.05	12.15
11	PNP	13.00	13.45	12.30
12	Maldar	13.30	14.15	13.15
13	Ajanta	14.30	15.15	14.00
14	PNP (Only Sunday)			15.00
15	Ajanta	15.30	16.15	15.00
16	Maldar	15.45	16.30	15.30
17	Ajanta	16.30	17.15	16.00
18	PNP	16.15	17.05	16.15
19	Ajanta	17.30	18.15	17.00
20	Maldar	18.00	18.45	17.45
21	Ajanta	18.00	18.45	17.30
22	PNP	18.30	19.30	18.30

Source : Ticket Centers of Catemaran

APPENDIX-J

Time-Table of Ferry and Lanches to Mumbai (Bhaucha Dhakka)

S. No.	Mumbai to Revas	Revas to Mumbai	S. No.	Mumbai to Revas	Revas to Mumbai
1	6.00	7.45	7	12.15	14.00
2	6.45	8.30	8	13.30	15.15
3	7.30	9.15	9	14.30	16.15
4	8.30	10.15	10	15.30	17.15
5	9.45	11.30	11	16.30	18.15
6	11.00	12.45	12	17.30	19.15

Source : Revas Ferry and Lanches begin place is known as Bhaucha Dhakka.

APPENDIX-K

Travel Agency in Alibag District, 2011

Sr. No.	Travel Agency	Name of Place	Sr. No.	Travel Agency	Name of Place
1	Akshad	Chendre (Alibag)	17	Nikhil	Alibag
2	Arya	Shribag	18	Onkar	Vidyanagar
3	Diksha	Shribag	19	Pallavi	Vidyanagar
4	Dwarka	Alibag	20	Poonam	Nagaon
5	Ganraj	Nagaon	21	Riya	Alibag
6	Gharat	Chendhare	22	Sahara	Alibag
7	Herambha	Vidyanagar	23	Sanidhya	Chaul
8	Kavita	Vidyanagar	24	Sairaj	Alibag
9	Kunal	Vidyanagar	25	Sai Siddhi	Varsoli
10	Kulswamini	Poinad	26	Shiva	Pimpalbhat
11	Madhumalti	Chondhi	27	Shivalaya	Alibag
12	Mahalaxmi	Alibag	28	Shreyash	Kankeshwar
13	Makarand	Chondhi	29	Shriyog	Alibag
14	Mandar	Alibag	30	Shri Maurya	Varsoli
15	Mauli	Nagaon	31	Sujay	Chendhre
16	Namrata	Vidyanagar	32	Vishwasai	Varsoli

Source : Complited by Researcher.

APPENDIX-L

Tourists Accommodation in and Around Alibag, 2014

S. No.	Name of Hotels, Cottages, Holiday Homes and Year of Establishment	Name of Place
1	Lokseva (1968)	Alibag
2	Sanman (1982)	Alibag
3	Datarwadi (1987)	Kihim
4	Guruji (Holiday Home) (1990)	Alibag
5	Sagar Hotel (1991)	Alibag
6	Sea View Hotel (1992)	Alibag
7	Sanidhya Cottage (1992)	Chaul
8	Sagar Darshan Cottage (1992)	Saswane
9	Yash Prada Holiday Home (1995)	Chaul
10	Jogalekar Cottage (1995)	Awas
11	Kirti Cottage (1998)	Dhakawade
12	Beach Cotton Cottage (2001)	Mandwa
13	Kapewadi Krushi Parywaran (2001)	Nagaon
14	Country Side Farm House (2002)	Mandwa
15	Shatye Farm House (2003)	Akshi
16	Bhatye Farm House (2004)	Kihim
17	Sunanda Cottage (2004)	Nagaon
18	Sagar Shrusti Cottage (2005)	Bhal
19	Savali Huts Farm (2005)	Thal
20	Ghanvatkar Bunglow (2006)	Zirad
21	Anushri Cottage (2006)	Chaul
22	Kalpataru Holiday Home (2007)	Kihim
23	Pahuna Cottage (2007)	Chaul
24	Picnic Spot Yellow House (2008)	Agarsure
25	Atithi Farm House (2008)	Awas
26	Amhi Malvani (Wadi) Krushi Paryarwan (2008)	Dhavar
27	Sukh Sagar Cottage (2008)	Chaul
28	Sea Castle Beach House (2008)	Kihim
29	Sagar Shrusti Beach House (2008)	Nagaon
30	Audumbar Holiday Home (2009)	Nagaon
31	Chirag (2013)	Alibag
32	Sudarshan (2014)	Alibag

Source : Field Survey, 2014.



Photo 1: Railway Station in Matheran


Photo 2: Sunset at Matheran



Photo 3: Valley Crossing in Matheran



Photo 4: Biogas Plant in Matheran



Photo 5: River Crossing in Matheran



Photo 6: Horse Riding in Matheran



Photo 7 : Vishwashanti Buddha Vihar in Alibag



Photo 8 : Kolaba Island Fort in Alibag



Photo 9 : Sea Beach at Alibag



Photo 10 : Koli Youth Performing Folk Dance at Sea Beach at Alibag



Photo 11: Sunset on Sea Beach at Alibag



Photo 12: Weather Forecasting Observatory at Alibag



Photo 13: Janjira Fort and Rajapuri Village



Photo 14: Rajapuri Harbour at Rajapuri



Photo 15: Janjira Fort View at Janjira



Photo 16: Nawab Palace at Murud



Photo 17: Sunset at Sea Beach in Murud



Photo 18: Murud Beach near Koliwada



Photo 19 : Chhatrapati Shivaji Maharaj Statue at Raigad



Photo 20 : Market View on Raigad Fort



Photo 21 : Chavdar Lake at Mahad



Photo 22 : Krantistambha at Mahad



Photo 23 : Dr. Babasaheb Ambedakar Smarak at Mahad



Photo 24 : Dr. Babasaheb Ambedakar Smarak at Mahad

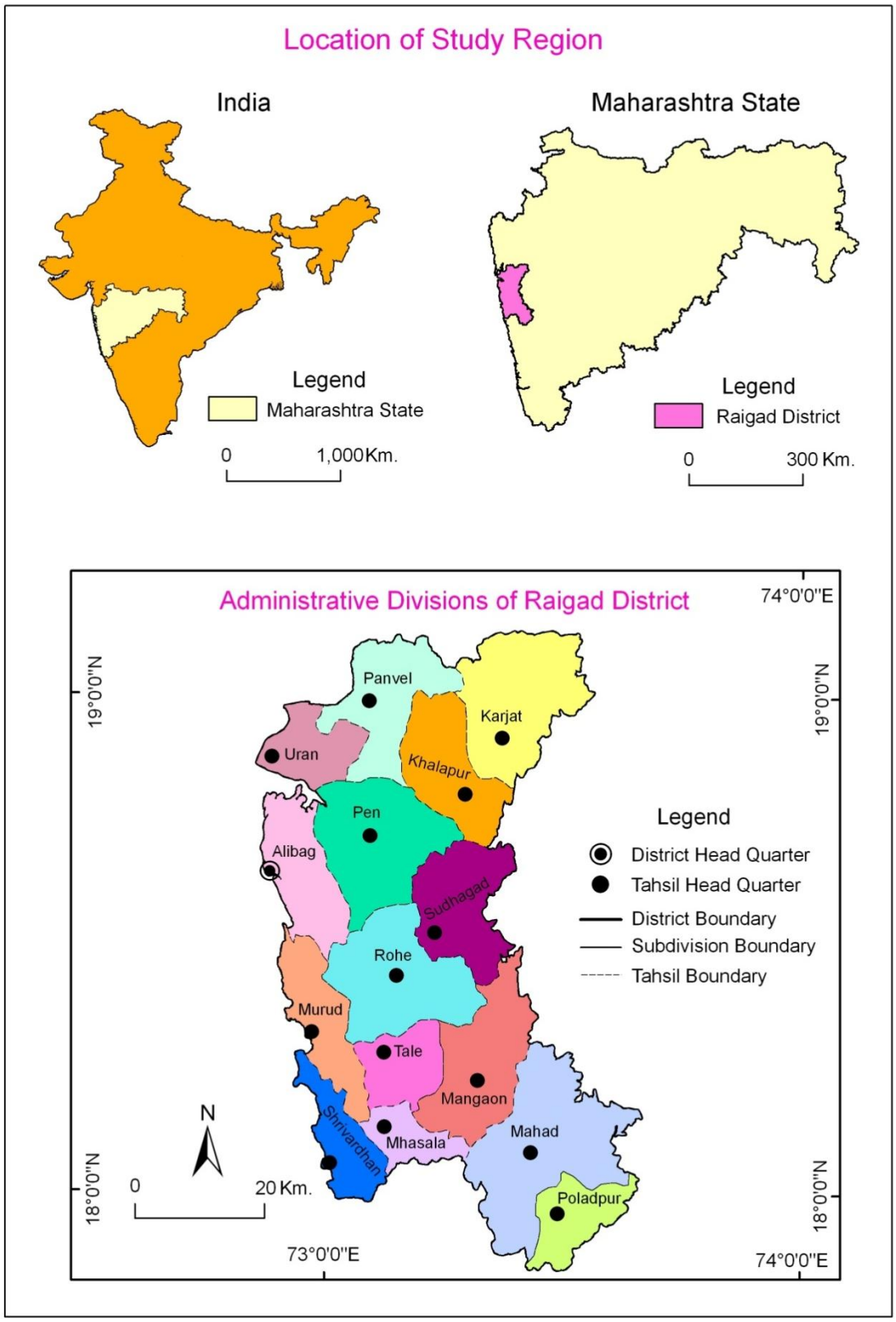

Location of Study Region
India
Legend
Maharashtra State
0
1,000Km.
Maharashtra State
Legend
Raigad District
0
300 Km.
Administrative Divisions of Raigad District
74°0'0"E
19°0'0"N
18°0'0"N
73°0'0"E
Panvel
Karjat
Uran
Khalapur
Pen
Alibag
Sudhagad
Rohe
Murud
Tale
Mangaon
Shrivardhan
Mhasala
Mahad
Poladpur
Legend
District Head Quarter
Tahsil Head Quarter
District Boundary
Subdivision Boundary
Tahsil Boundary
N
0
20 Km.

Fig. 1.1

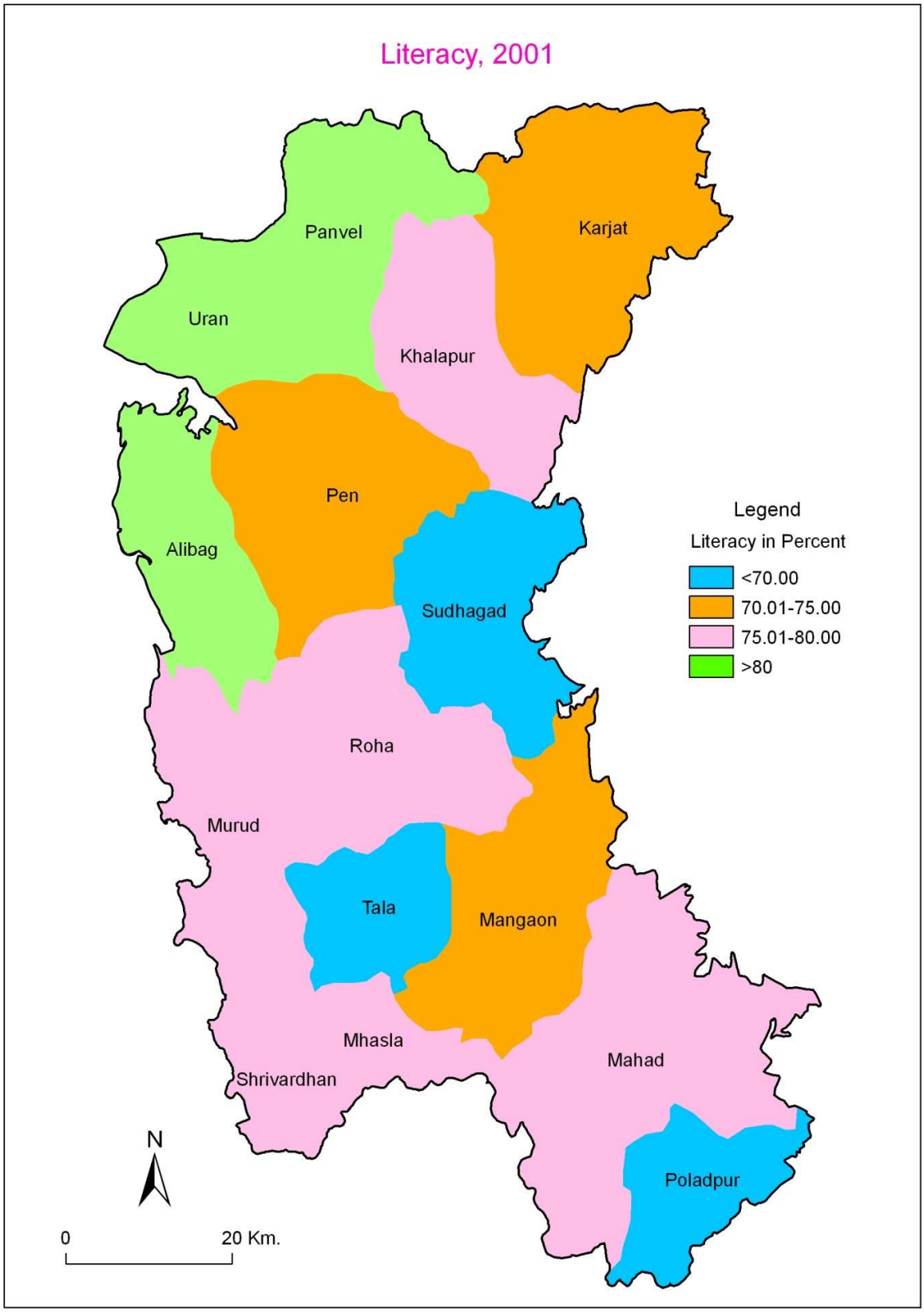

Literacy, 2001
Panvel
Karjat
Uran
Khalapur
Pen
Alibag
Sudhagad
Roha
Murud
Tala
Mangaon
Mhasla
Shrivardhan
Mahad
Poladpur
Legend
Literacy in Percent
<70.00
70.01-75.00
75.01-80.00
>80
N
0
20 Km.

Fig. 2.10

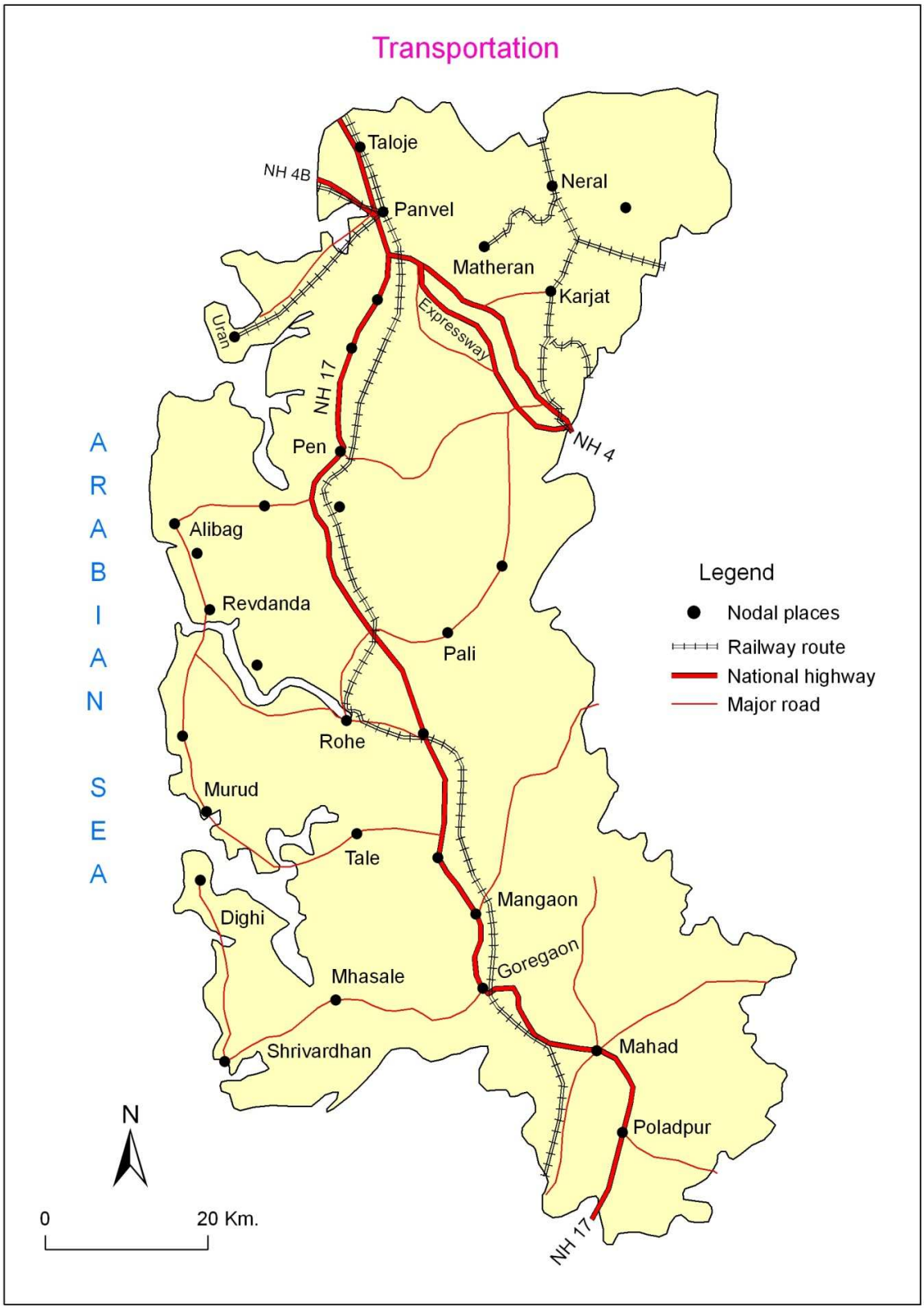

Transportation
Taloje
NH 4B
Panvel
Neral
Matheran
Karjat
Uran
Expressway
NH 17
NH 4
Pen
ARABIAN SEA
Alibag
Revdanda
Pali
Rohe
Murud
Tale
Mangaon
Dighi
Goregaon
Mhasale
Shrivardhan
Mahad
Poladpur
NH 17
Legend
Nodal places
Railway route
National highway
Major road
N
0
20 Km.

Fig. 2.11

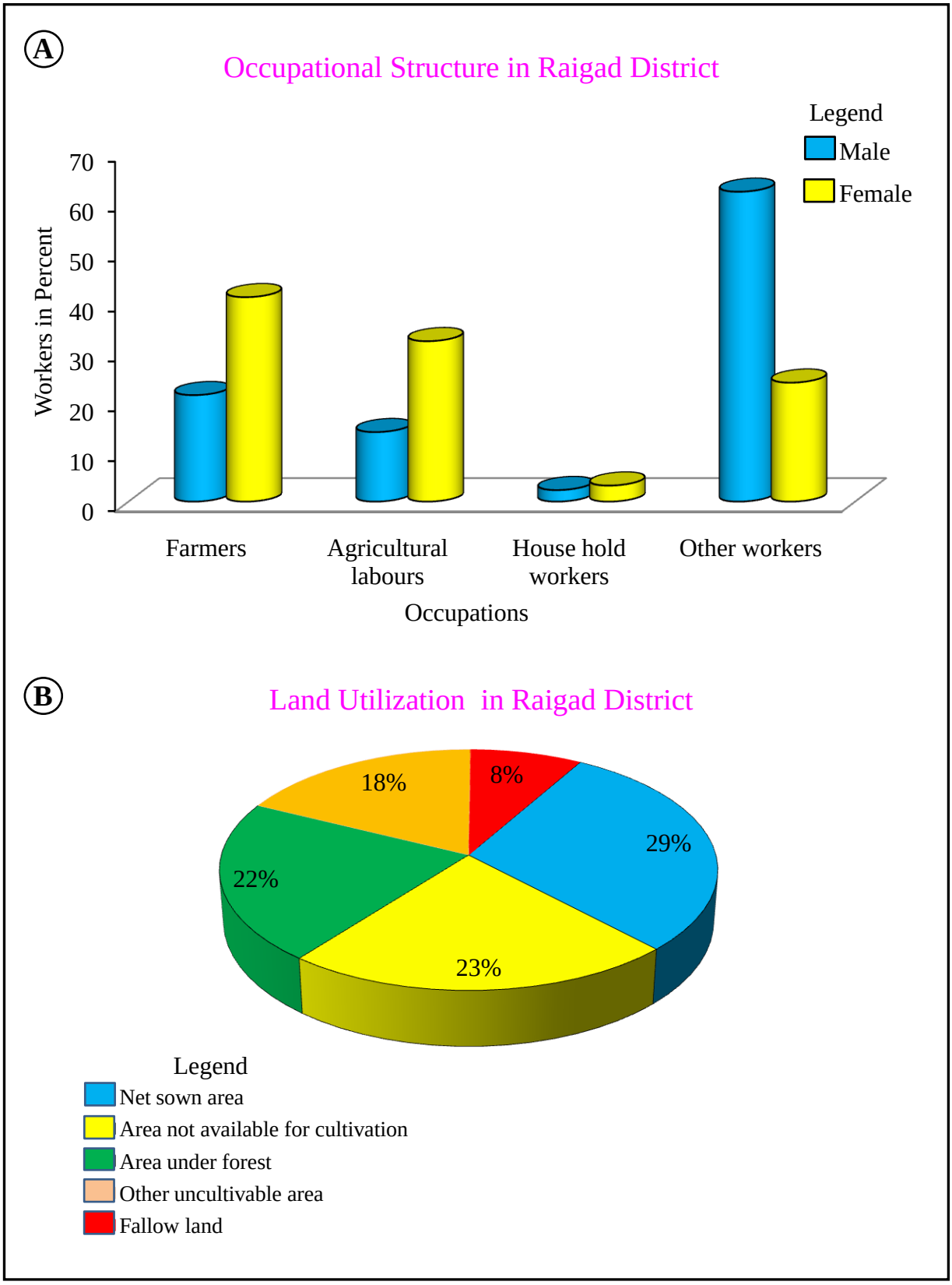

A
Occupational Structure in Raigad District
Legend
Male
Female
Workers in Percent
70
60
50
40
30
20
10
0
Farmers
Agricultural labours
House hold workers
Other workers
Occupations
B
Land Utilization in Raigad District
18%
8%
29%
22%
23%
Legend
Net sown area
Area not available for cultivation
Area under forest
Other uncultivable area
Fallow land

Fig. 2.12

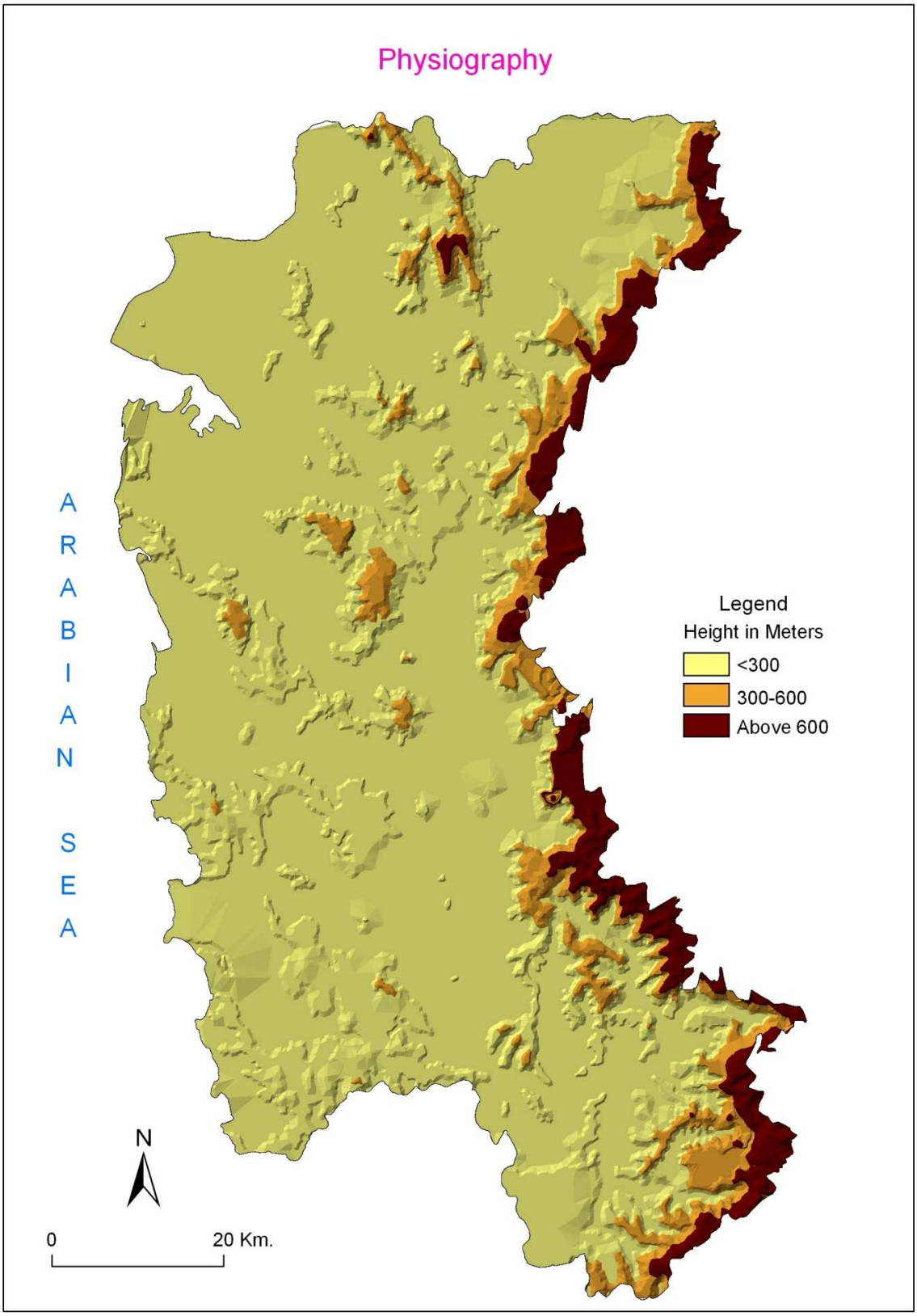

Physiography
ARABIAN SEA
Legend
Height in Meters
<300
300-600
Above 600
N
0
20 Km.

Fig. 2.2

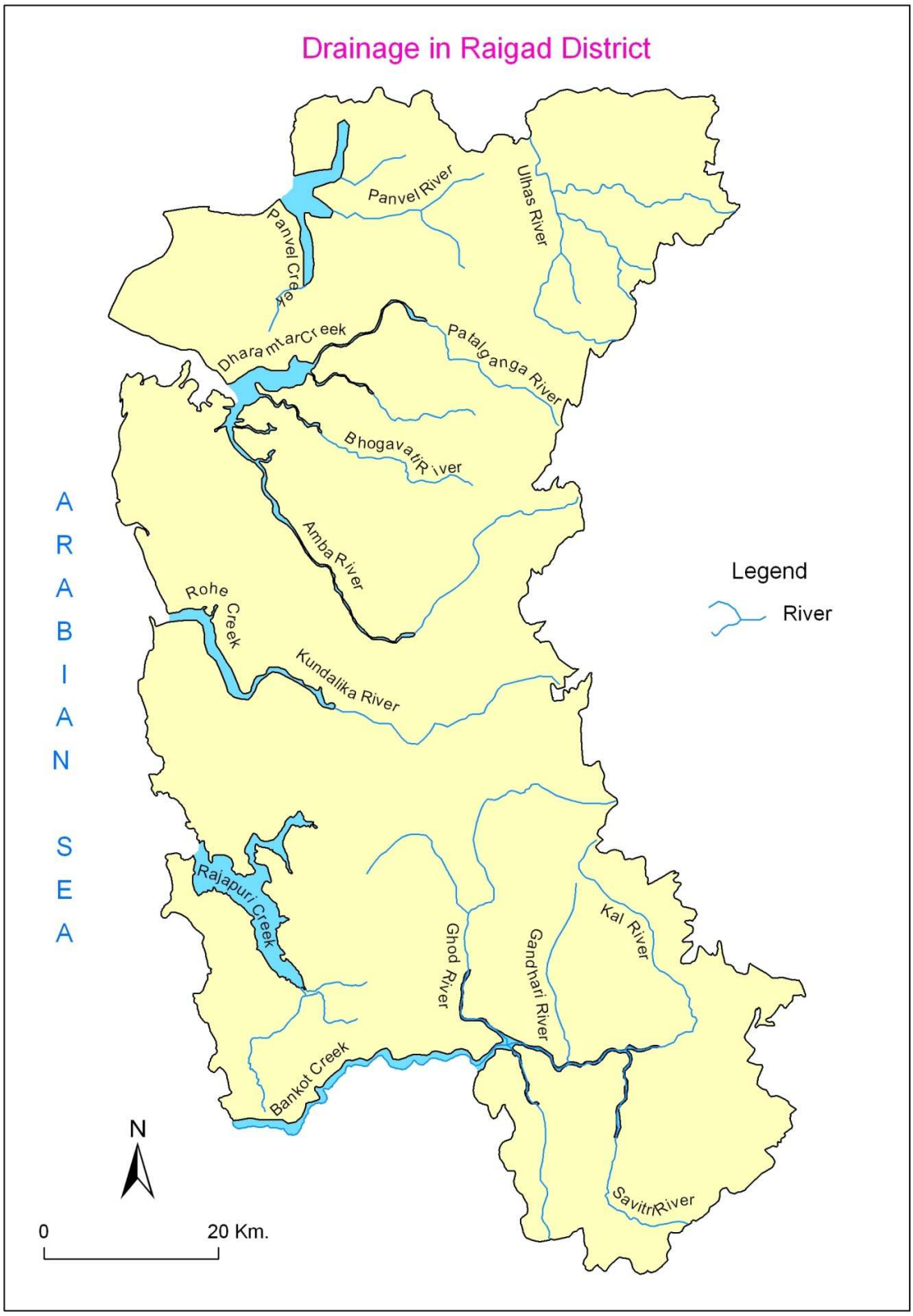

Drainage in Raigad District
Panvel River
Ulhas River
Panvel Creek
Dharamtar Creek
Patalganga River
Bhogavati River
Amba River
Rohe Creek
Kundalika River
Rajapuri Creek
Ghod River
Gandhari River
Kal River
Bankot Creek
Savitri River
ARABIAN SEA
Legend
River
N
0
20 Km.

Fig. 2.3

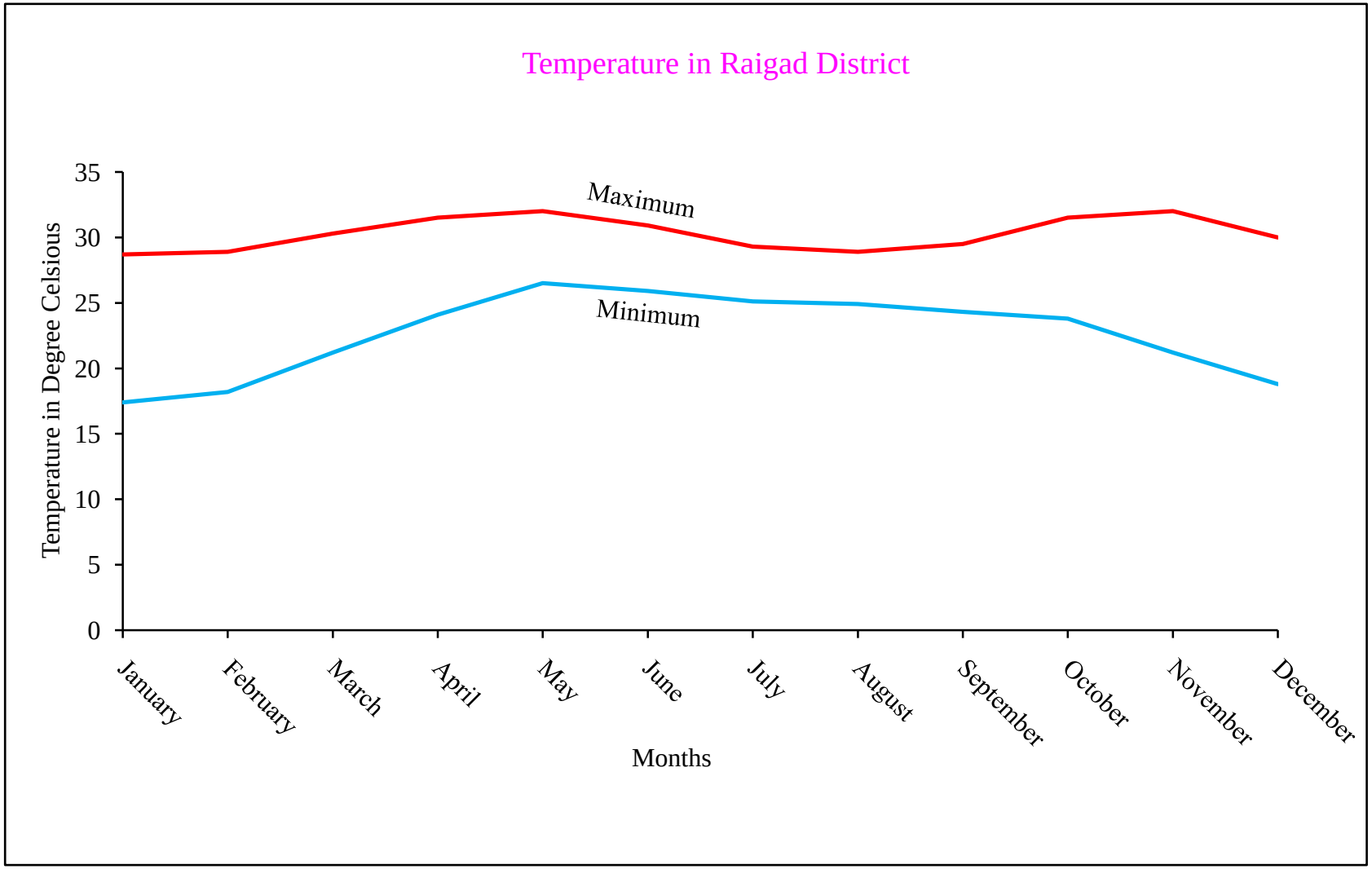

Temperature in Raigad District
Temperature in Degree Celsious
35
30
25
20
15
10
5
0
Maximum
Minimum
January
February
March
April
May
June
July
August
September
October
November
December
Months

Fig. 2.4

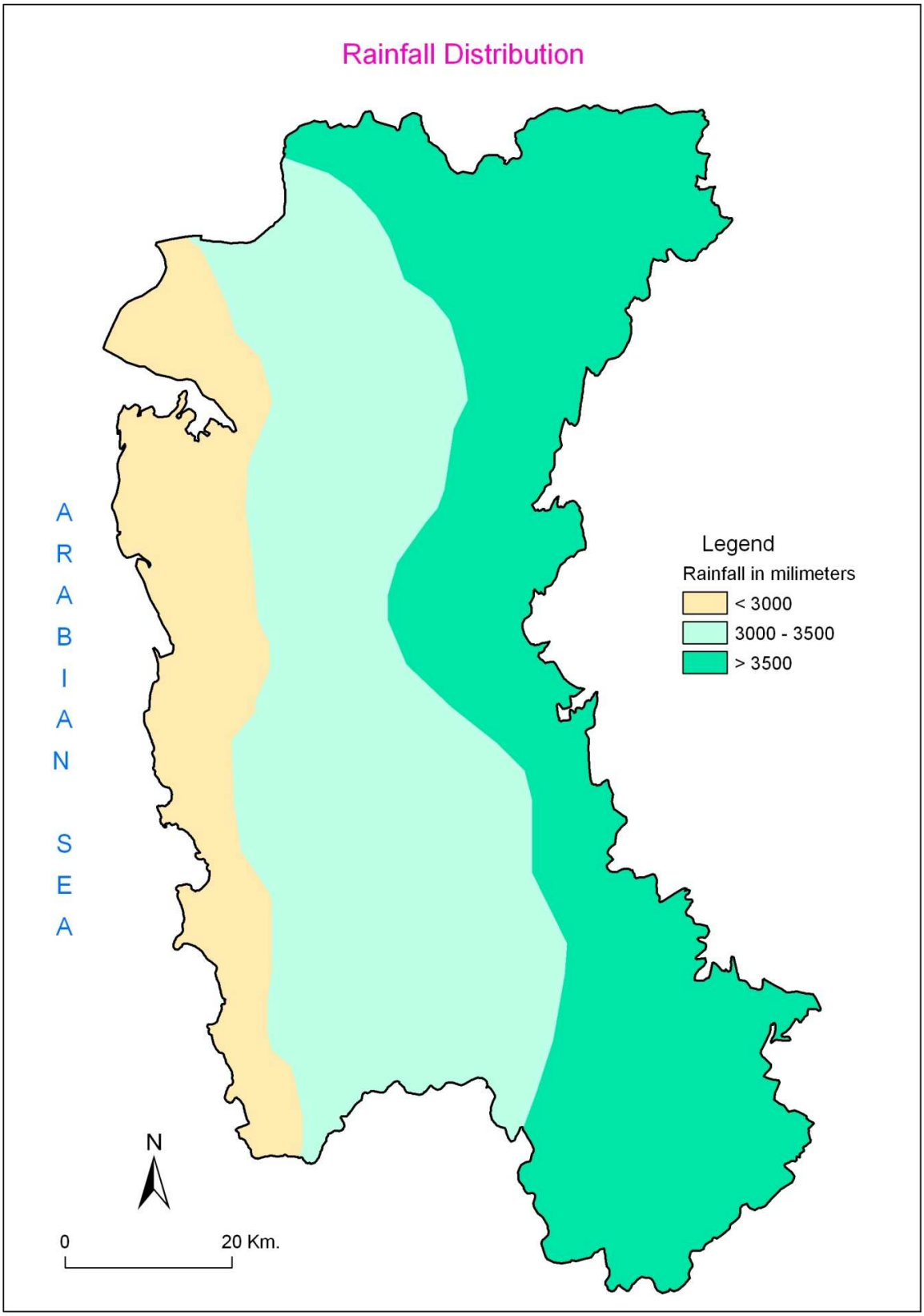

Rainfall Distribution
ARABIAN SEA
Legend
Rainfall in milimeters
< 3000
3000 - 3500
> 3500
N
0
20 Km.

Fig. 2.5

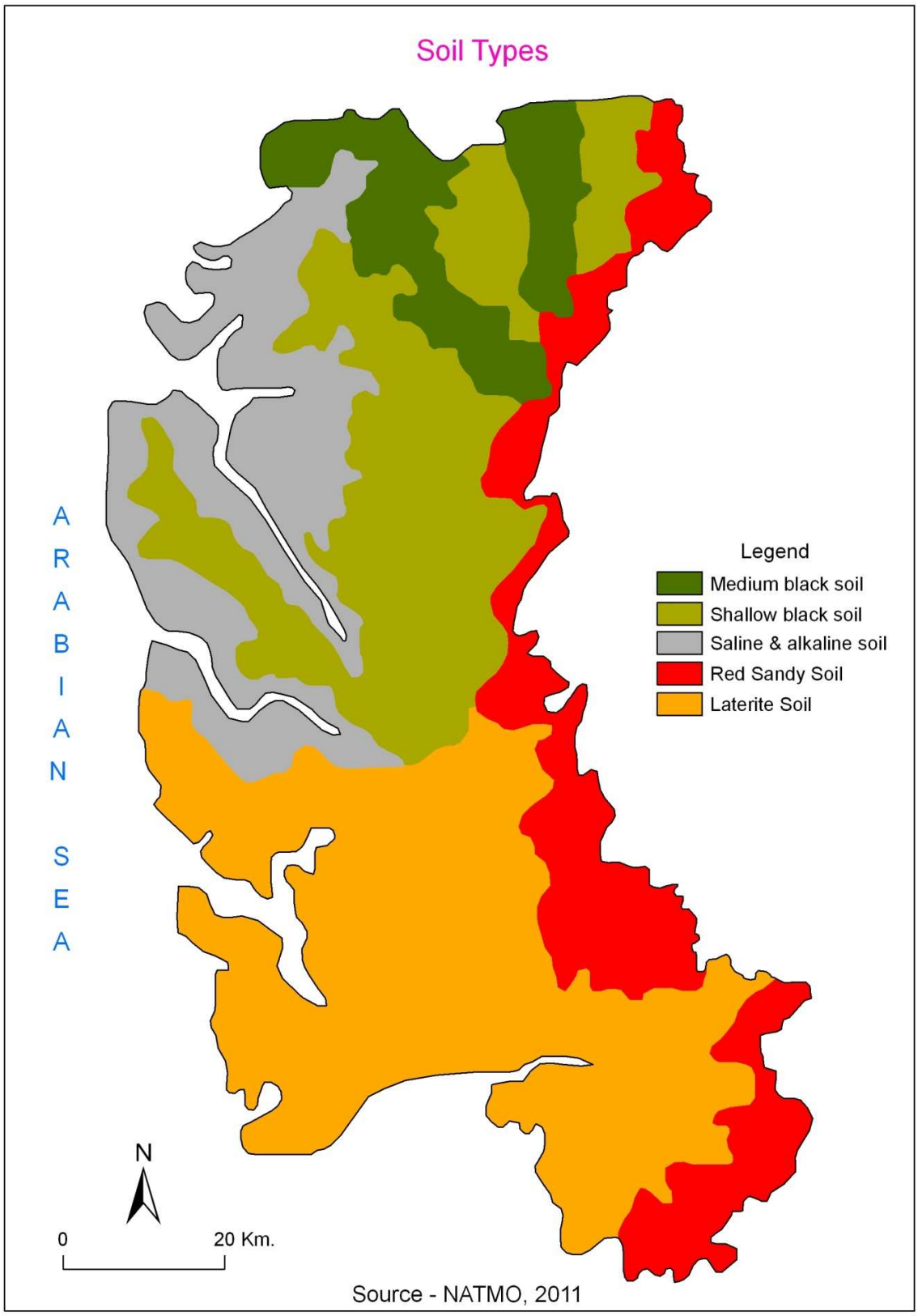

Soil Types
ARABIAN SEA
Legend
Medium black soil
Shallow black soil
Saline & alkaline soil
Red Sandy Soil
Laterite Soil
N
0
20 Km.
Source - NATMO, 2011

Fig. 2.6

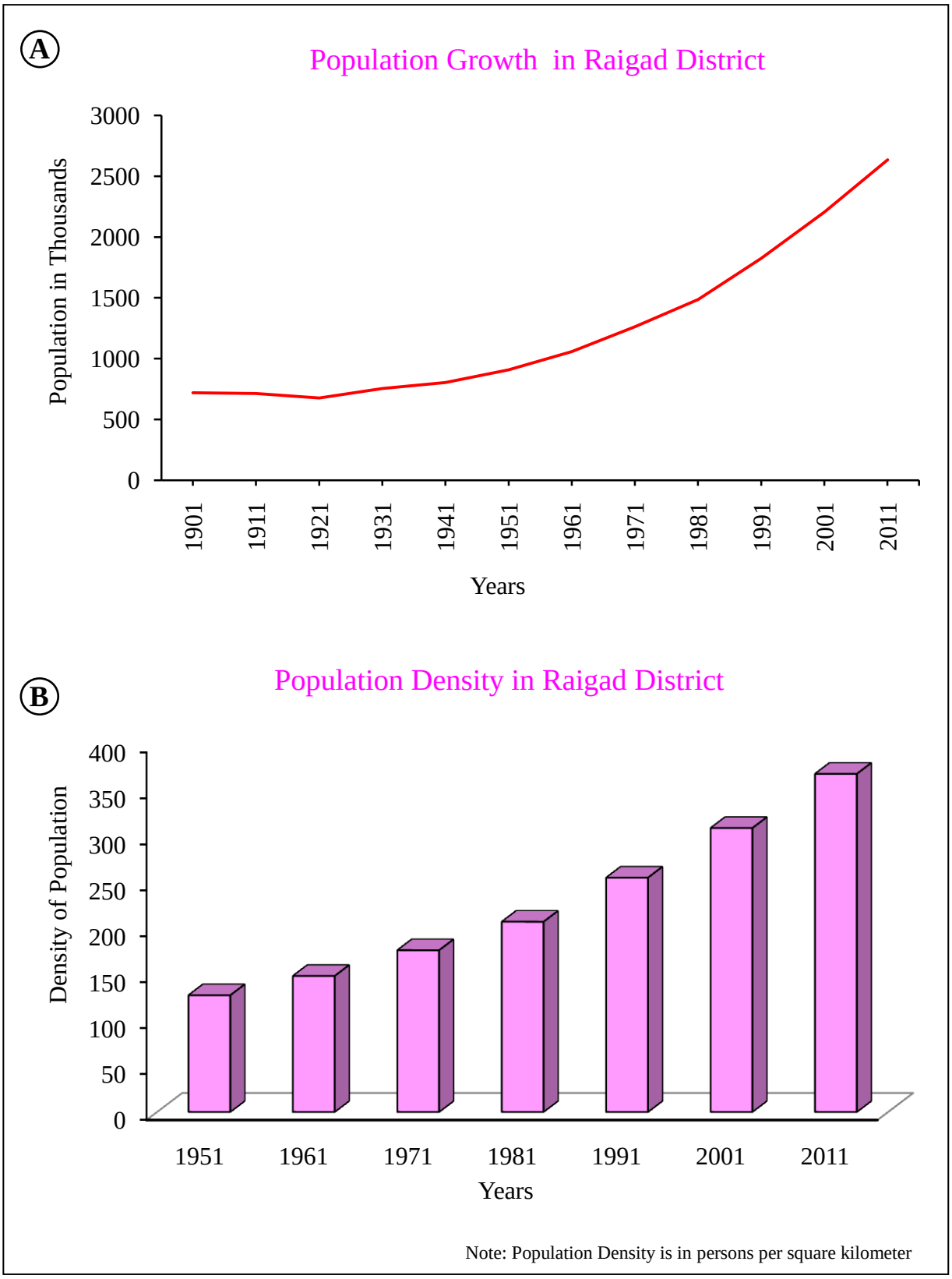

A
Population Growth in Raigad District
Population in Thousands
3000
2500
2000
1500
1000
500
0
1901
1911
1921
1931
1941
1951
1961
1971
1981
1991
2001
2011
Years
B
Population Density in Raigad District
Density of Population
400
350
300
250
200
150
100
50
0
1951
1961
1971
1981
1991
2001
2011
Years
Note: Population Density is in persons per square kilometer

Fig. 2.7

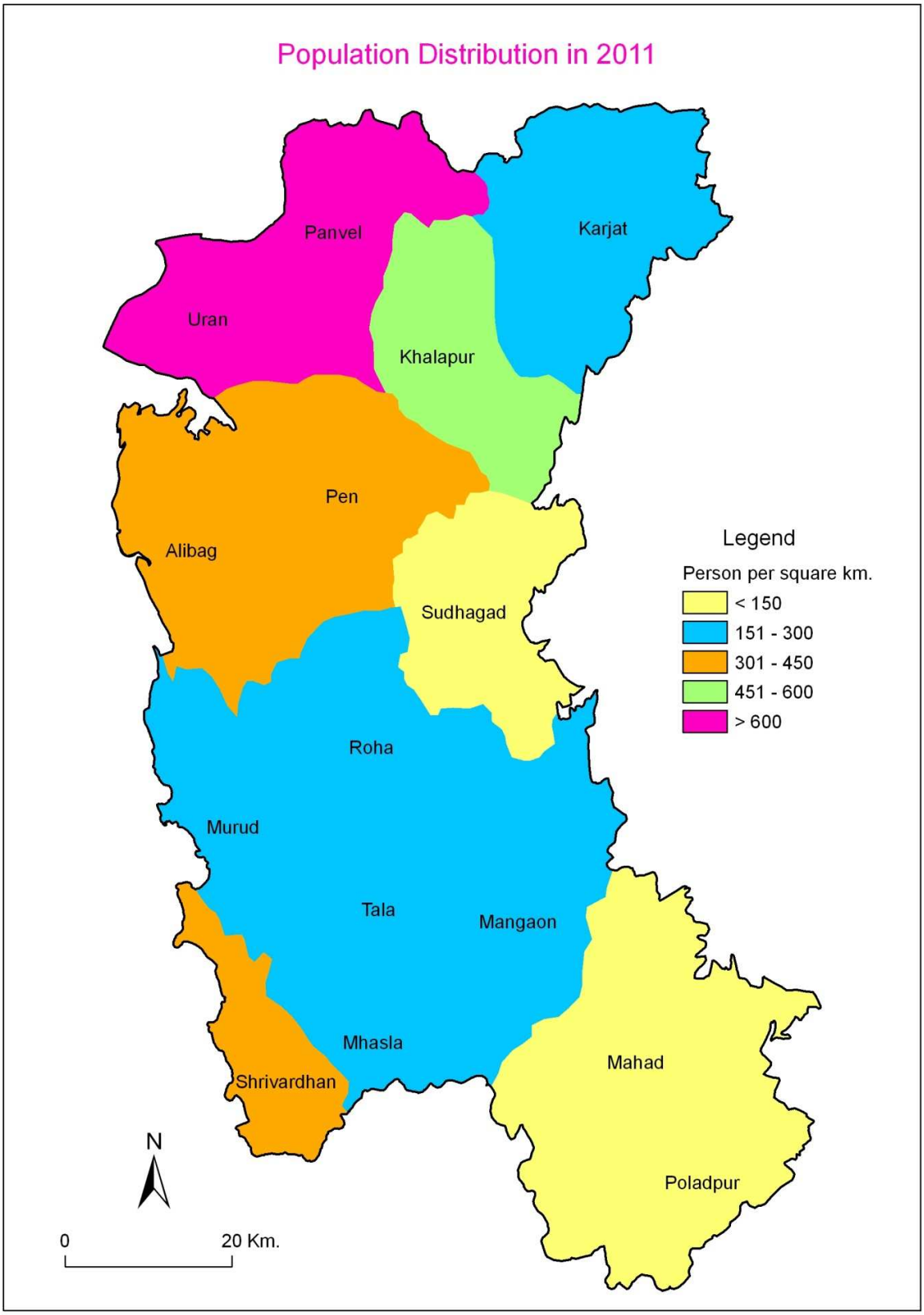

Population Distribution in 2011
Panvel
Karjat
Uran
Khalapur
Pen
Alibag
Sudhagad
Roha
Murud
Tala
Mangaon
Mhasla
Shrivardhan
Mahad
Poladpur
Legend
Person per square km.
< 150
151 - 300
301 - 450
451 - 600
> 600
N
0
20 Km.

Fig. 2.8

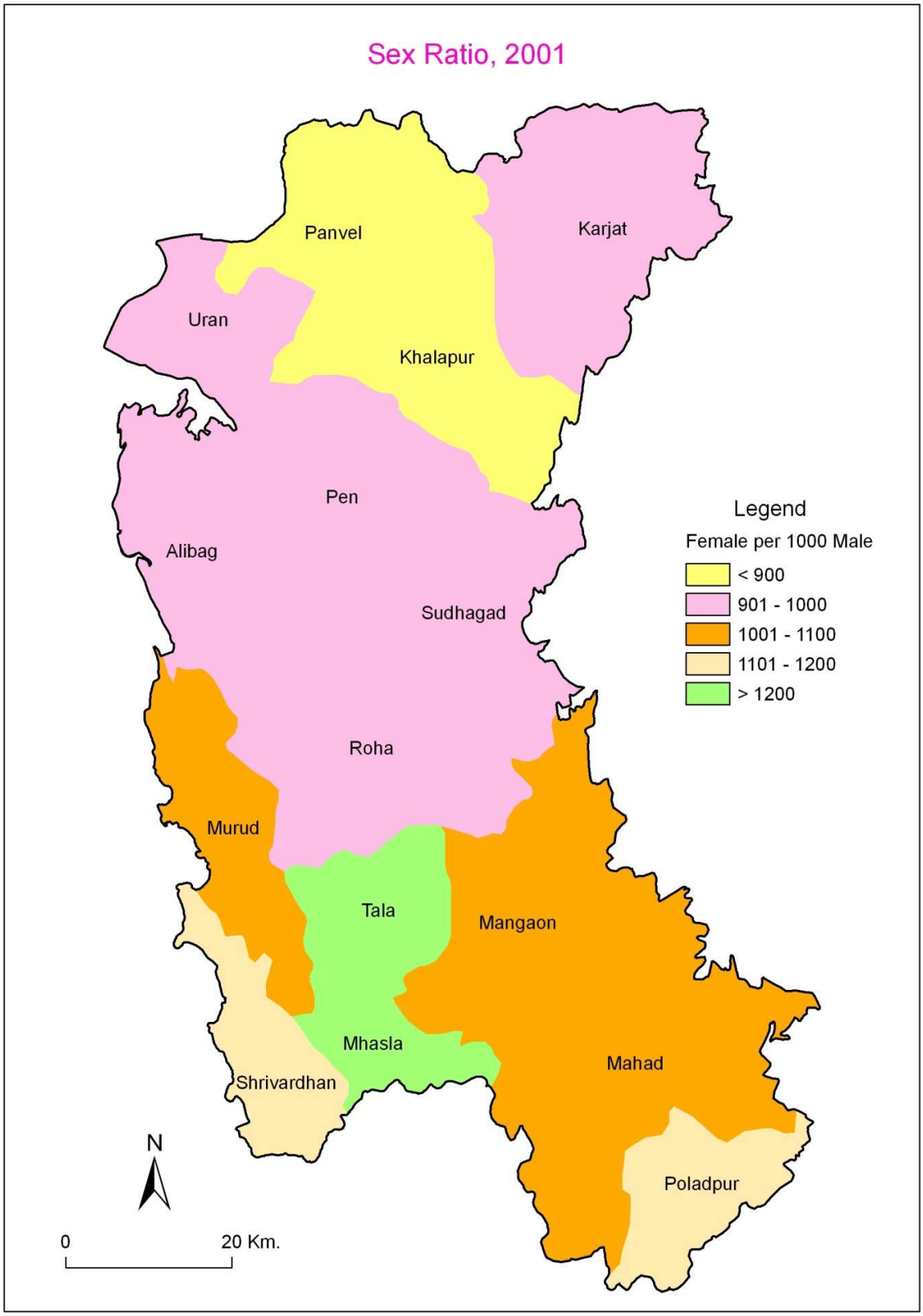

Sex Ratio, 2001
Panvel
Karjat
Uran
Khalapur
Pen
Alibag
Sudhagad
Roha
Murud
Tala
Mangaon
Mhasla
Shrivardhan
Mahad
Poladpur
Legend
Female per 1000 Male
< 900
901 - 1000
1001 - 1100
1101 - 1200
> 1200
N
0
20 Km.

Fig. 2.9

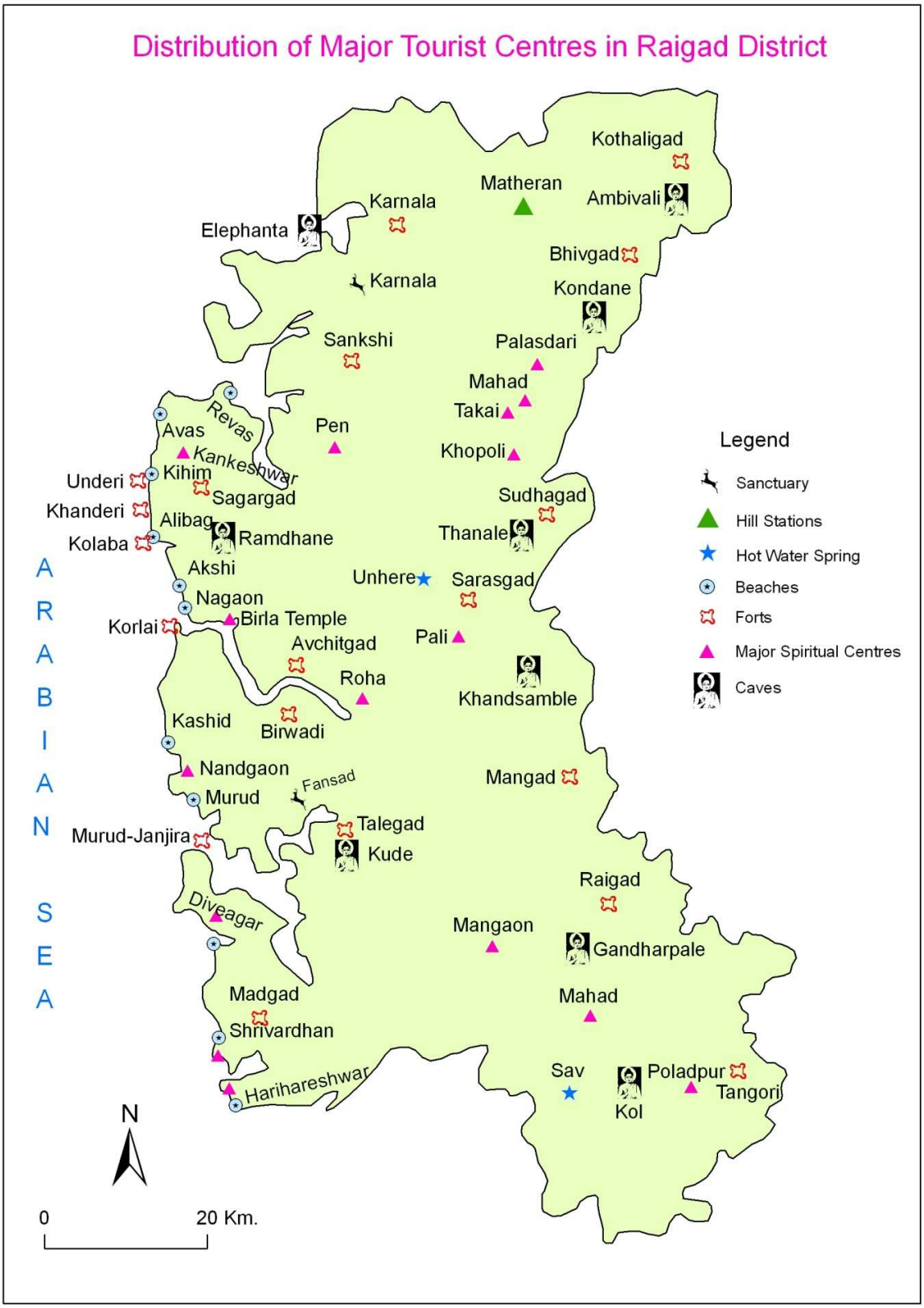

Distribution of Major Tourist Centres in Raigad District
Kothaligad
Matheran
Ambivali
Karnala
Elephanta
Bhivgad
Karnala
Kondane
Sankshi
Palasdari
Mahad
Takai
Revas
Avas
Pen
Khopoli
Kankeshwar
Kihim
Underi
Sagargad
Sudhagad
Khanderi
Alibag
Ramdhane
Thanale
Kolaba
Akshi
Unhere
Sarasgad
Nagaon
Birla Temple
Korlai
Pali
Avchitgad
Khandsamble
Roha
Kashid
Birwadi
Nandgaon
Mangad
Fansad
Murud
Talegad
Murud-Janjira
Kude
Raigad
Diveagar
Mangaon
Gandharpale
Madgad
Mahad
Shrivardhan
Sav
Poladpur
Tangori
Harihareshwar
Kol
ARABIAN SEA
N
0
20 Km.
Legend
Sanctuary
Hill Stations
Hot Water Spring
Beaches
Forts
Major Spiritual Centres
Caves

Fig. 3.1

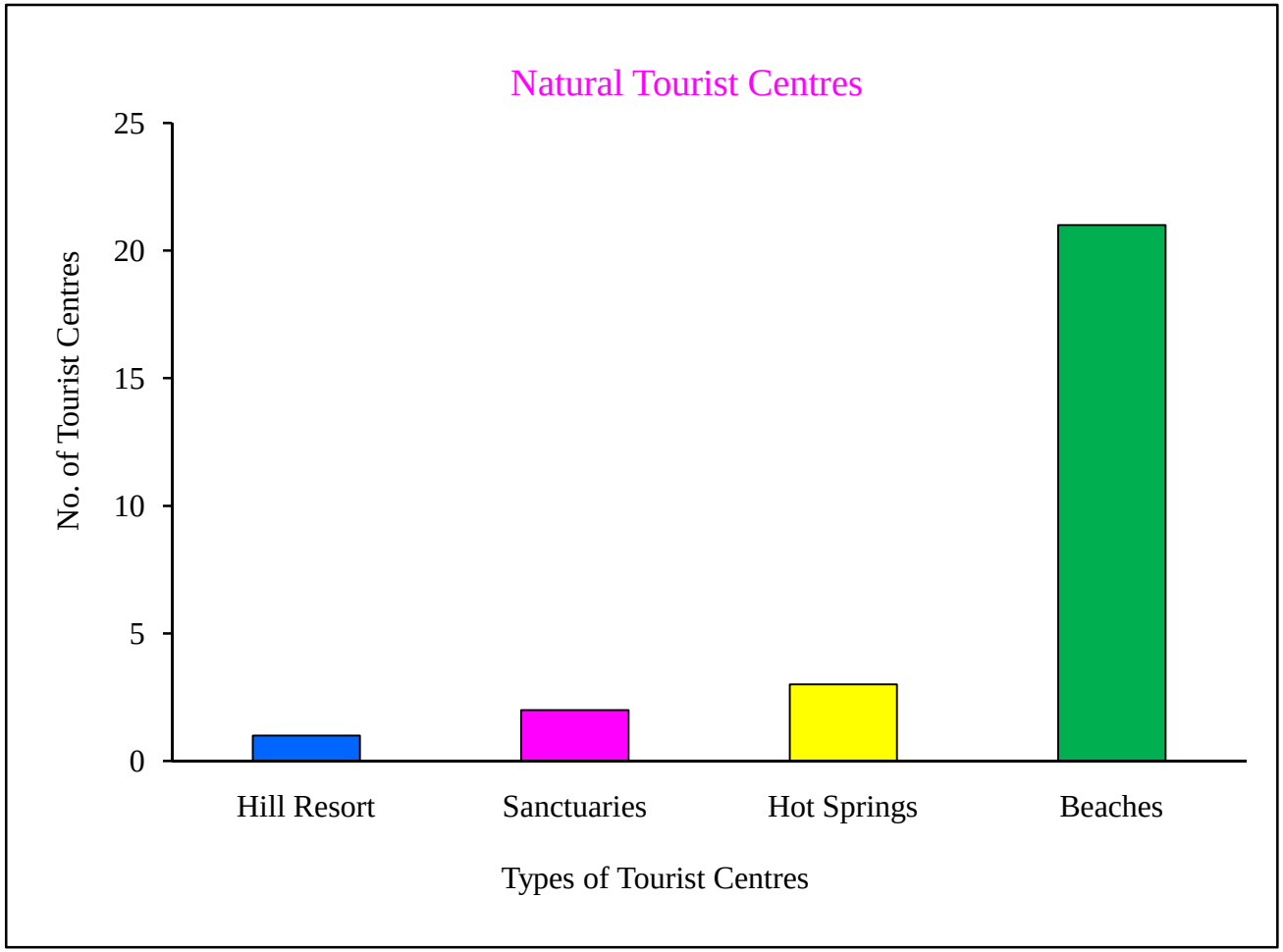

Natural Tourist Centres
No. of Tourist Centres
25
20
15
10
5
0
Hill Resort
Sanctuaries
Hot Springs
Beaches
Types of Tourist Centres

Fig. 3.2

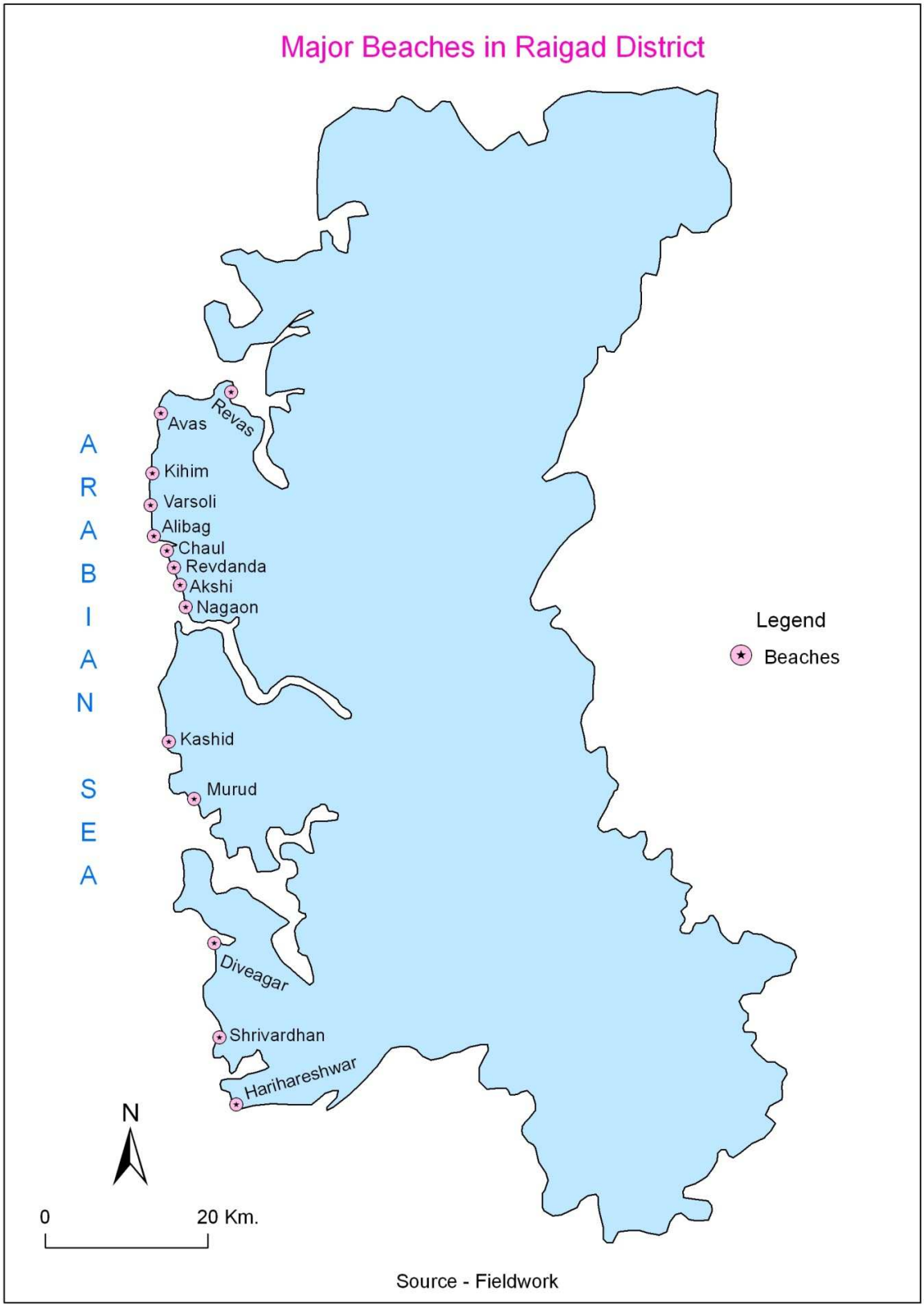

Major Beaches in Raigad District
ARABIAN SEA
Revas
Avas
Kihim
Varsoli
Alibag
Chaul
Revdanda
Akshi
Nagaon
Kashid
Murud
Diveagar
Shrivardhan
Harihareshwar
Legend
Beaches
N
0
20 Km.
Source - Fieldwork

Fig. 3.3

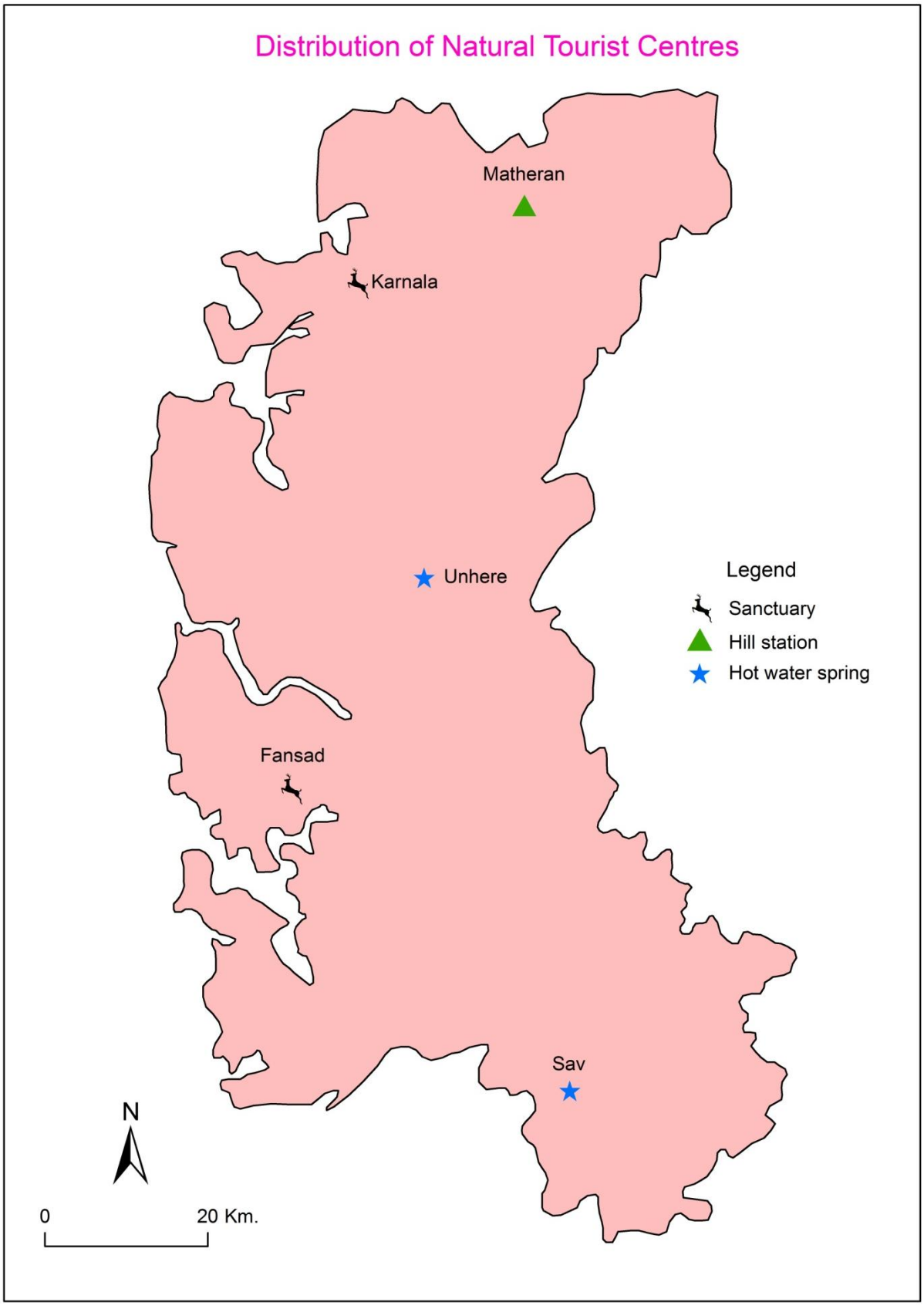

Distribution of Natural Tourist Centres
Matheran
Karnala
Unhere
Fansad
Sav
Legend
Sanctuary
Hill station
Hot water spring
N
0
20 Km.

Fig. 3.4

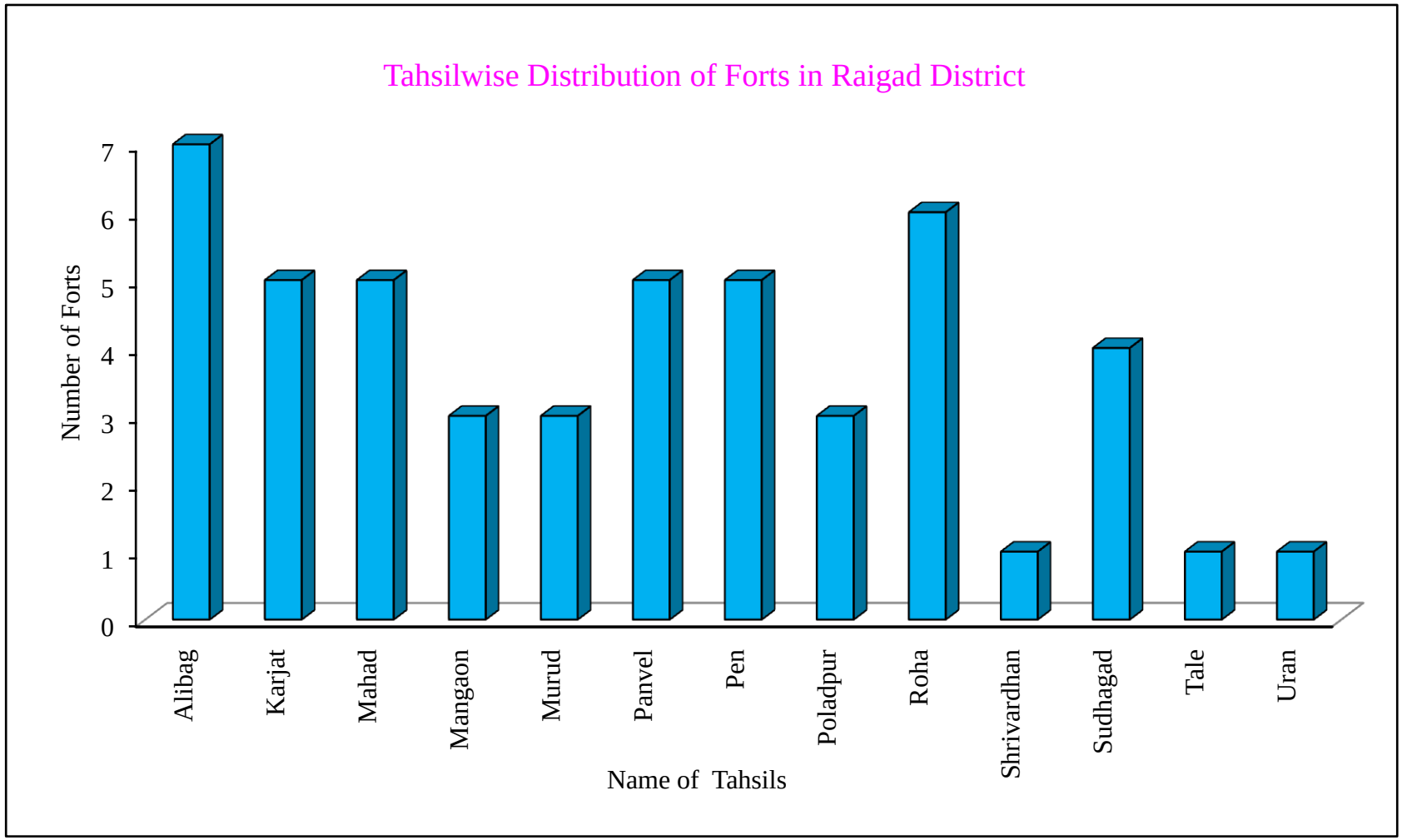

Tahsilwise Distribution of Forts in Raigad District
Number of Forts
0
1
2
3
4
5
6
7
Alibag
Karjat
Mahad
Mangaon
Murud
Panvel
Pen
Poladpur
Roha
Shrivardhan
Sudhagad
Tale
Uran
Name of Tahsils

Fig. 3.5

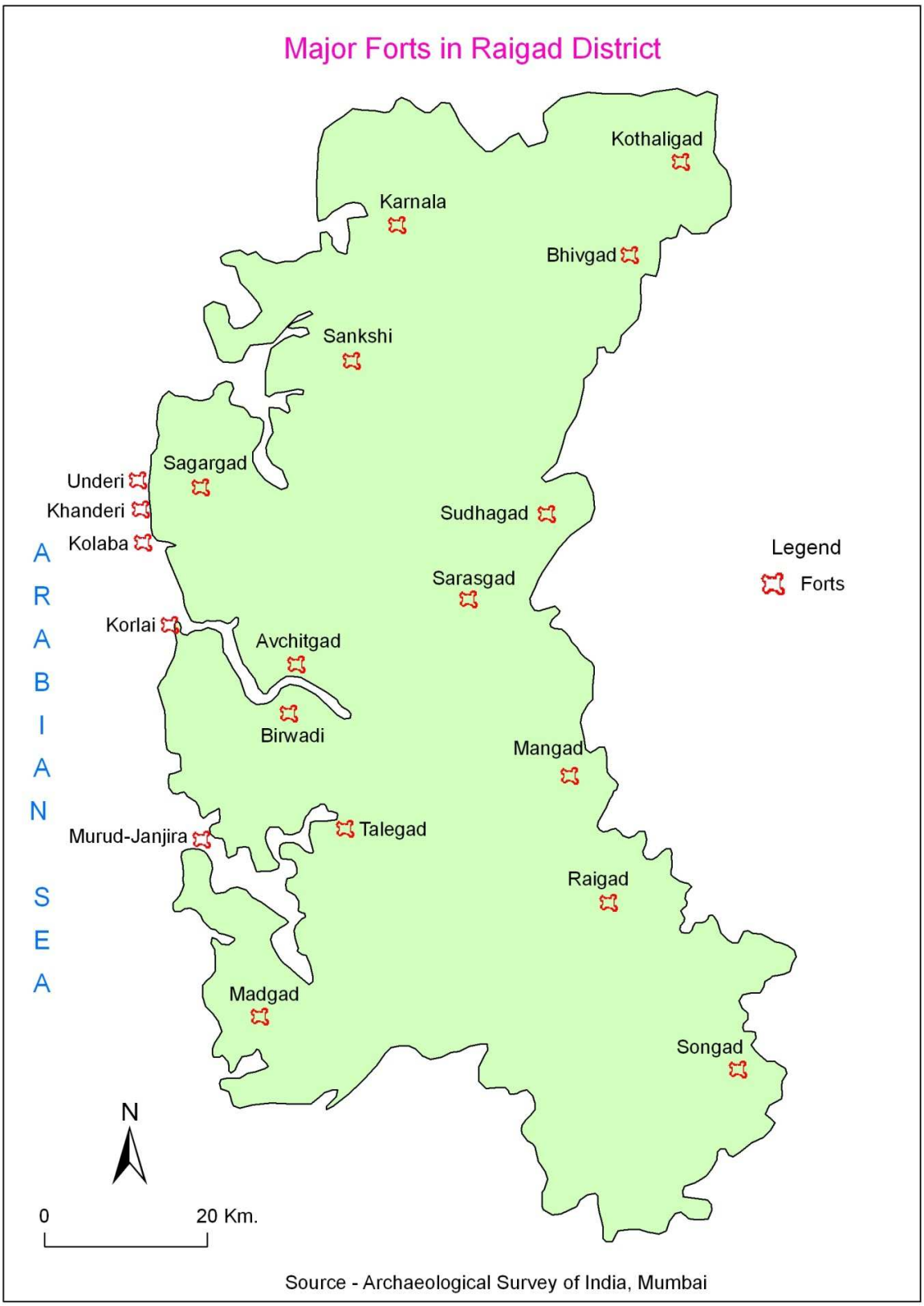

Major Forts in Raigad District
Kothaligad
Karnala
Bhivgad
Sankshi
Sagargad
Underi
Khanderi
Kolaba
Sudhagad
Sarasgad
Korlai
Avchitgad
Birwadi
Mangad
Murud-Janjira
Talegad
Raigad
Madgad
Songad
ARABIAN SEA
Legend
Forts
N
0
20 Km.
Source - Archaeological Survey of India, Mumbai

Fig. 3.6

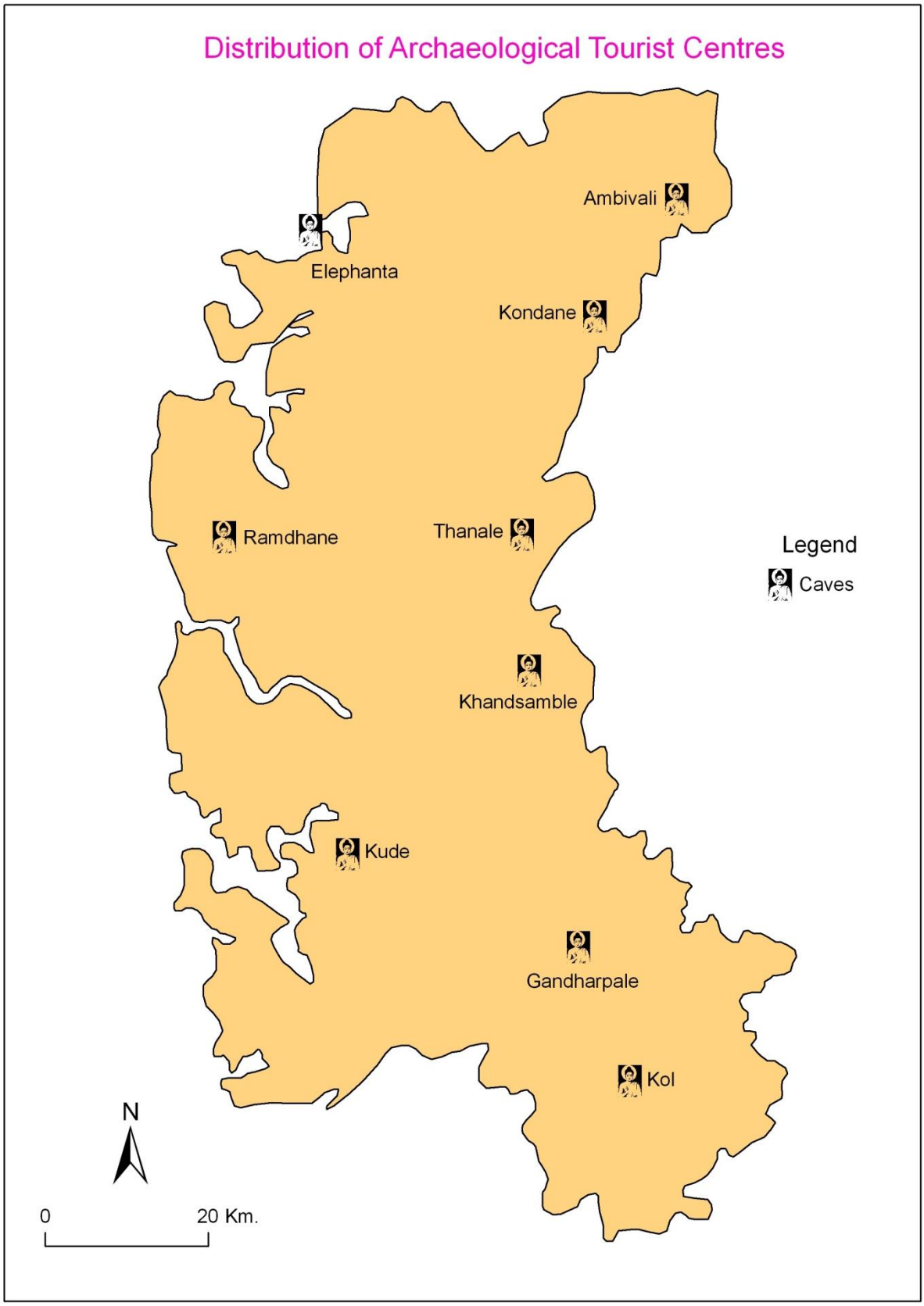

Distribution of Archaeological Tourist Centres
Ambivali
Elephanta
Kondane
Ramdhane
Thanale
Legend
Caves
Khandsamble
Kude
Gandharpale
Kol
N
0
20 Km.

Fig. 3.7

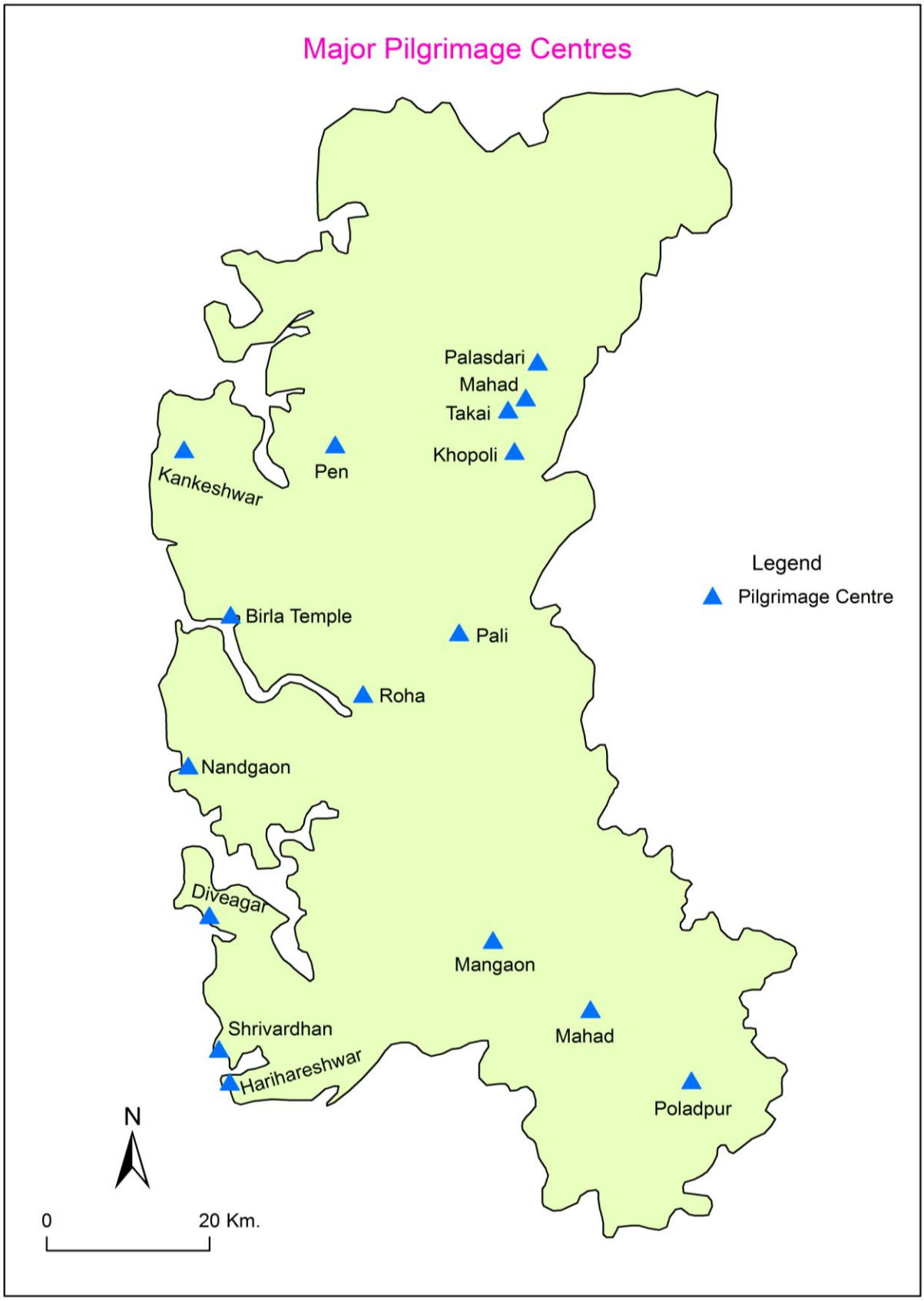

Major Pilgrimage Centres
Palasdari
Mahad
Takai
Khopoli
Kankeshwar
Pen
Legend
Pilgrimage Centre
Birla Temple
Pali
Roha
Nandgaon
Diveagar
Mangaon
Shrivardhan
Mahad
Harihareshwar
Poladpur
N
0
20 Km.

Fig. 3.8

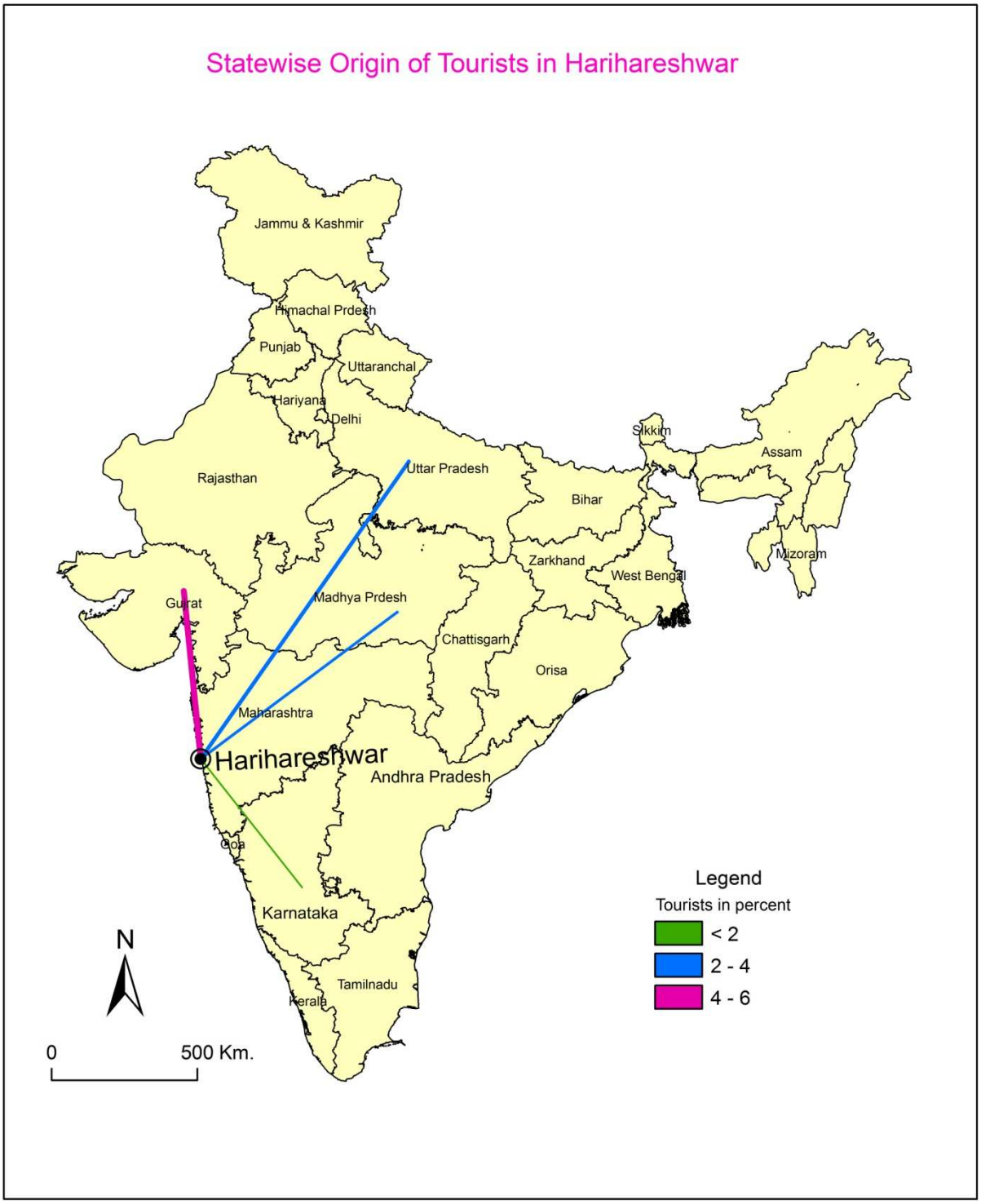

Statewise Origin of Tourists in Harihareshwar
Jammu & Kashmir
Himachal Prdesh
Punjab
Uttaranchal
Hariyana
Delhi
Rajasthan
Uttar Pradesh
Sikkim
Assam
Bihar
Zarkhand
West Bengal
Mizoram
Gujrat
Madhya Prdesh
Chattisgarh
Orisa
Maharashtra
Harihareshwar
Andhra Pradesh
Goa
Karnataka
Tamilnadu
Kerala
N
0
500 Km.
Legend
Tourists in percent
< 2
2 - 4
4 - 6

Fig. 4.44

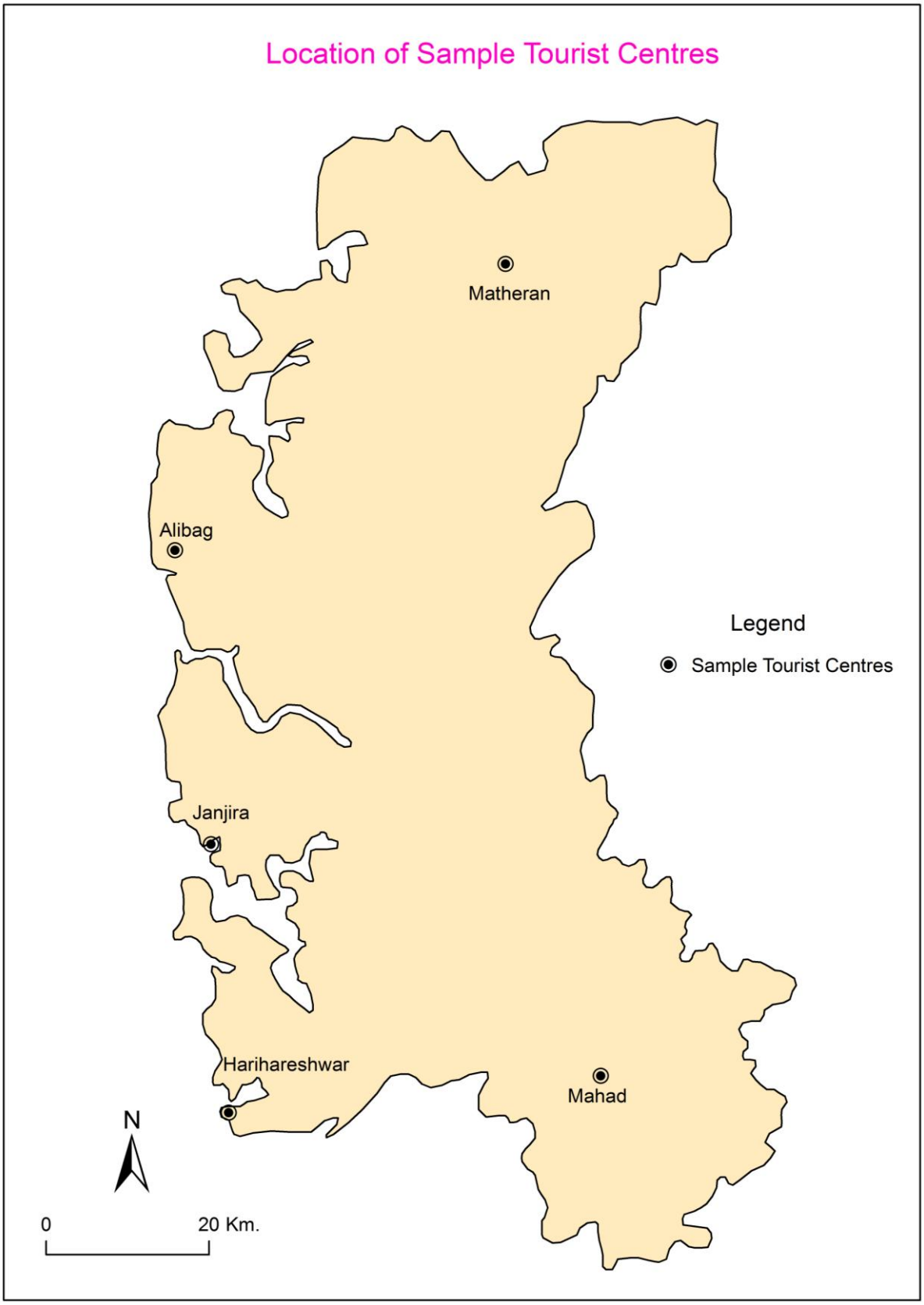

Location of Sample Tourist Centres
Matheran
Alibag
Janjira
Harihareshwar
Mahad
Legend
Sample Tourist Centres
N
0
20 Km.

Fig. 4.1

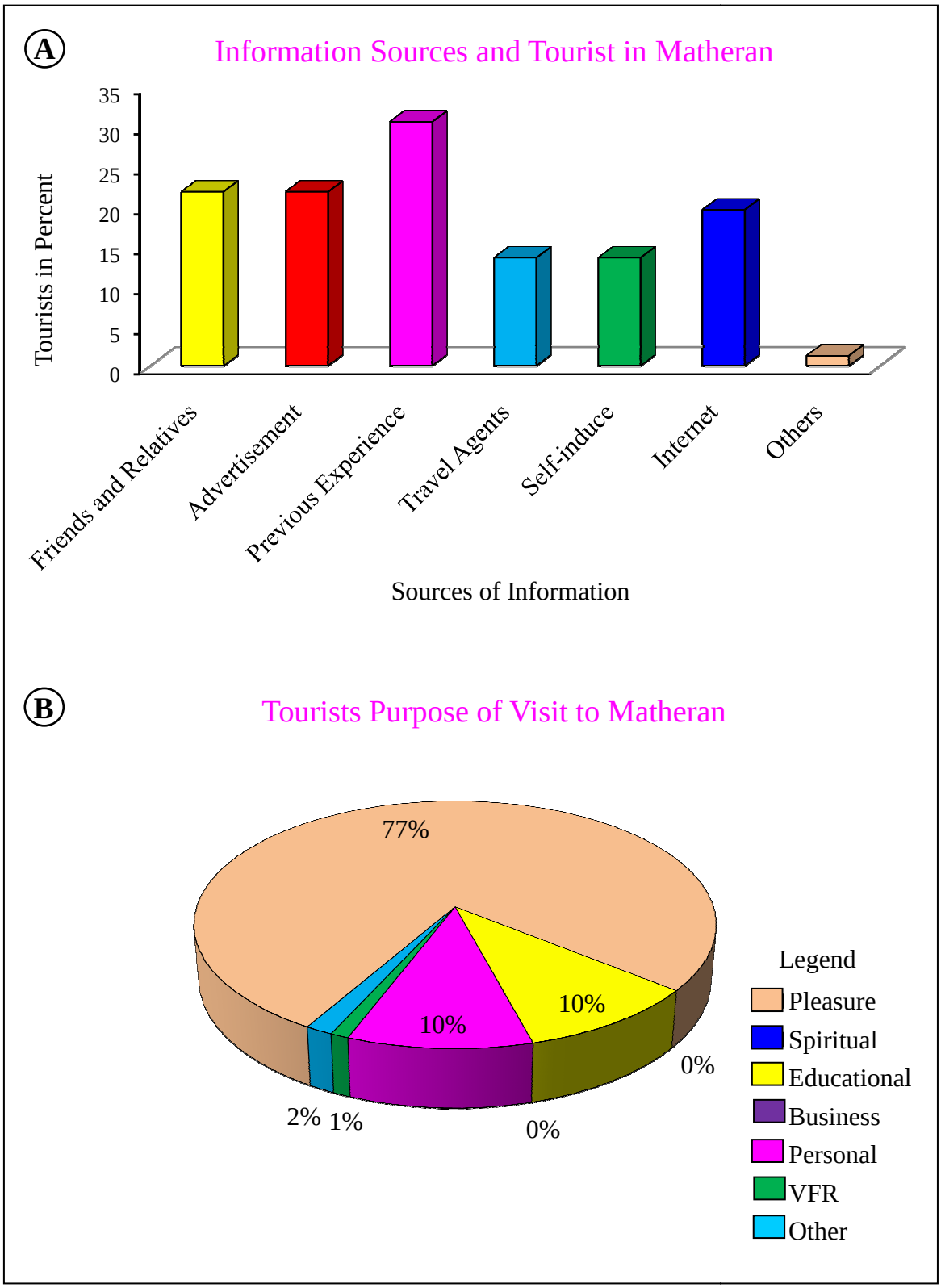

A
Information Sources and Tourist in Matheran
Tourists in Percent
35
30
25
20
15
10
5
0
Friends and Relatives
Advertisement
Previous Experience
Travel Agents
Self-induce
Internet
Others
Sources of Information
B
Tourists Purpose of Visit to Matheran
77%
10%
10%
0%
2%
1%
0%
Legend
Pleasure
Spiritual
Educational
Business
Personal
VFR
Other

Fig. 4.10

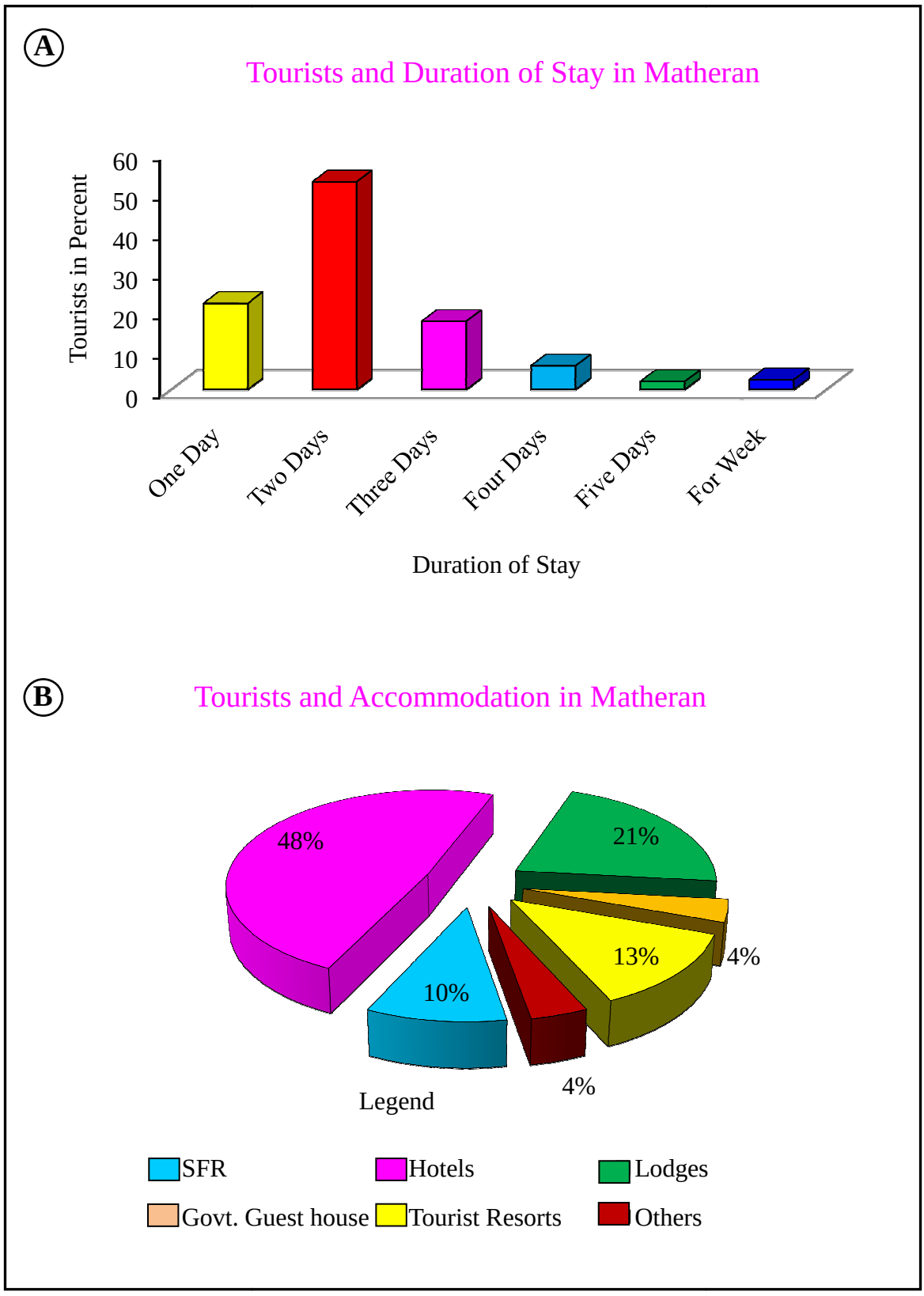

A
Tourists and Duration of Stay in Matheran
Tourists in Percent
60
50
40
30
20
10
0
One Day
Two Days
Three Days
Four Days
Five Days
For Week
Duration of Stay
B
Tourists and Accommodation in Matheran
48%
21%
13%
4%
10%
4%
Legend
SFR
Hotels
Lodges
Govt. Guest house
Tourist Resorts
Others

Fig. 4.11

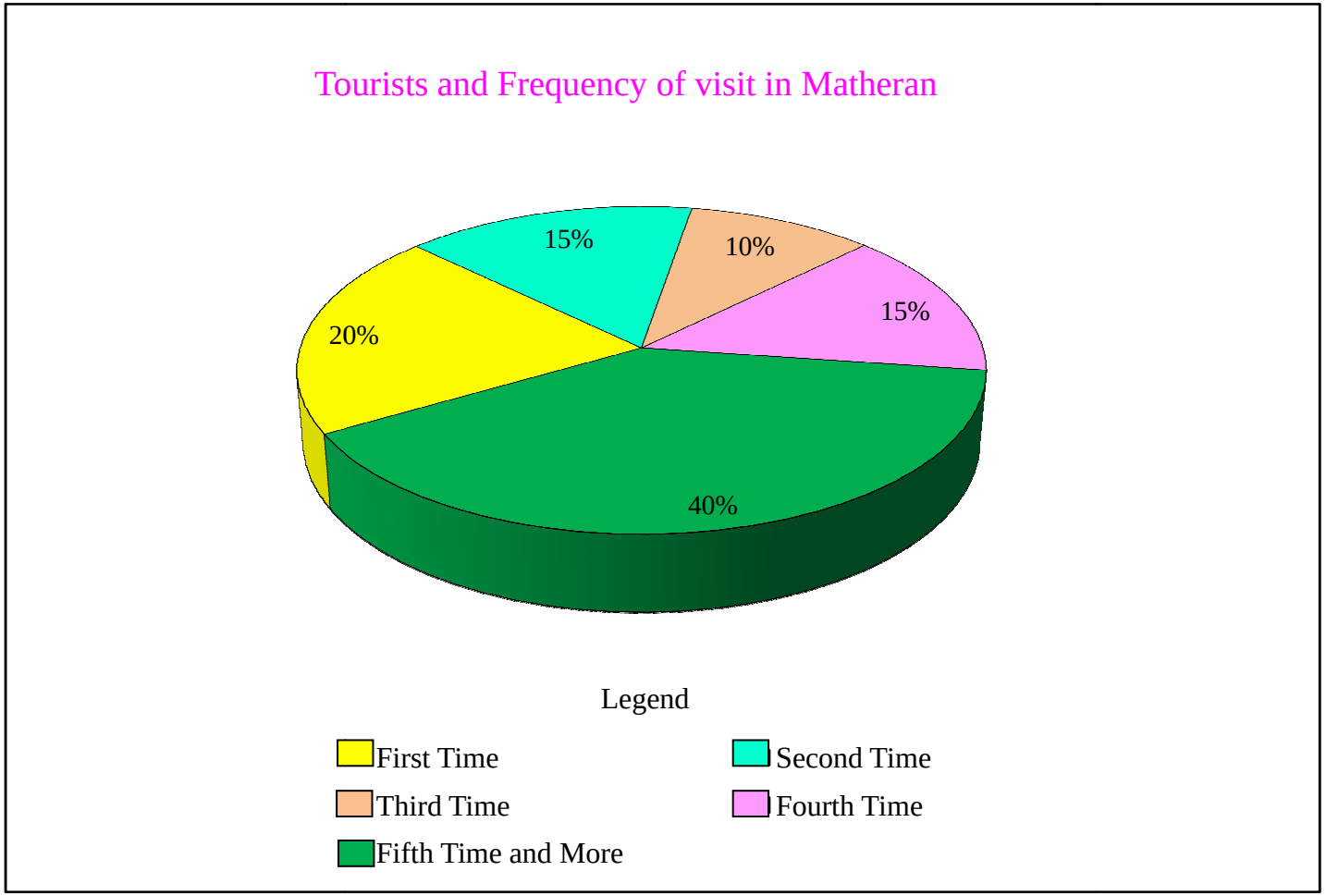

Tourists and Frequency of visit in Matheran
15%
10%
15%
20%
40%
Legend
First Time
Second Time
Third Time
Fourth Time
Fifth Time and More

Fig. 4.12

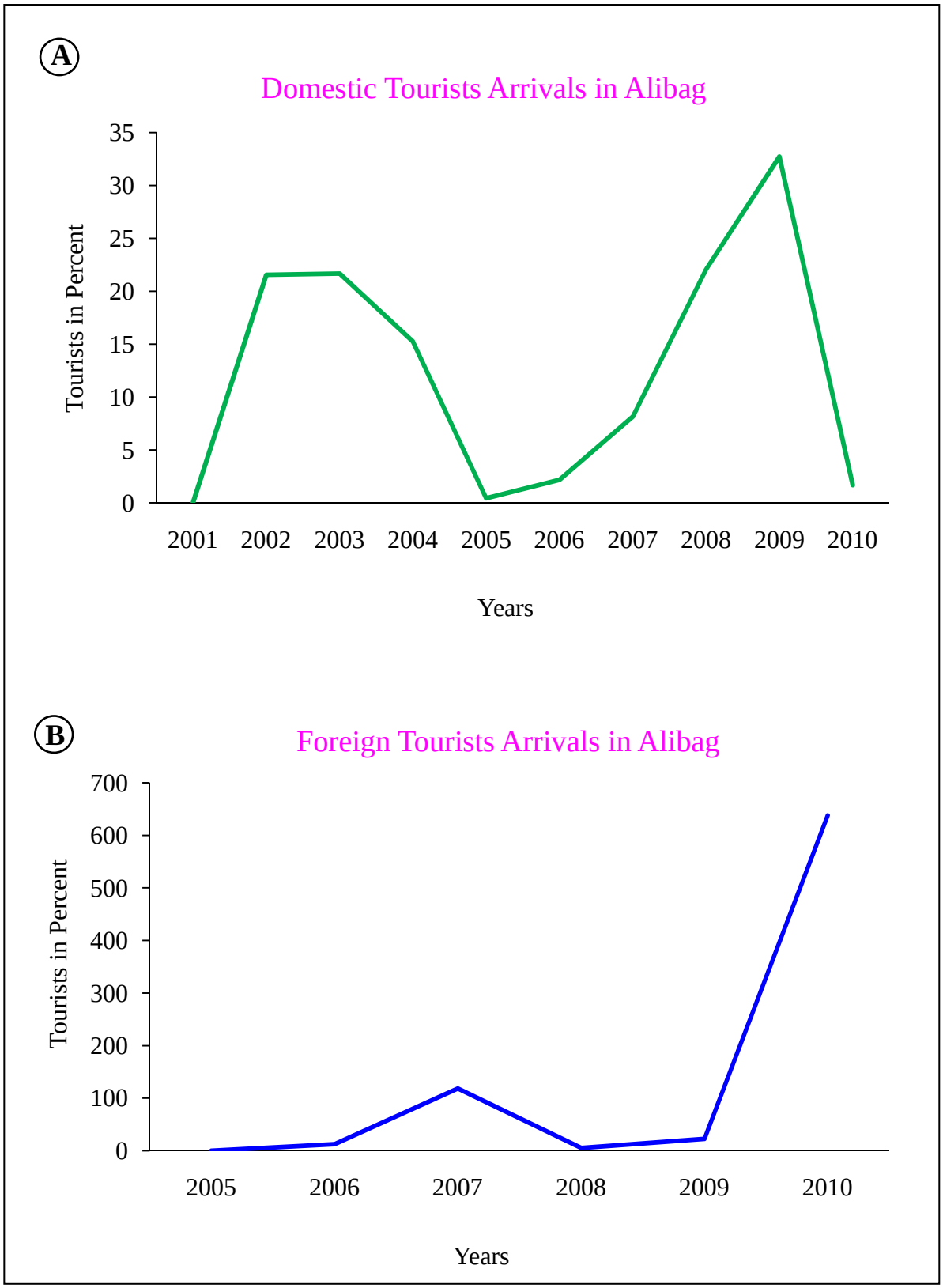

A
Domestic Tourists Arrivals in Alibag
Tourists in Percent
35
30
25
20
15
10
5
0
2001
2002
2003
2004
2005
2006
2007
2008
2009
2010
Years
B
Foreign Tourists Arrivals in Alibag
Tourists in Percent
700
600
500
400
300
200
100
0
2005
2006
2007
2008
2009
2010
Years

Fig. 4.13

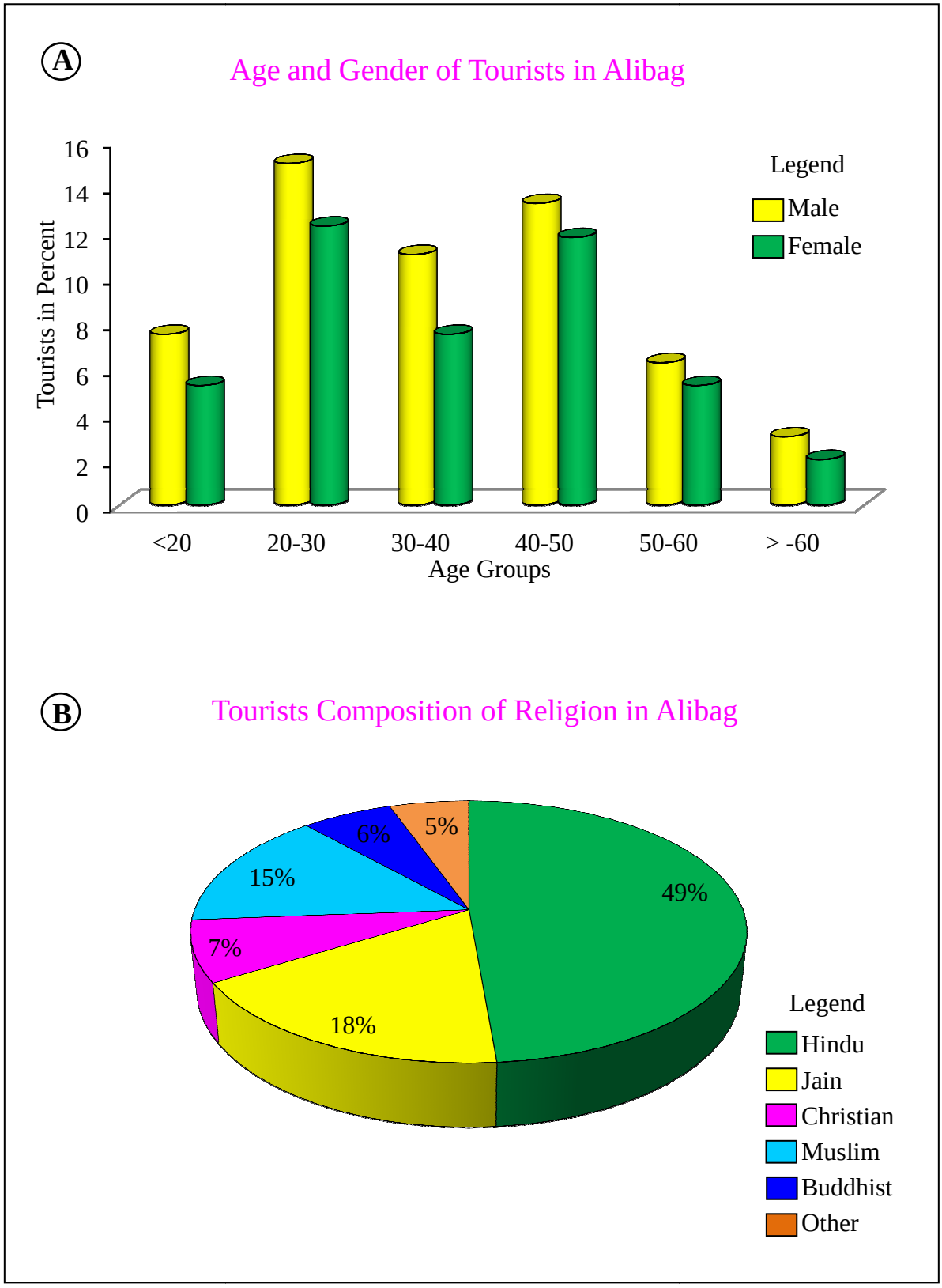

A
Age and Gender of Tourists in Alibag
Tourists in Percent
16
14
12
10
8
6
4
2
0
<20
20-30
30-40
40-50
50-60
> -60
Age Groups
Legend
Male
Female
B
Tourists Composition of Religion in Alibag
49%
18%
7%
15%
6%
5%
Legend
Hindu
Jain
Christian
Muslim
Buddhist
Other

Fig. 4.14

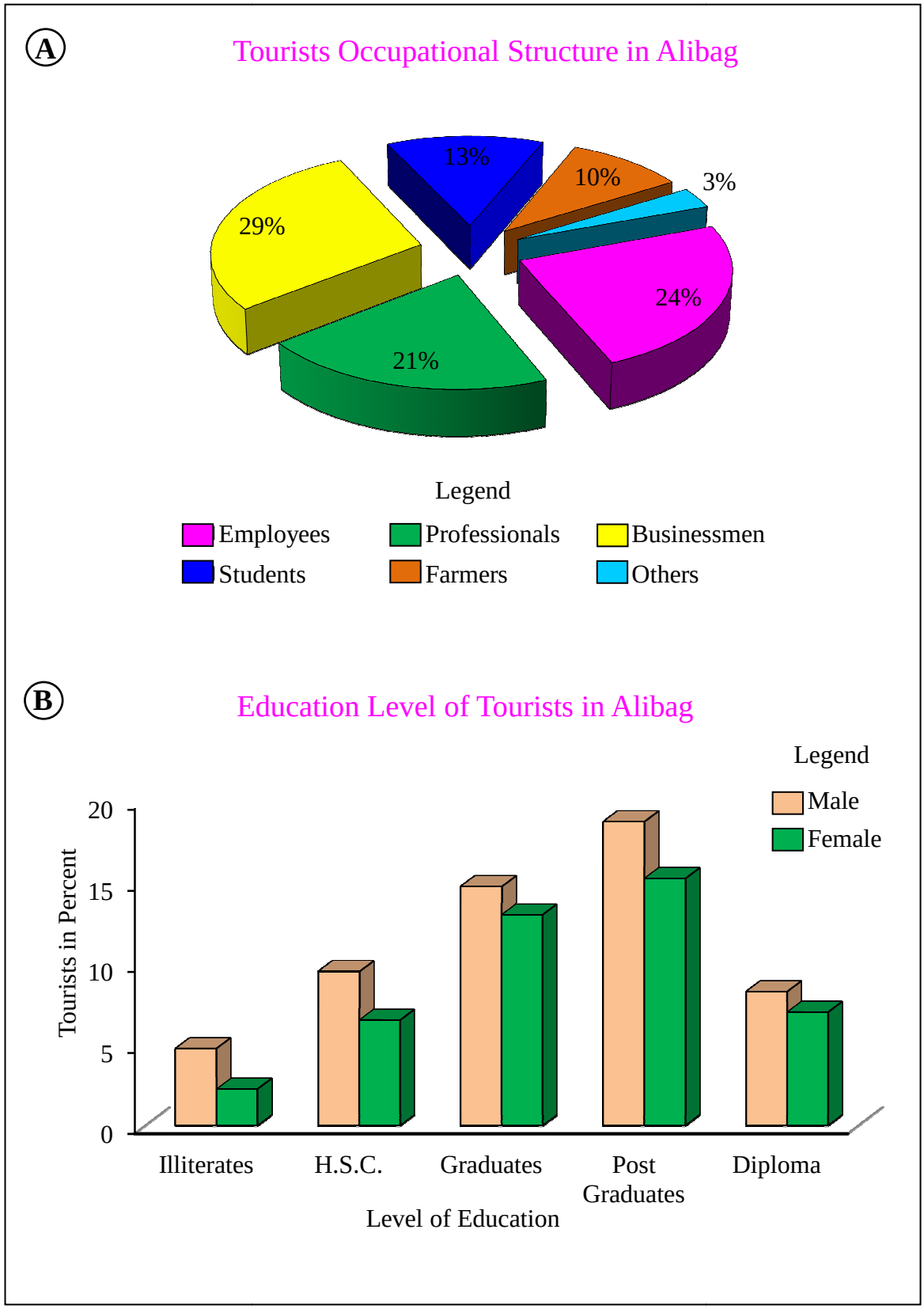

A
Tourists Occupational Structure in Alibag
13%
10%
3%
29%
24%
21%
Legend
Employees
Professionals
Businessmen
Students
Farmers
Others
B
Education Level of Tourists in Alibag
Legend
Male
Female
Tourists in Percent
20
15
10
5
0
Illiterates
H.S.C.
Graduates
Post Graduates
Diploma
Level of Education

Fig. 4.15

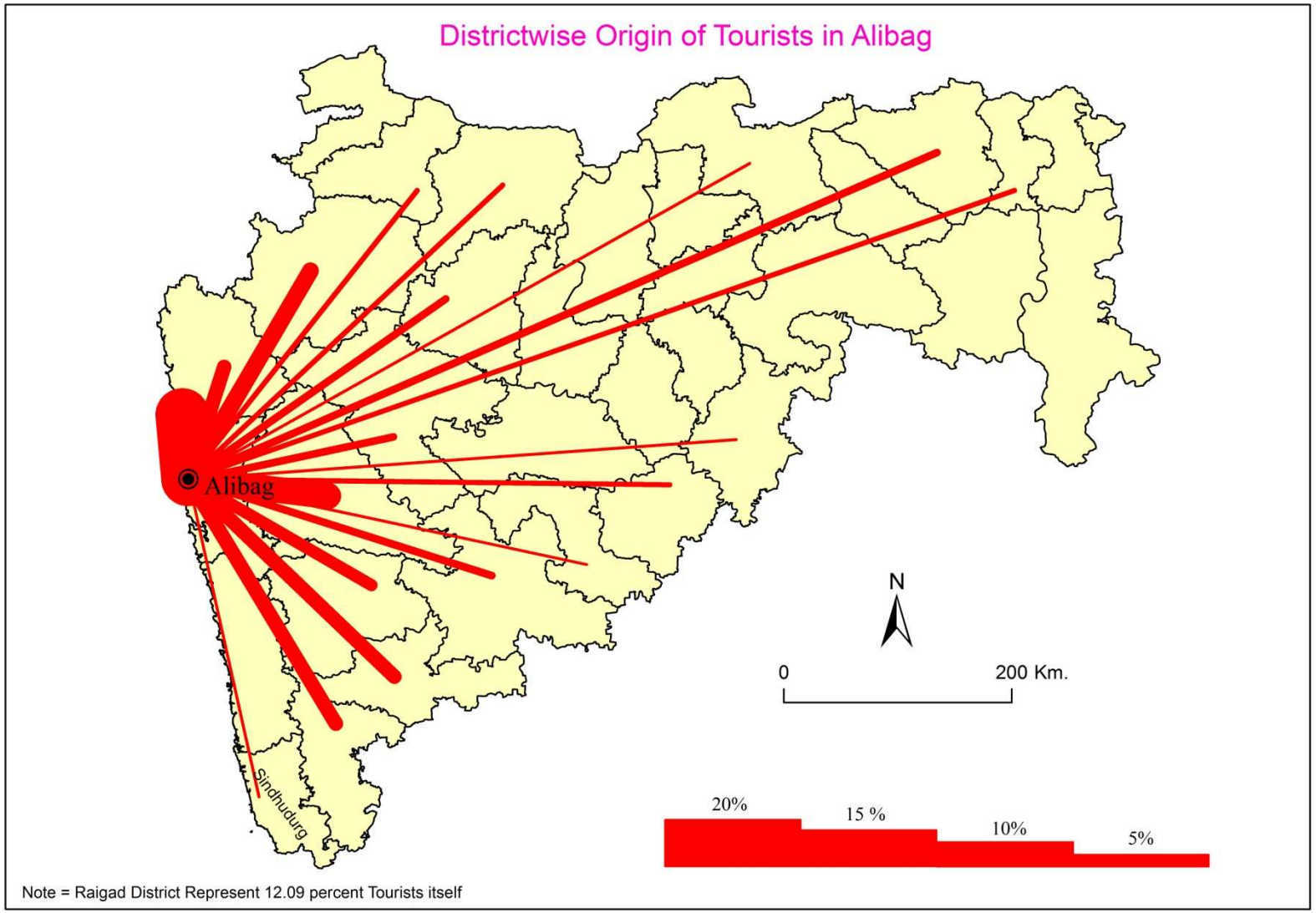

Districtwise Origin of Tourists in Alibag
Alibag
Sindhudurg
N
0
200 Km.
20%
15 %
10%
5%
Note = Raigad District Represent 12.09 percent Tourists itself

Fig. 4.17

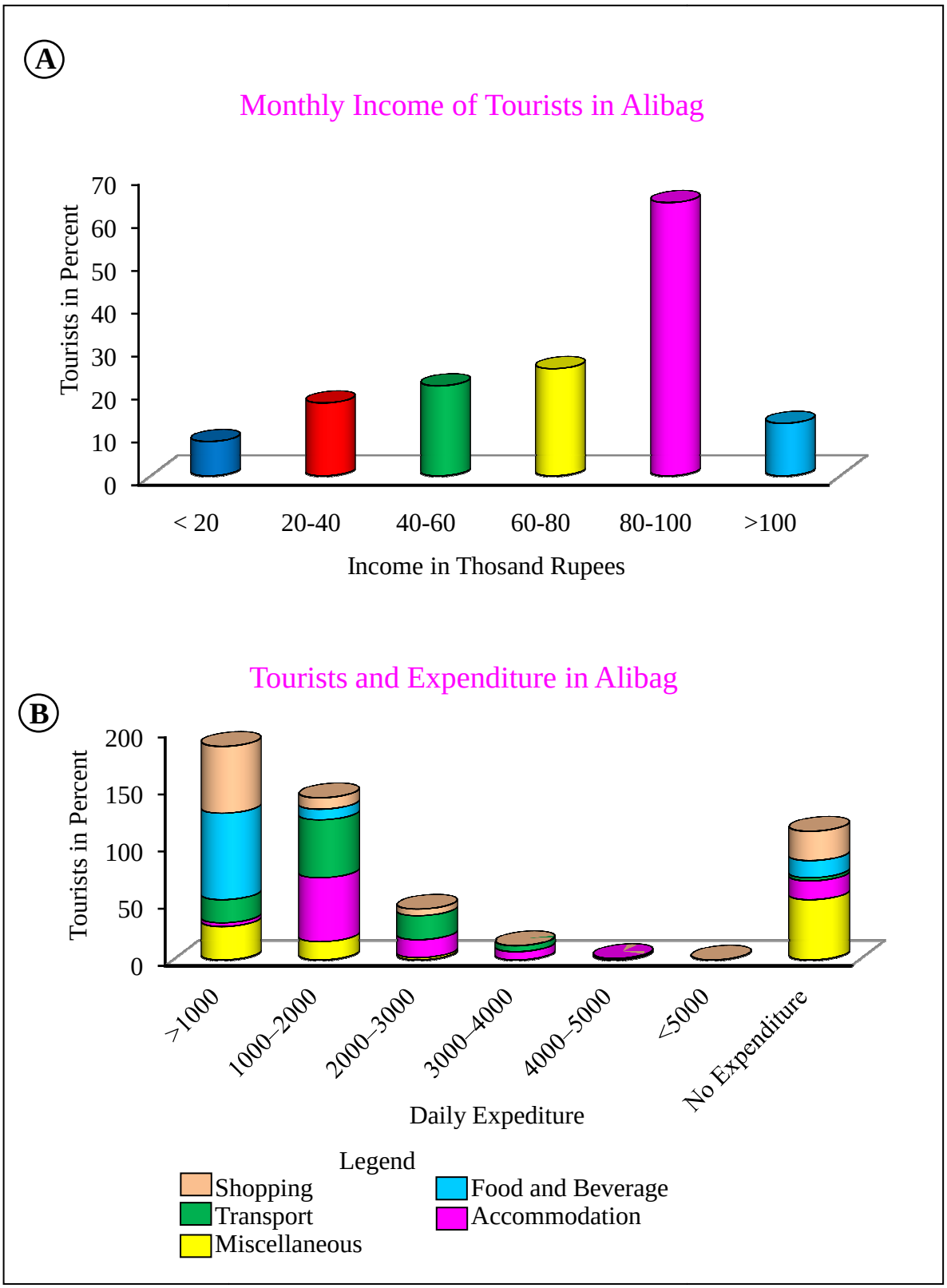

A
Monthly Income of Tourists in Alibag
Tourists in Percent
70
60
50
40
30
20
10
0
< 20
20-40
40-60
60-80
80-100
>100
Income in Thosand Rupees
B
Tourists and Expenditure in Alibag
Tourists in Percent
200
150
100
50
0
>1000
1000–2000
2000–3000
3000–4000
4000–5000
<5000
No Expenditure
Daily Expediture
Legend
Shopping
Food and Beverage
Transport
Accommodation
Miscellaneous

Fig. 4.18

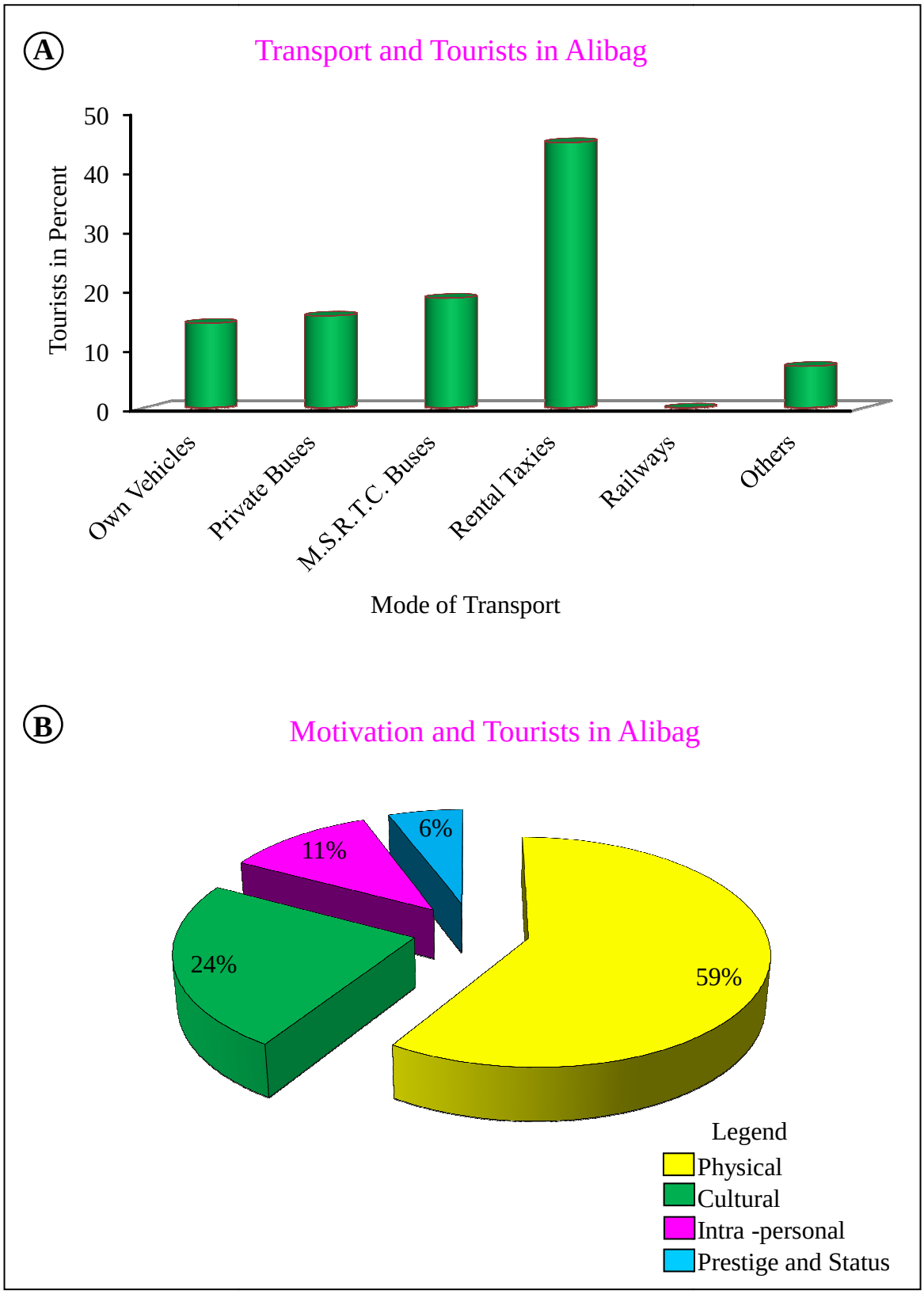

A
Transport and Tourists in Alibag
Tourists in Percent
50
40
30
20
10
0
Own Vehicles
Private Buses
M.S.R.T.C. Buses
Rental Taxies
Railways
Others
Mode of Transport
B
Motivation and Tourists in Alibag
6%
11%
24%
59%
Legend
Physical
Cultural
Intra -personal
Prestige and Status

Fig. 4.19

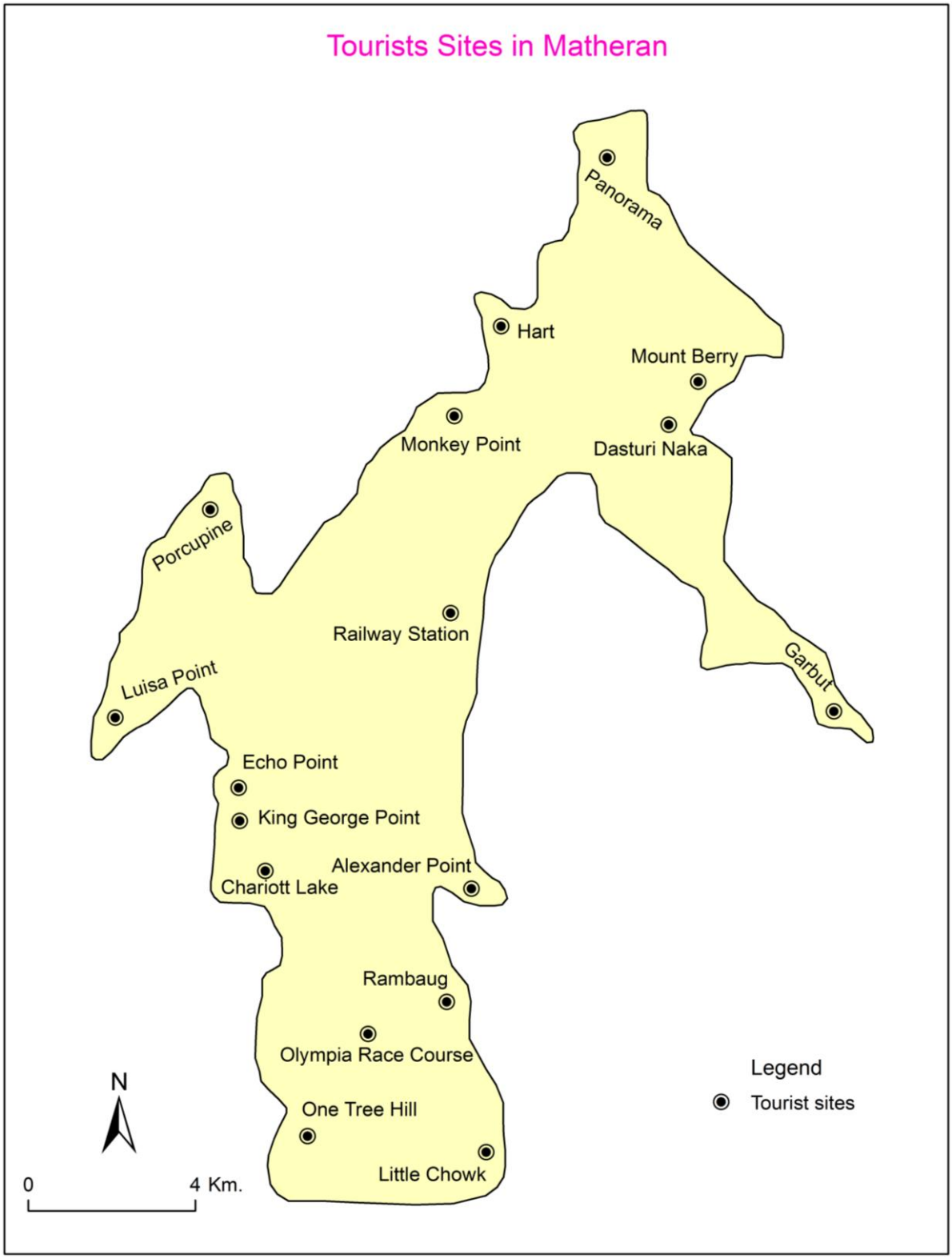

Tourists Sites in Matheran
Panorama
Hart
Mount Berry
Monkey Point
Dasturi Naka
Porcupine
Railway Station
Garbut
Luisa Point
Echo Point
King George Point
Alexander Point
Chariott Lake
Rambaug
Olympia Race Course
One Tree Hill
Little Chowk
N
0
4 Km.
Legend
Tourist sites

Fig. 4.2

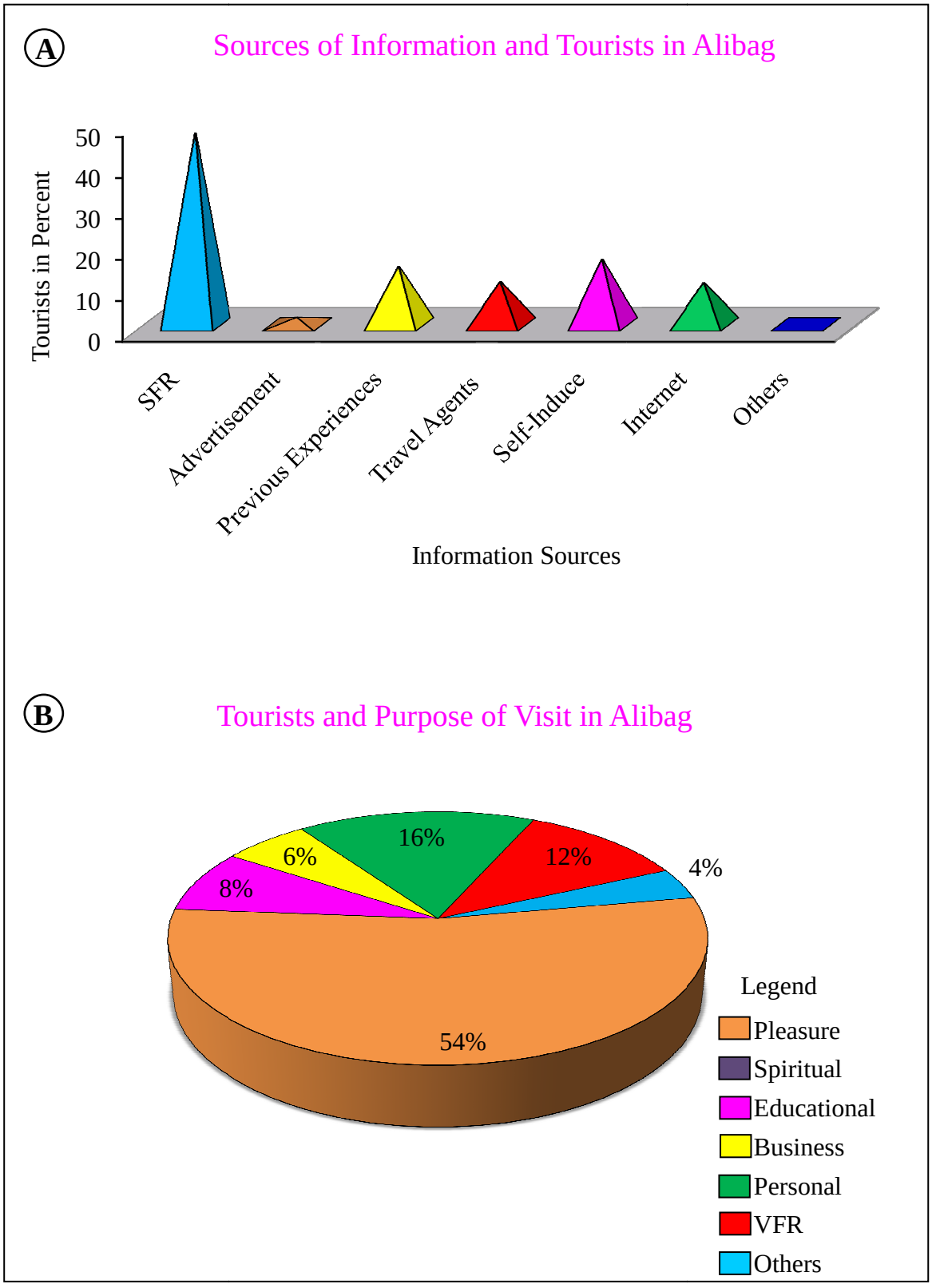

A
Sources of Information and Tourists in Alibag
Tourists in Percent
50
40
30
20
10
0
SFR
Advertisement
Previous Experiences
Travel Agents
Self-Induce
Internet
Others
Information Sources
B
Tourists and Purpose of Visit in Alibag
16%
6%
12%
4%
8%
54%
Legend
Pleasure
Spiritual
Educational
Business
Personal
VFR
Others

Fig. 4.20

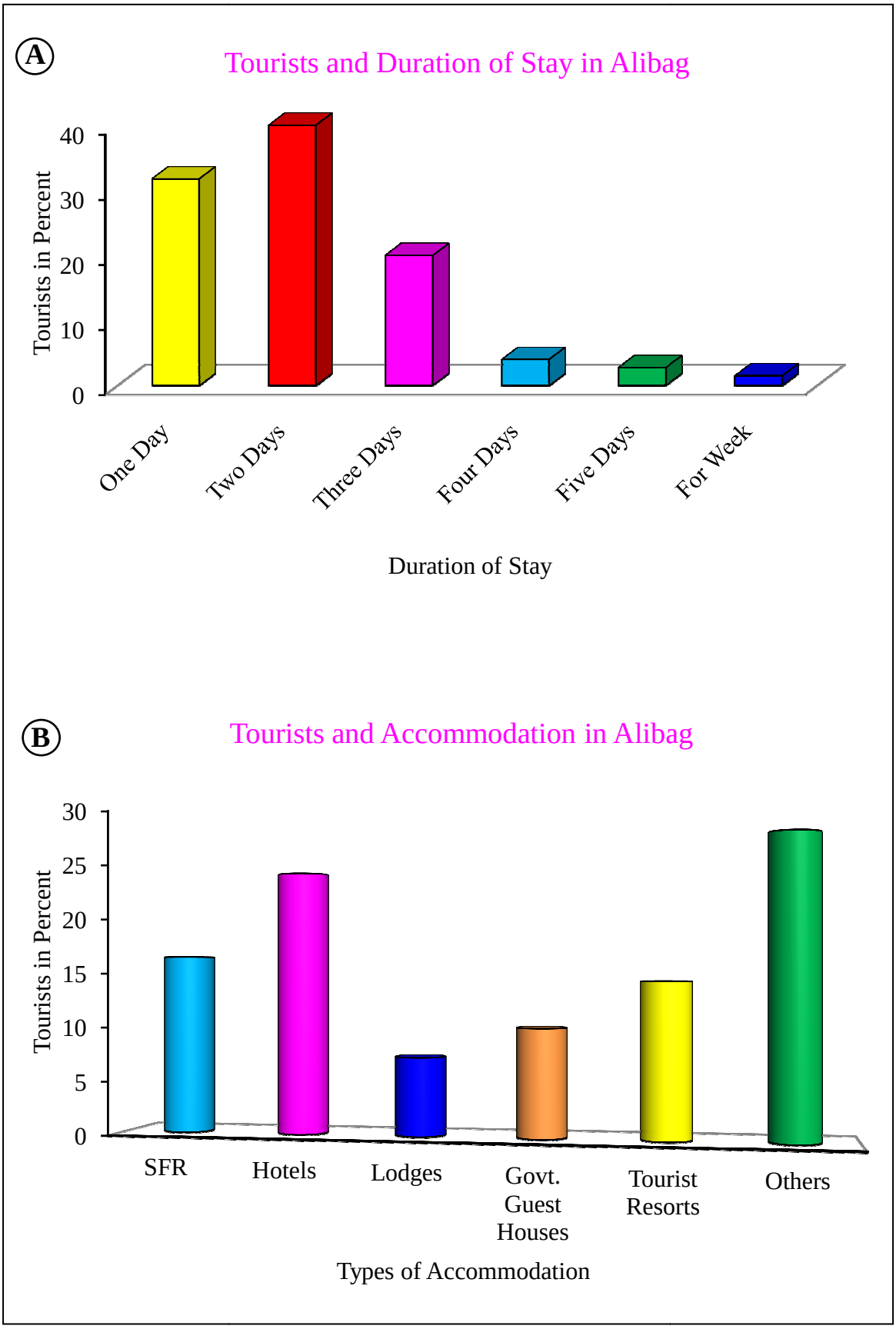

A
Tourists and Duration of Stay in Alibag
Tourists in Percent
40
30
20
10
0
One Day
Two Days
Three Days
Four Days
Five Days
For Week
Duration of Stay
B
Tourists and Accommodation in Alibag
Tourists in Percent
30
25
20
15
10
5
0
SFR
Hotels
Lodges
Govt. Guest Houses
Tourist Resorts
Others
Types of Accommodation

Fig. 4.21

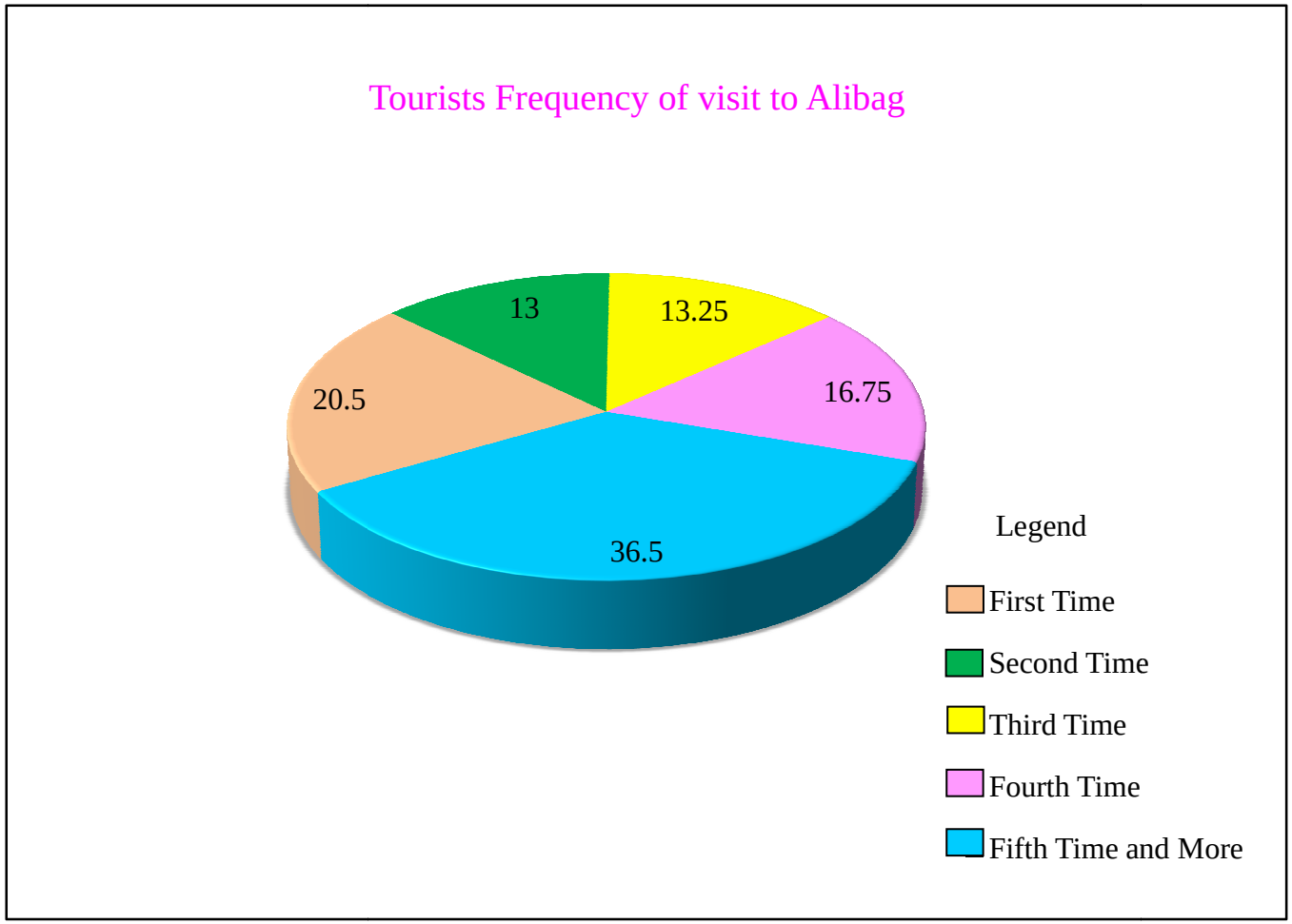

Tourists Frequency of visit to Alibag
13
13.25
20.5
16.75
36.5
Legend
First Time
Second Time
Third Time
Fourth Time
Fifth Time and More

Fig. 4.22

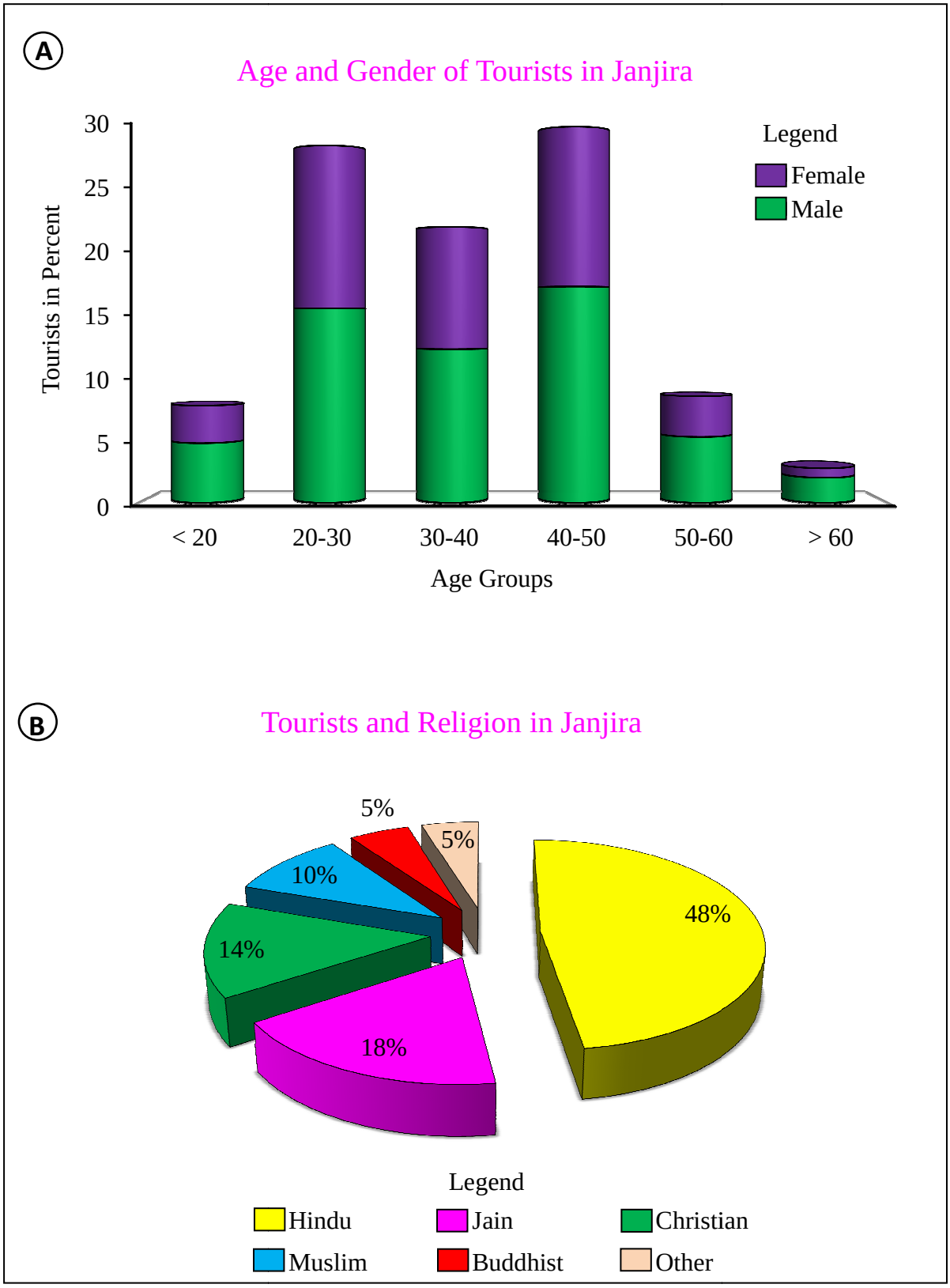

A
Age and Gender of Tourists in Janjira
Tourists in Percent
30
25
20
15
10
5
0
< 20
20-30
30-40
40-50
50-60
> 60
Age Groups
Legend
Female
Male
B
Tourists and Religion in Janjira
5%
5%
10%
14%
18%
48%
Legend
Hindu
Jain
Christian
Muslim
Buddhist
Other

Fig. 4.23

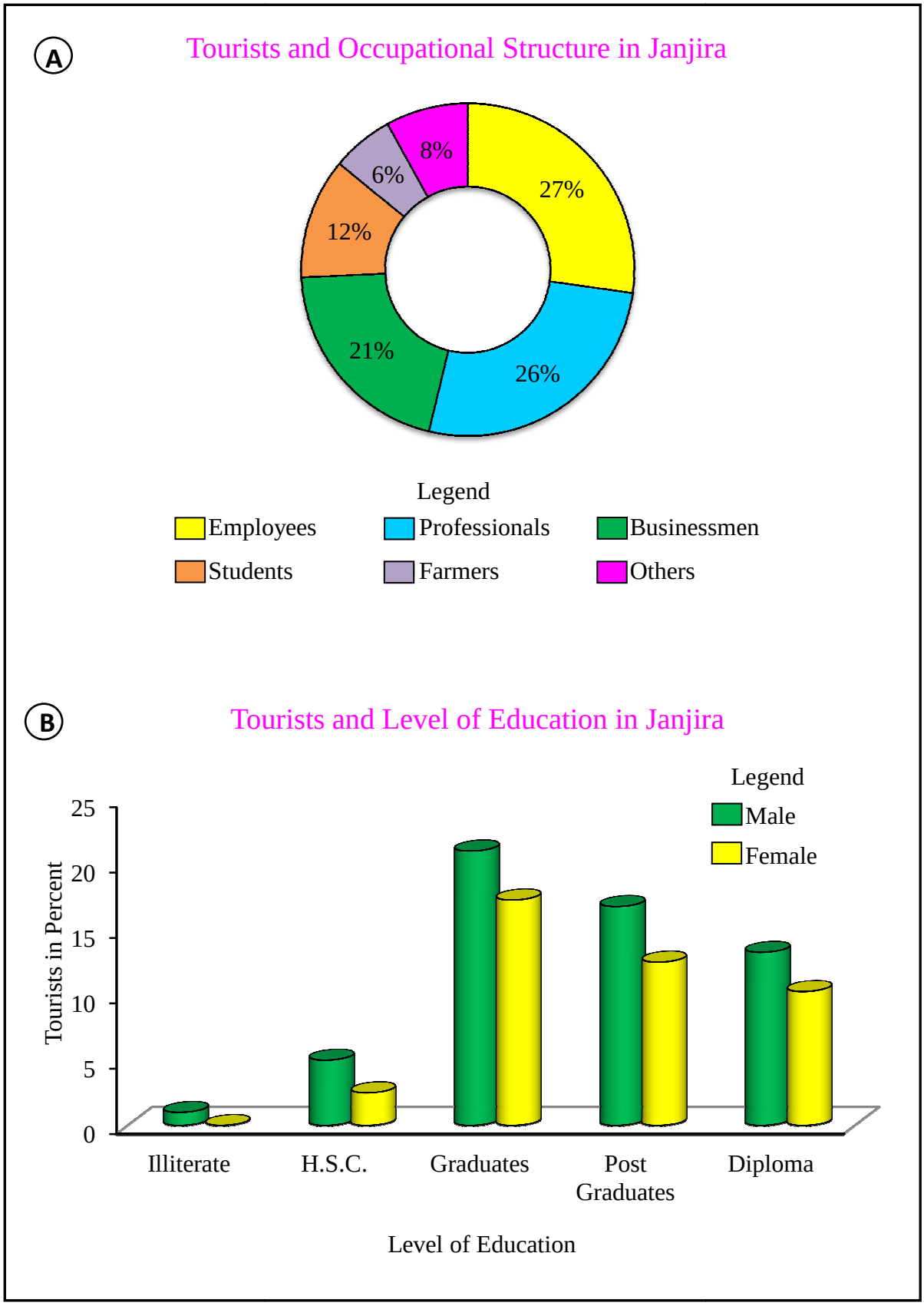

A
Tourists and Occupational Structure in Janjira
27%
26%
21%
12%
6%
8%
Legend
Employees
Professionals
Businessmen
Students
Farmers
Others
B
Tourists and Level of Education in Janjira
Legend
Male
Female
Tourists in Percent
25
20
15
10
5
0
Illiterate
H.S.C.
Graduates
Post Graduates
Diploma
Level of Education

Fig. 4.24

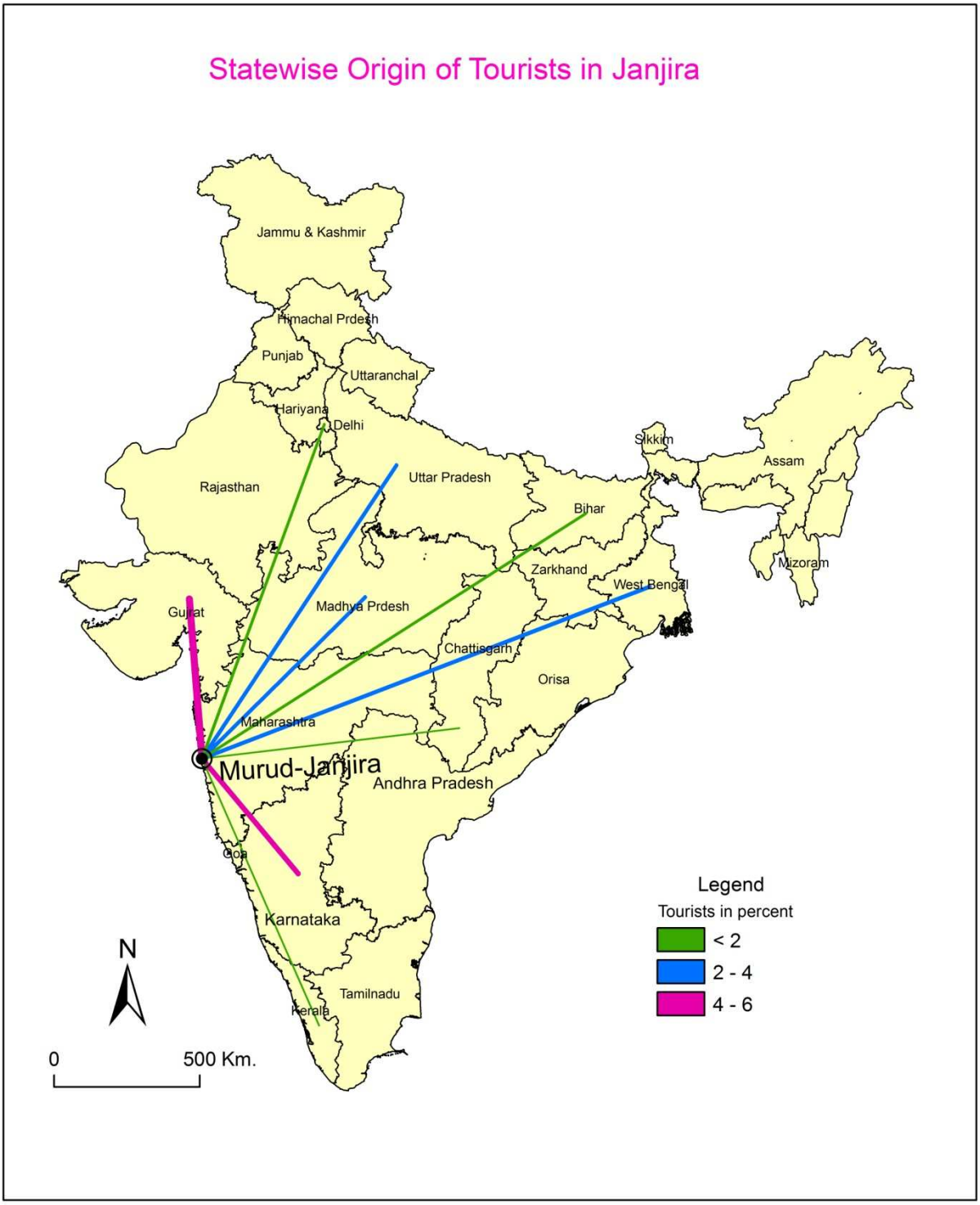

Statewise Origin of Tourists in Janjira
Jammu & Kashmir
Himachal Prdesh
Punjab
Uttaranchal
Hariyana
Delhi
Rajasthan
Uttar Pradesh
Bihar
Sikkim
Assam
Mizoram
Zarkhand
West Bengal
Gujrat
Madhya Prdesh
Chattisgarh
Orisa
Maharashtra
Murud-Janjira
Andhra Pradesh
Goa
Karnataka
Tamilnadu
Kerala
N
0
500 Km.
Legend
Tourists in percent
< 2
2 - 4
4 - 6

Fig. 4.25

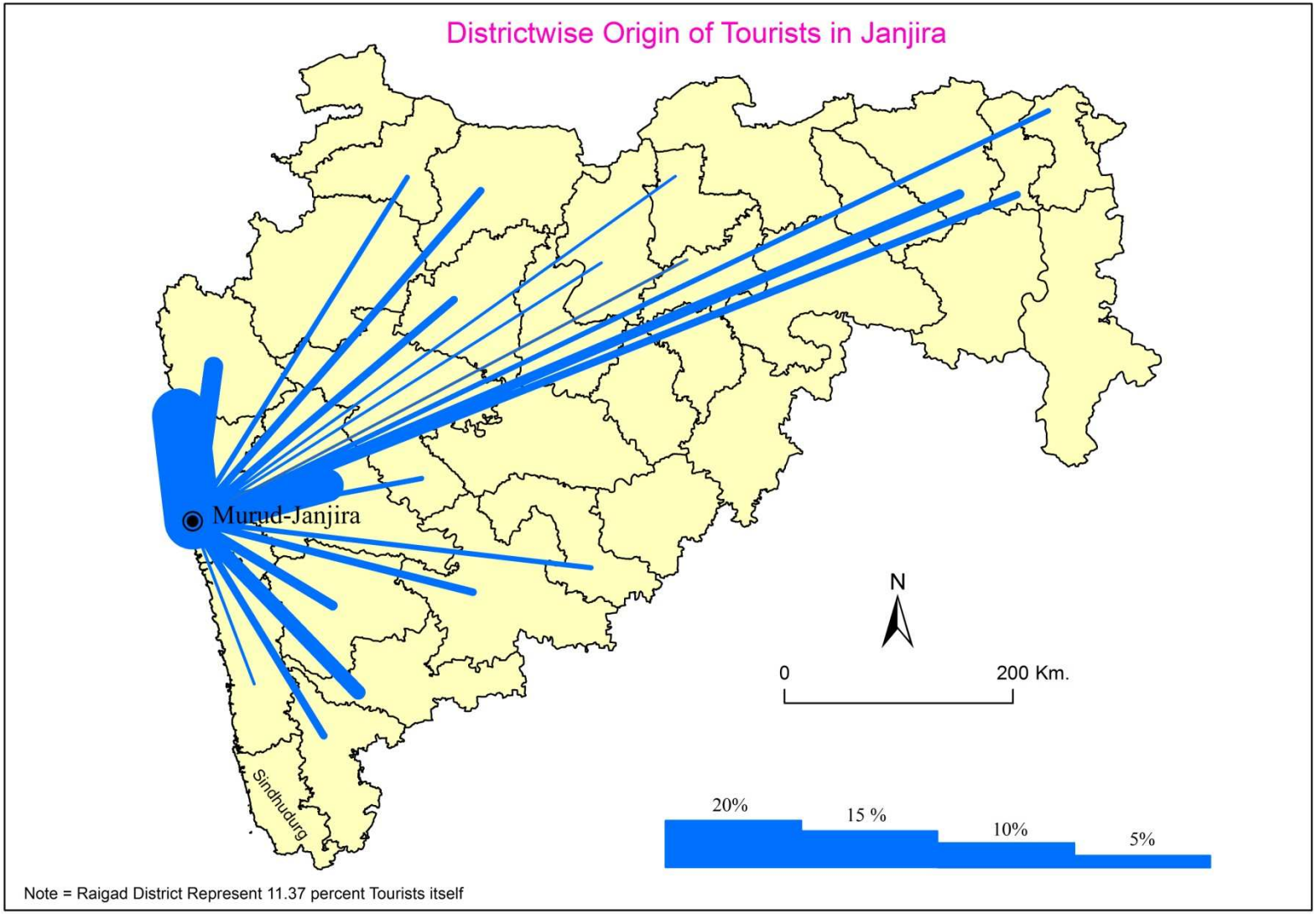

Districtwise Origin of Tourists in Janjira
Murud-Janjira
N
0
200 Km.
Sindhudurg
20%
15 %
10%
5%
Note = Raigad District Represent 11.37 percent Tourists itself

Fig. 4.26

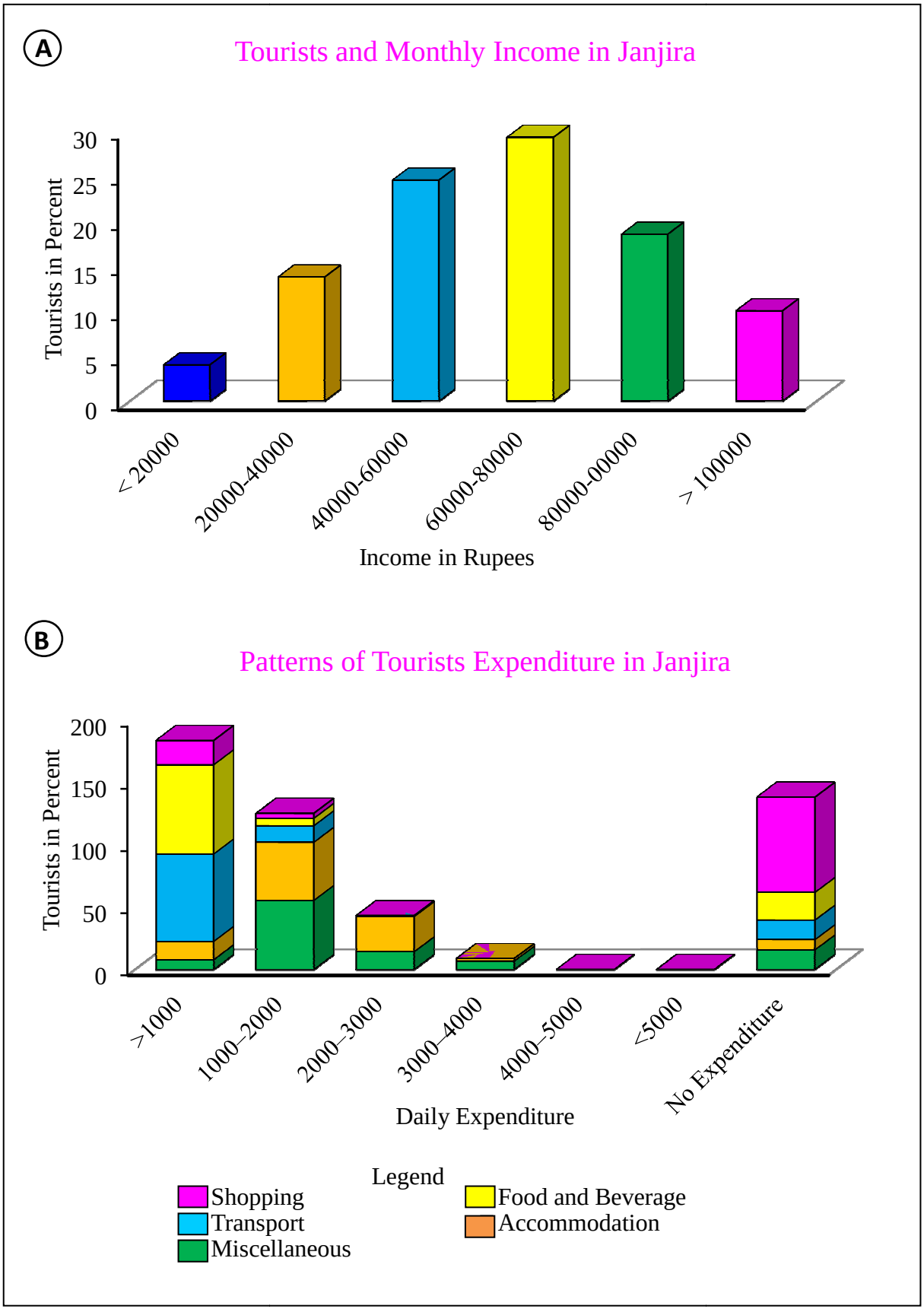

A
Tourists and Monthly Income in Janjira
Tourists in Percent
30
25
20
15
10
5
0
< 20000
20000-40000
40000-60000
60000-80000
80000-00000
> 100000
Income in Rupees
B
Patterns of Tourists Expenditure in Janjira
Tourists in Percent
200
150
100
50
0
>1000
1000–2000
2000–3000
3000–4000
4000–5000
<5000
No Expenditure
Daily Expenditure
Legend
Shopping
Transport
Miscellaneous
Food and Beverage
Accommodation

Fig. 4.27

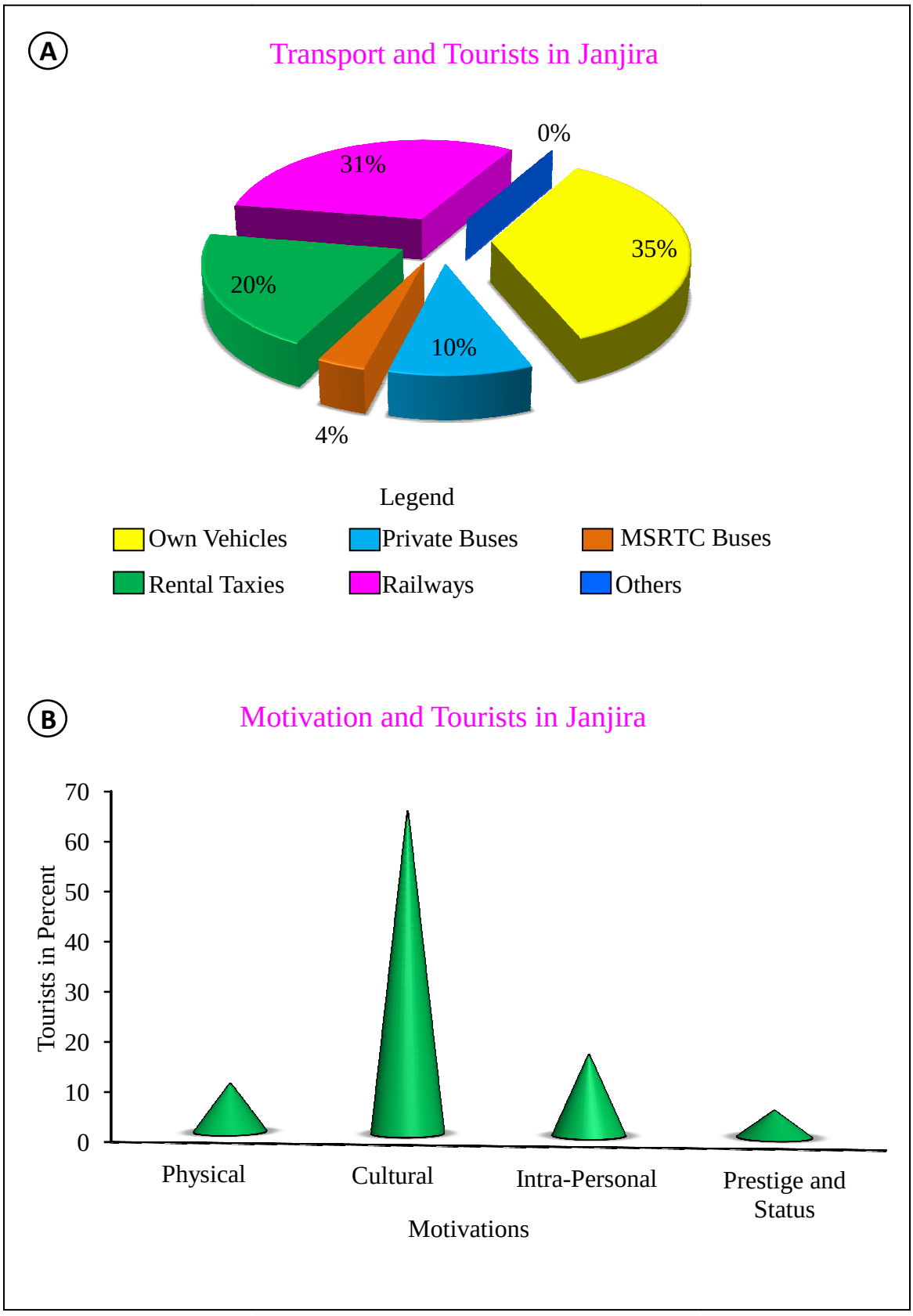

A
Transport and Tourists in Janjira
0%
31%
35%
20%
10%
4%
Legend
Own Vehicles
Private Buses
MSRTC Buses
Rental Taxies
Railways
Others
B
Motivation and Tourists in Janjira
Tourists in Percent
70
60
50
40
30
20
10
0
Physical
Cultural
Intra-Personal
Prestige and Status
Motivations

Fig. 4.28

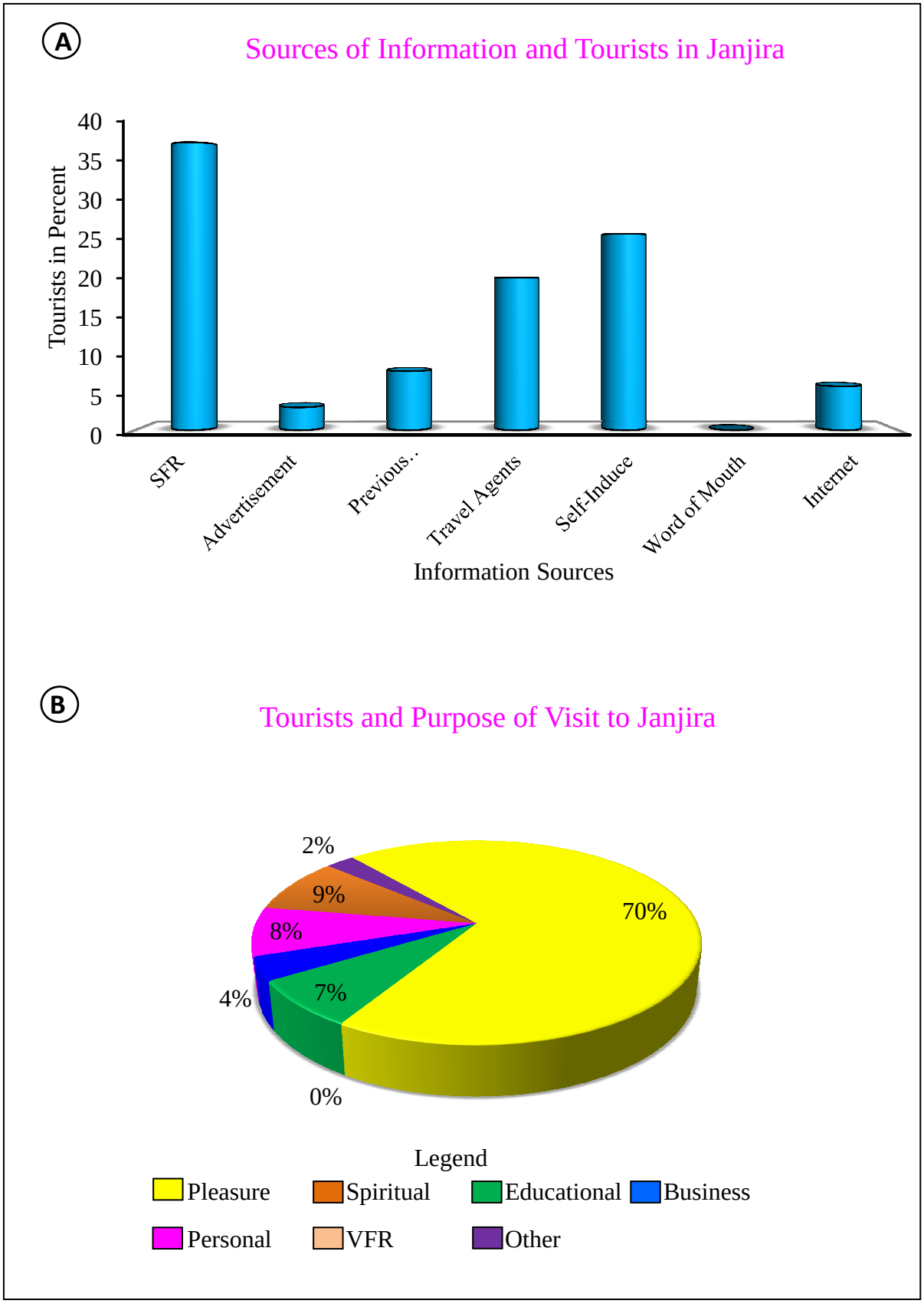

A
Sources of Information and Tourists in Janjira
Tourists in Percent
40
35
30
25
20
15
10
5
0
SFR
Advertisement
Previous..
Travel Agents
Self-Induce
Word of Mouth
Internet
Information Sources
B
Tourists and Purpose of Visit to Janjira
2%
9%
8%
4%
7%
70%
0%
Legend
Pleasure
Spiritual
Educational
Business
Personal
VFR
Other

Fig. 4.29

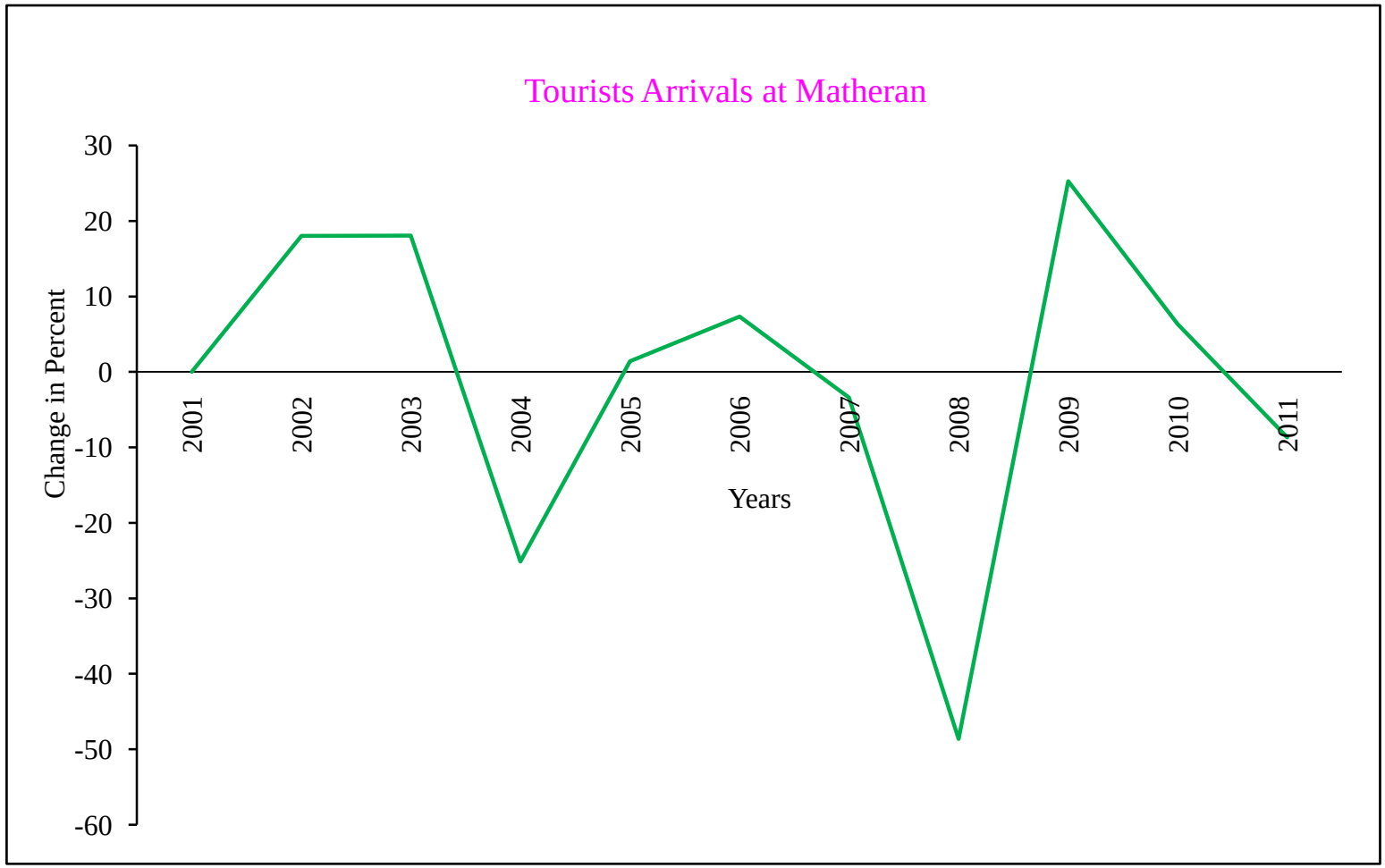

Tourists Arrivals at Matheran
Change in Percent
30
20
10
0
-10
-20
-30
-40
-50
-60
2001
2002
2003
2004
2005
2006
2007
2008
2009
2010
2011
Years

Fig. 4.3

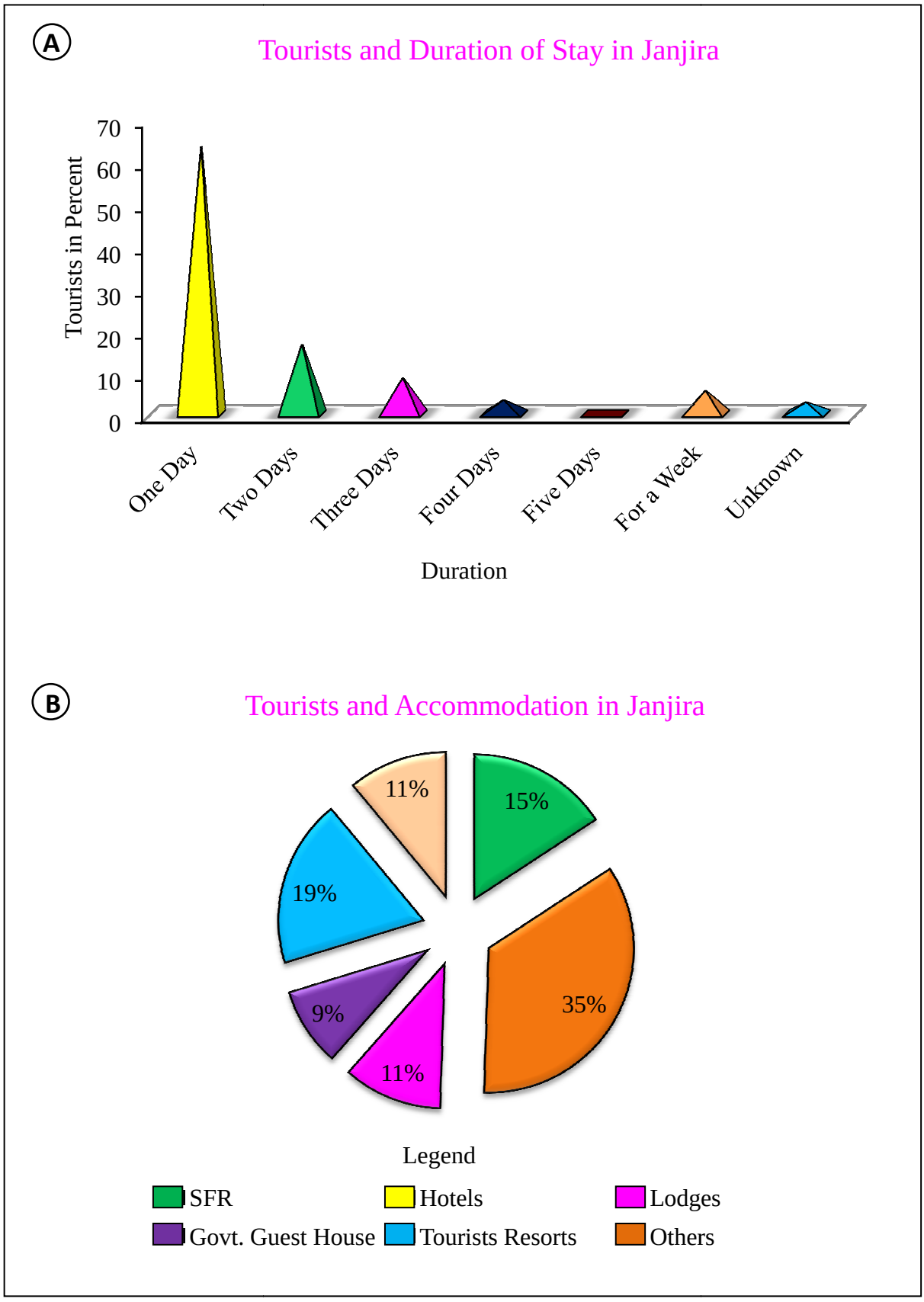

A
Tourists and Duration of Stay in Janjira
Tourists in Percent
70
60
50
40
30
20
10
0
One Day
Two Days
Three Days
Four Days
Five Days
For a Week
Unknown
Duration
B
Tourists and Accommodation in Janjira
11%
15%
19%
9%
11%
35%
Legend
SFR
Hotels
Lodges
Govt. Guest House
Tourists Resorts
Others

Fig. 4.30

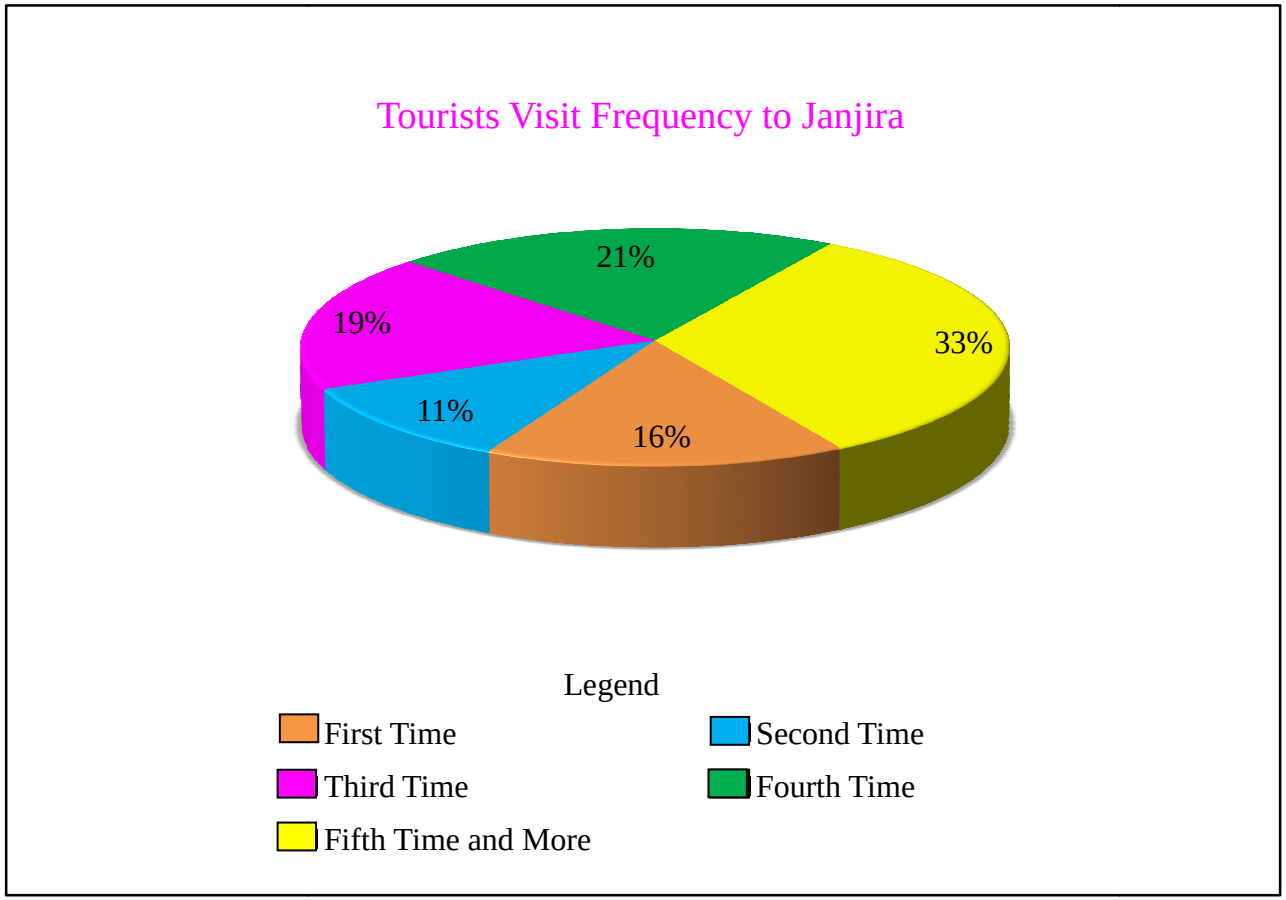

Tourists Visit Frequency to Janjira
21%
19%
33%
11%
16%
Legend
First Time
Second Time
Third Time
Fourth Time
Fifth Time and More

Fig. 4.31

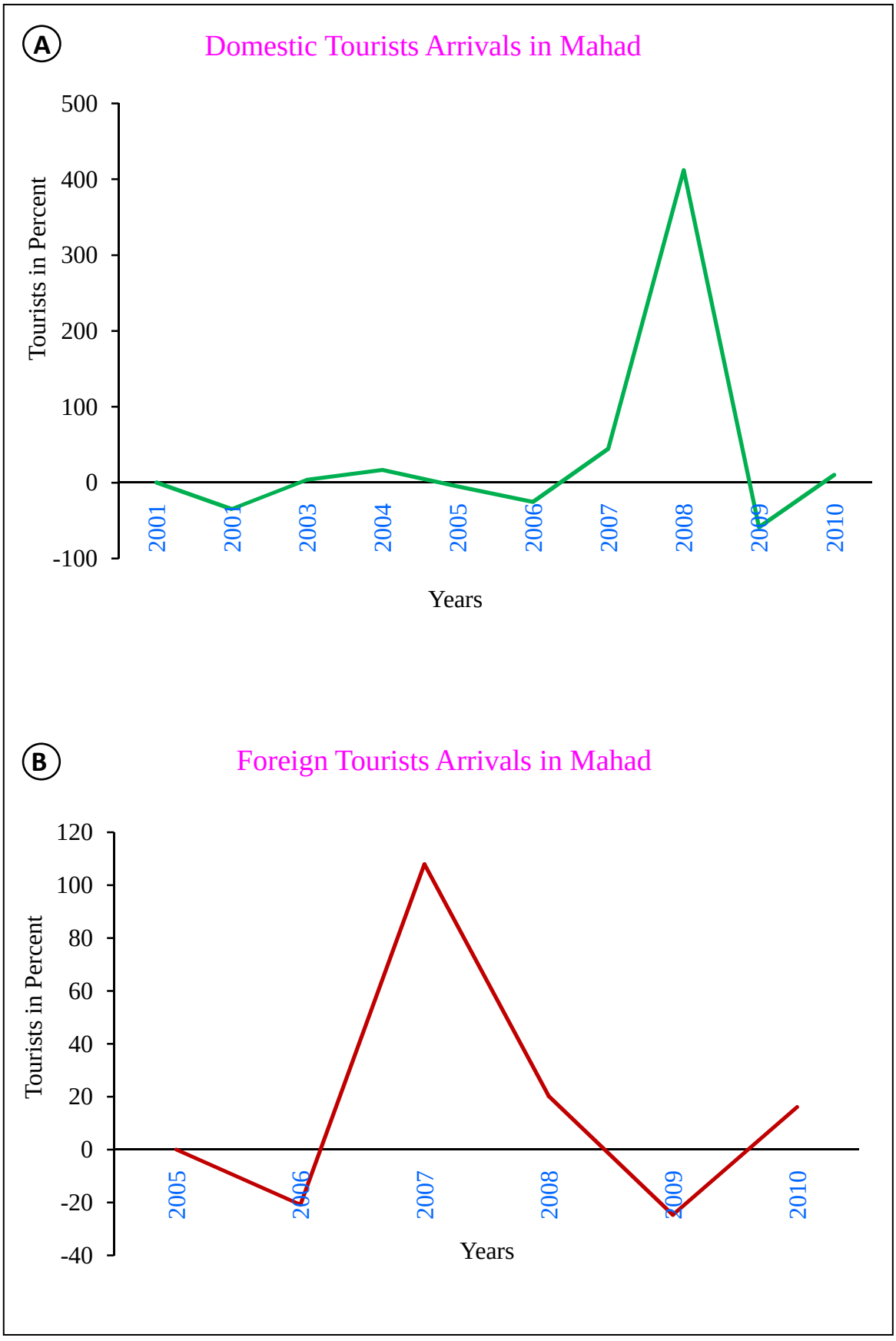

A
Domestic Tourists Arrivals in Mahad
500
400
300
200
100
0
-100
Tourists in Percent
2001
2001
2003
2004
2005
2006
2007
2008
2009
2010
Years
B
Foreign Tourists Arrivals in Mahad
120
100
80
60
40
20
0
-20
-40
Tourists in Percent
2005
2006
2007
2008
2009
2010
Years

Fig. 4.32

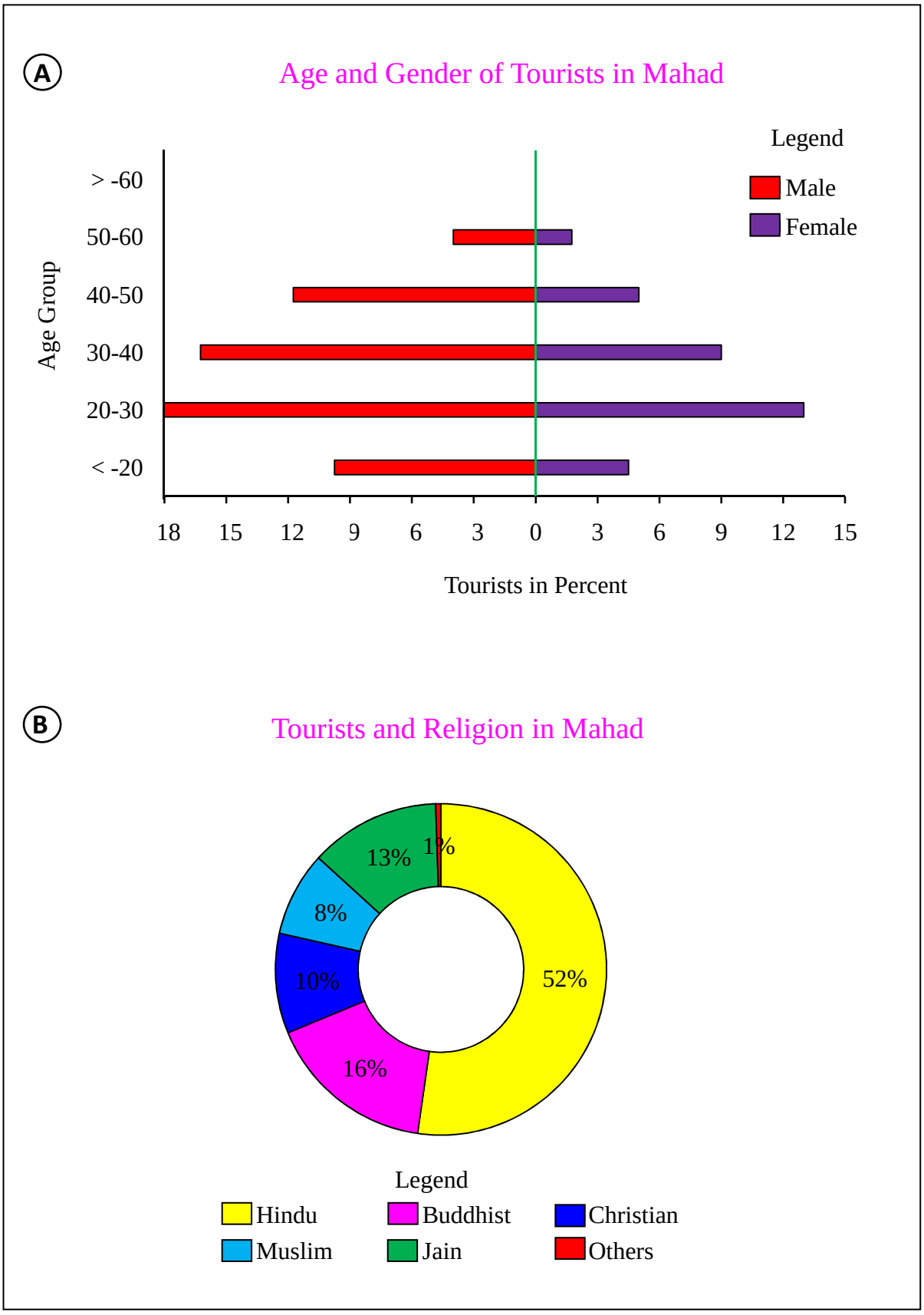

A
Age and Gender of Tourists in Mahad
Legend
Male
Female
> -60
50-60
40-50
30-40
20-30
< -20
Age Group
18 15 12 9 6 3 0 3 6 9 12 15
Tourists in Percent
B
Tourists and Religion in Mahad
52%
16%
10%
8%
13%
1%
Legend
Hindu
Buddhist
Christian
Muslim
Jain
Others

Fig. 4.33

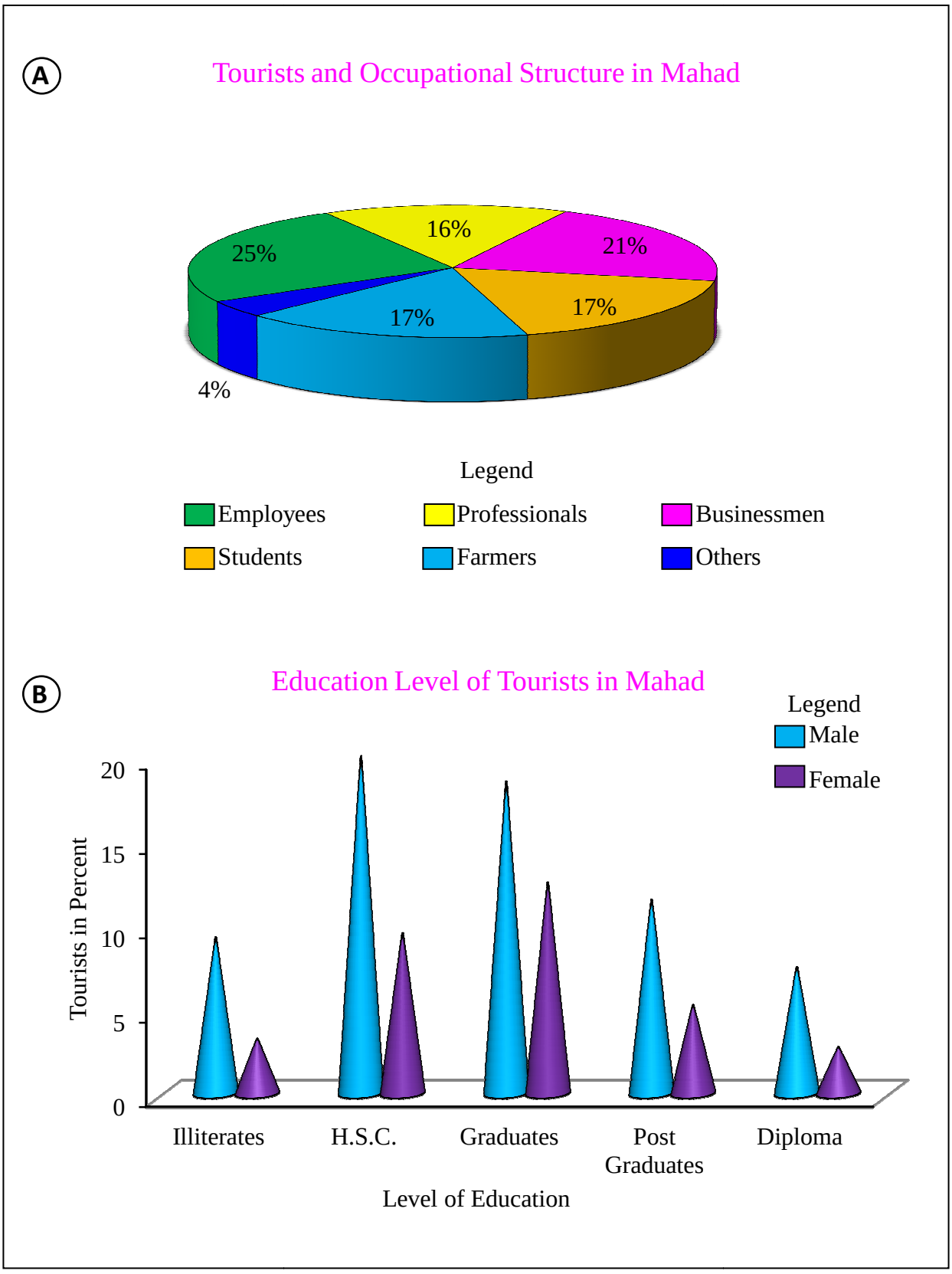

A
Tourists and Occupational Structure in Mahad
25%
16%
21%
17%
17%
4%
Legend
Employees
Professionals
Businessmen
Students
Farmers
Others
B
Education Level of Tourists in Mahad
Legend
Male
Female
Tourists in Percent
20
15
10
5
0
Illiterates
H.S.C.
Graduates
Post Graduates
Diploma
Level of Education

Fig. 4.34

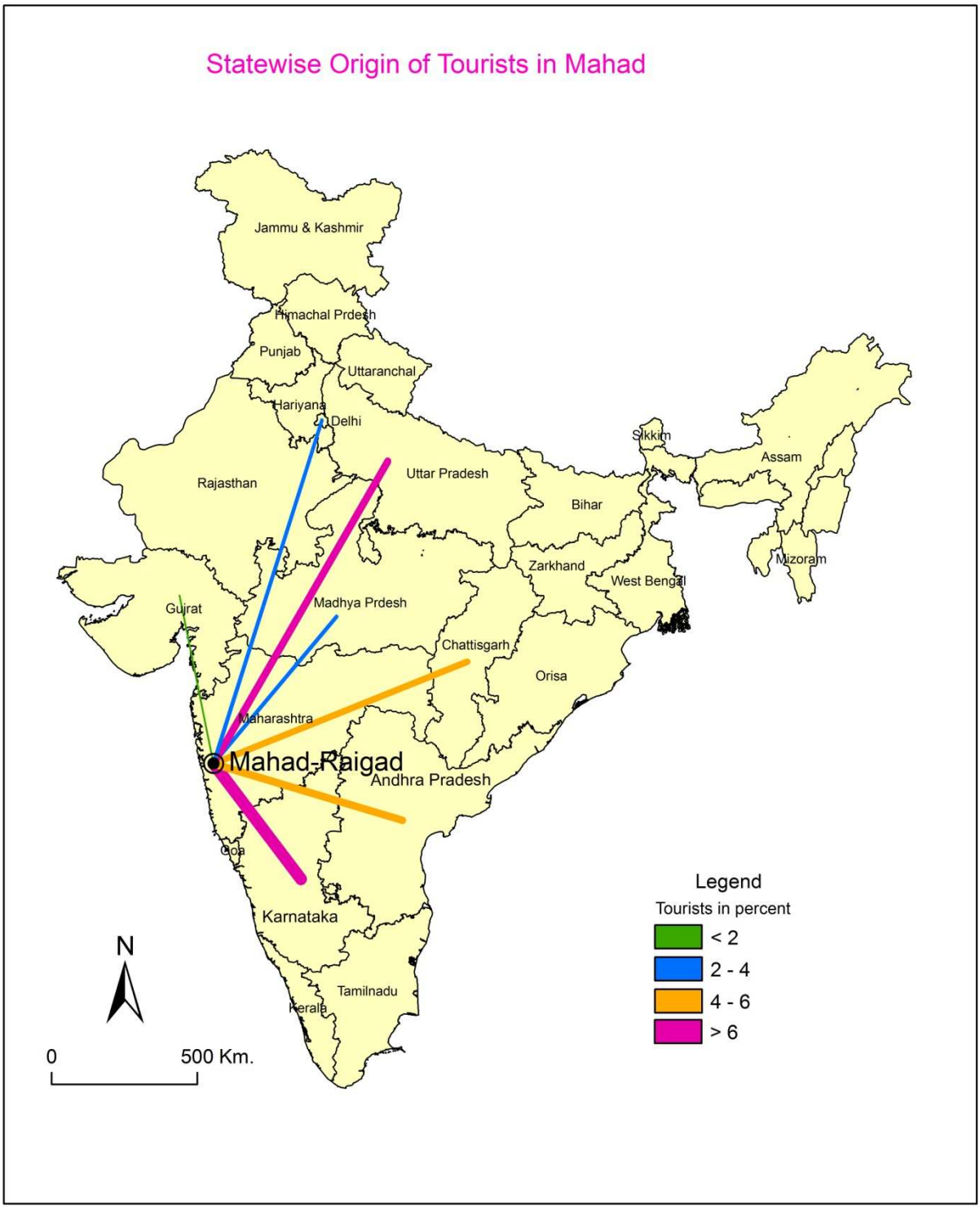

Statewise Origin of Tourists in Mahad
Jammu & Kashmir
Himachal Prdesh
Punjab
Uttaranchal
Hariyana
Delhi
Rajasthan
Uttar Pradesh
Sikkim
Assam
Bihar
Zarkhand
West Bengal
Mizoram
Gujrat
Madhya Prdesh
Chattisgarh
Orisa
Maharashtra
Mahad-Raigad
Andhra Pradesh
Goa
Karnataka
Tamilnadu
Kerala
N
0
500 Km.
Legend
Tourists in percent
< 2
2 - 4
4 - 6
> 6

Fig. 4.35

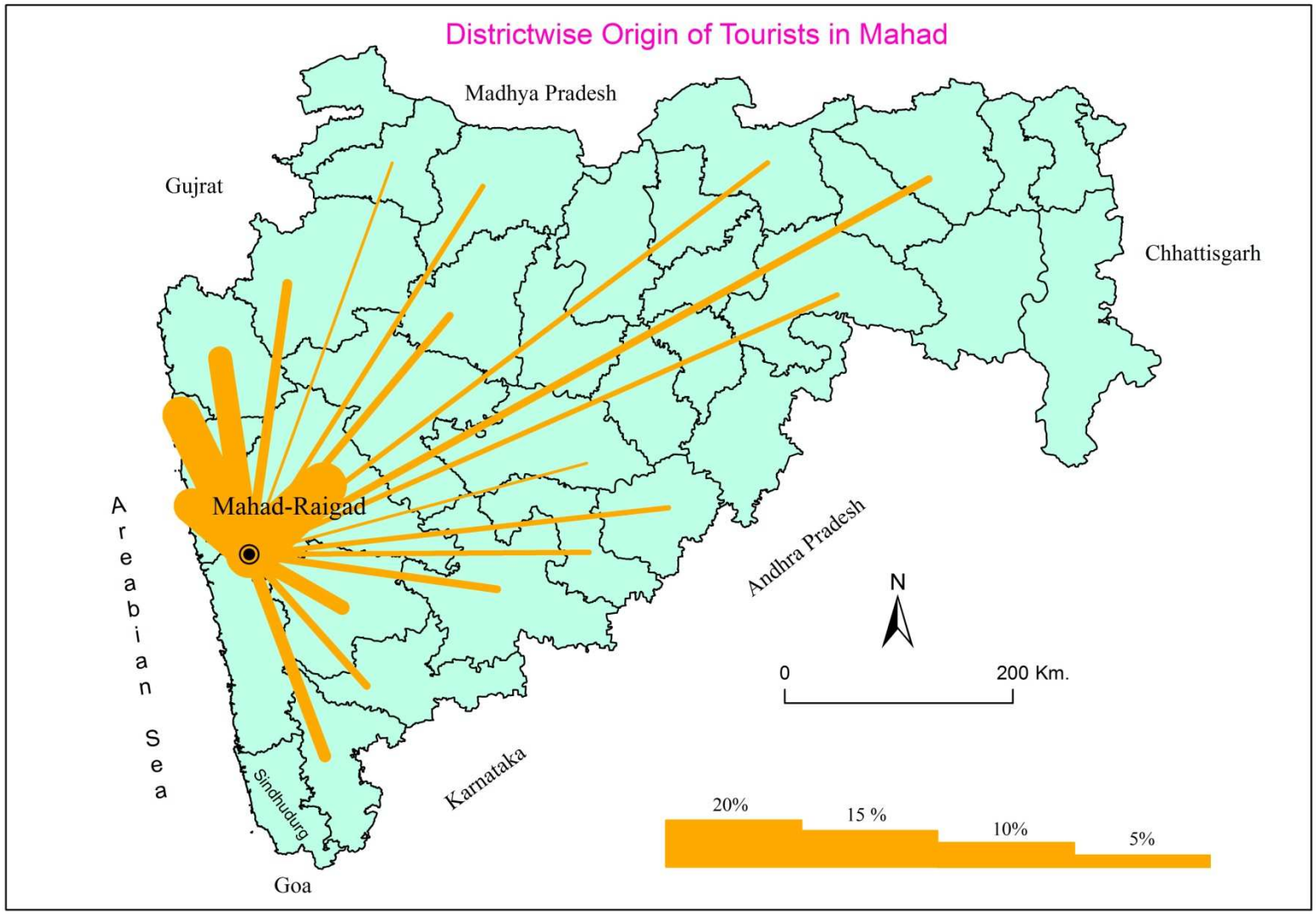

Districtwise Origin of Tourists in Mahad
Madhya Pradesh
Gujrat
Chhattisgarh
Mahad-Raigad
Andhra Pradesh
Arabian Sea
Karnataka
Sindhudurg
Goa
N
0
200 Km.
20%
15 %
10%
5%

Fig. 4.36

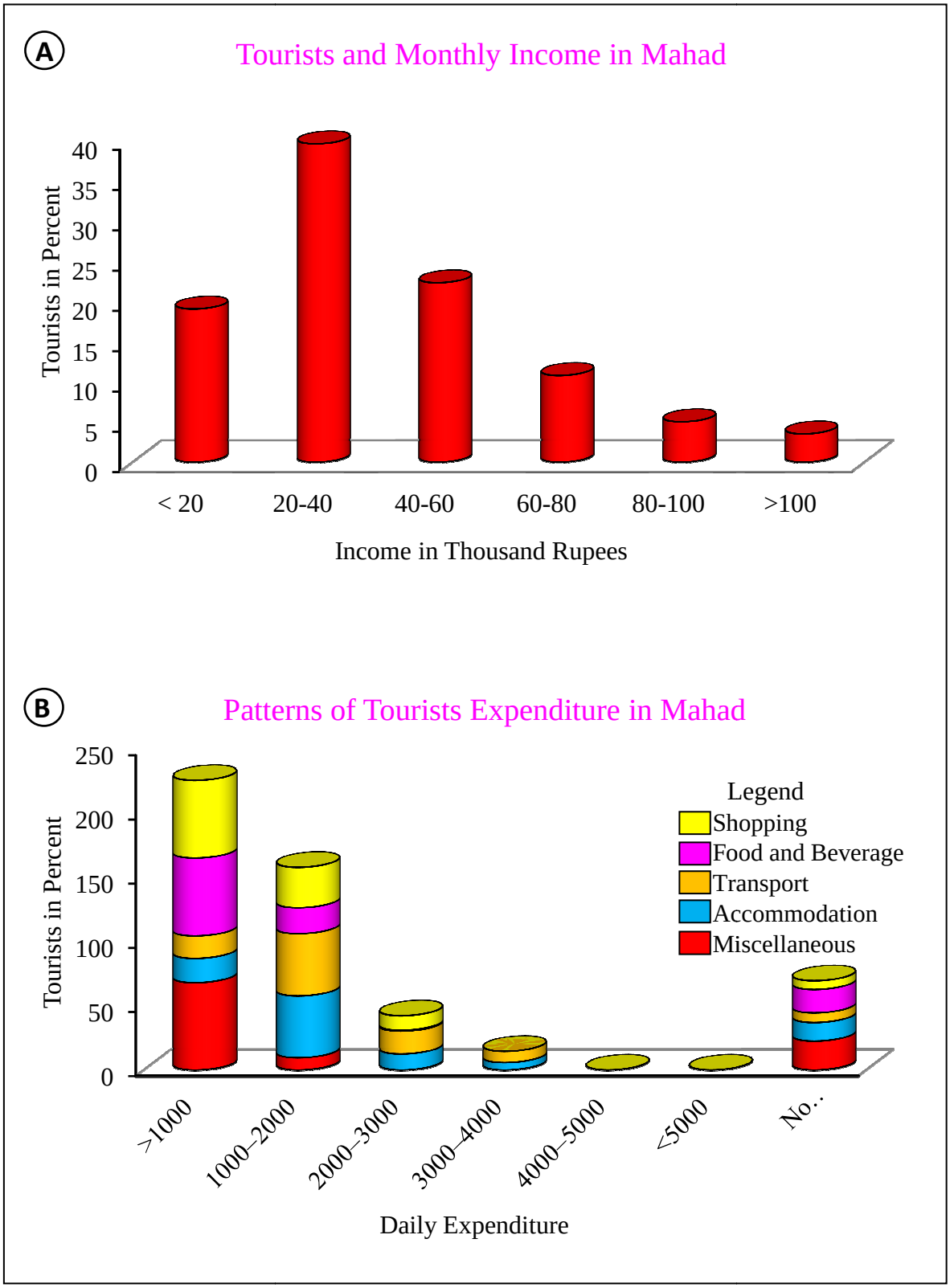

A
Tourists and Monthly Income in Mahad
Tourists in Percent
40
35
30
25
20
15
10
5
0
< 20
20-40
40-60
60-80
80-100
>100
Income in Thousand Rupees
B
Patterns of Tourists Expenditure in Mahad
Tourists in Percent
250
200
150
100
50
0
Legend
Shopping
Food and Beverage
Transport
Accommodation
Miscellaneous
>1000
1000–2000
2000–3000
3000–4000
4000–5000
<5000
No..
Daily Expenditure

Fig. 4.37

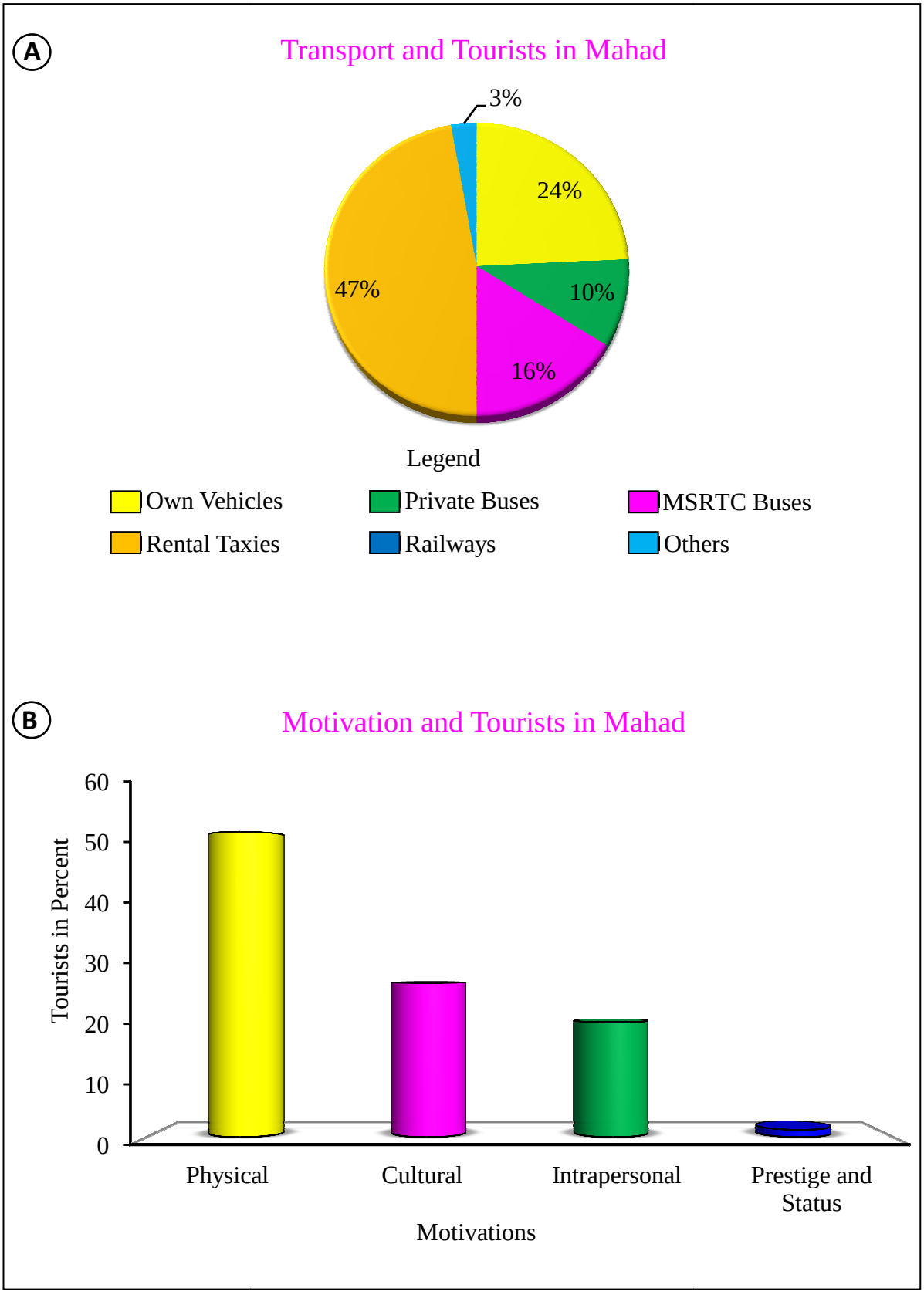

A
Transport and Tourists in Mahad
3%
24%
47%
10%
16%
Legend
Own Vehicles
Private Buses
MSRTC Buses
Rental Taxies
Railways
Others
B
Motivation and Tourists in Mahad
Tourists in Percent
60
50
40
30
20
10
0
Physical
Cultural
Intrapersonal
Prestige and Status
Motivations

Fig. 4.38

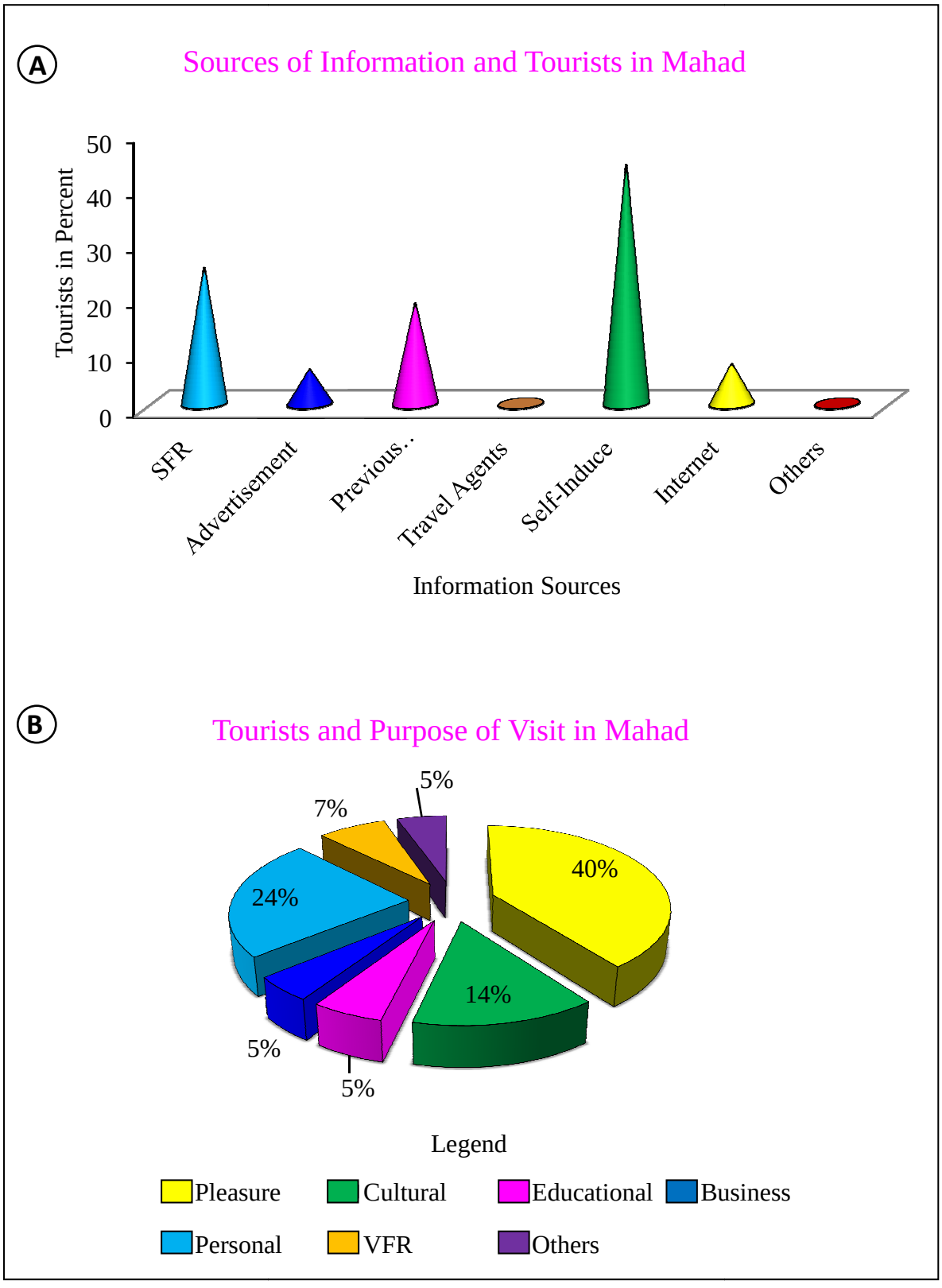

A
Sources of Information and Tourists in Mahad
Tourists in Percent
50
40
30
20
10
0
SFR
Advertisement
Previous..
Travel Agents
Self-Induce
Internet
Others
Information Sources
B
Tourists and Purpose of Visit in Mahad
5%
7%
40%
24%
14%
5%
5%
Legend
Pleasure
Cultural
Educational
Business
Personal
VFR
Others

Fig. 4.39

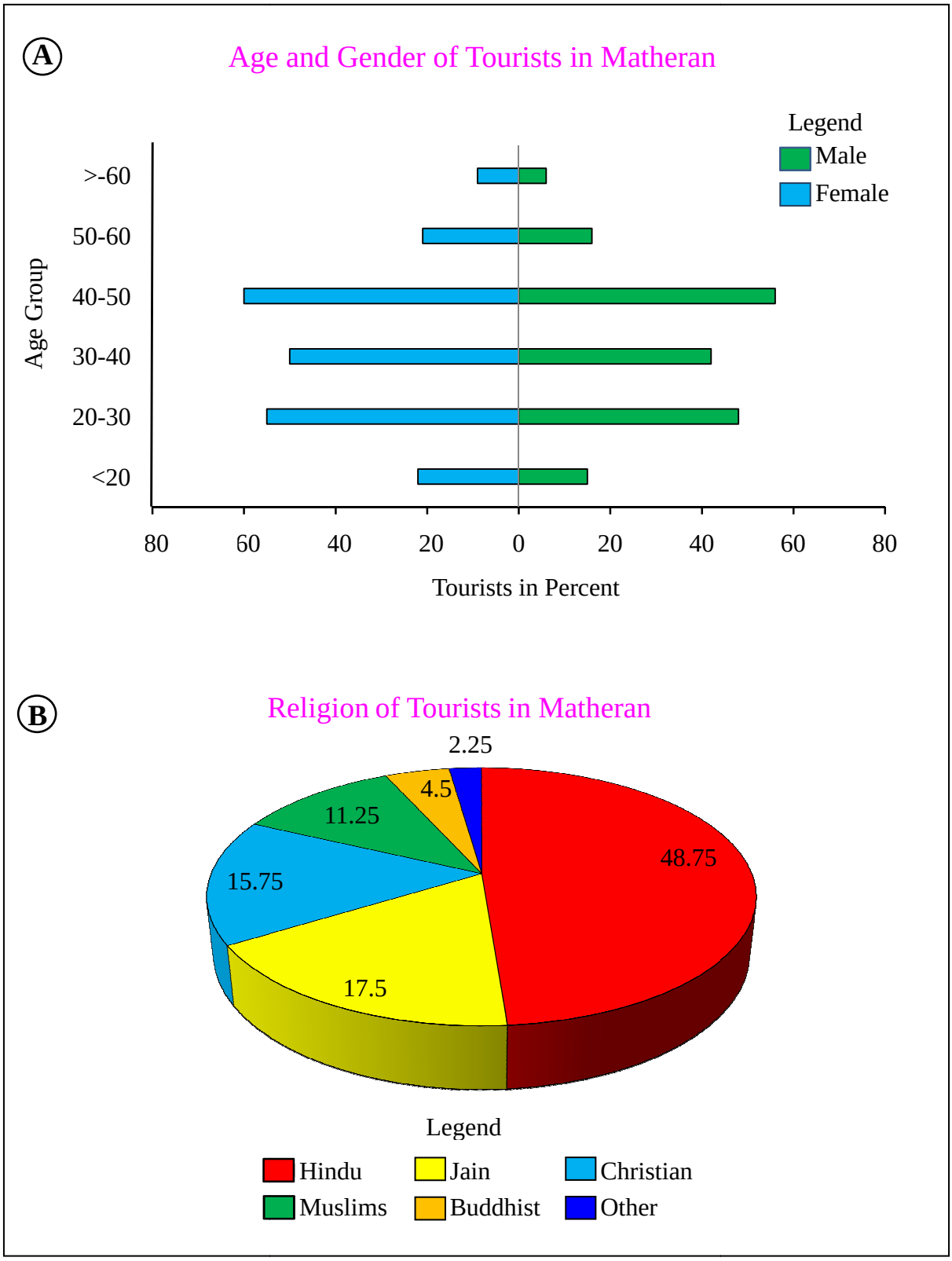

A
Age and Gender of Tourists in Matheran
Legend
Male
Female
>-60
50-60
40-50
30-40
20-30
<20
Age Group
80
60
40
20
0
20
40
60
80
Tourists in Percent
B
Religion of Tourists in Matheran
2.25
4.5
11.25
48.75
15.75
17.5
Legend
Hindu
Jain
Christian
Muslims
Buddhist
Other

Fig. 4.4

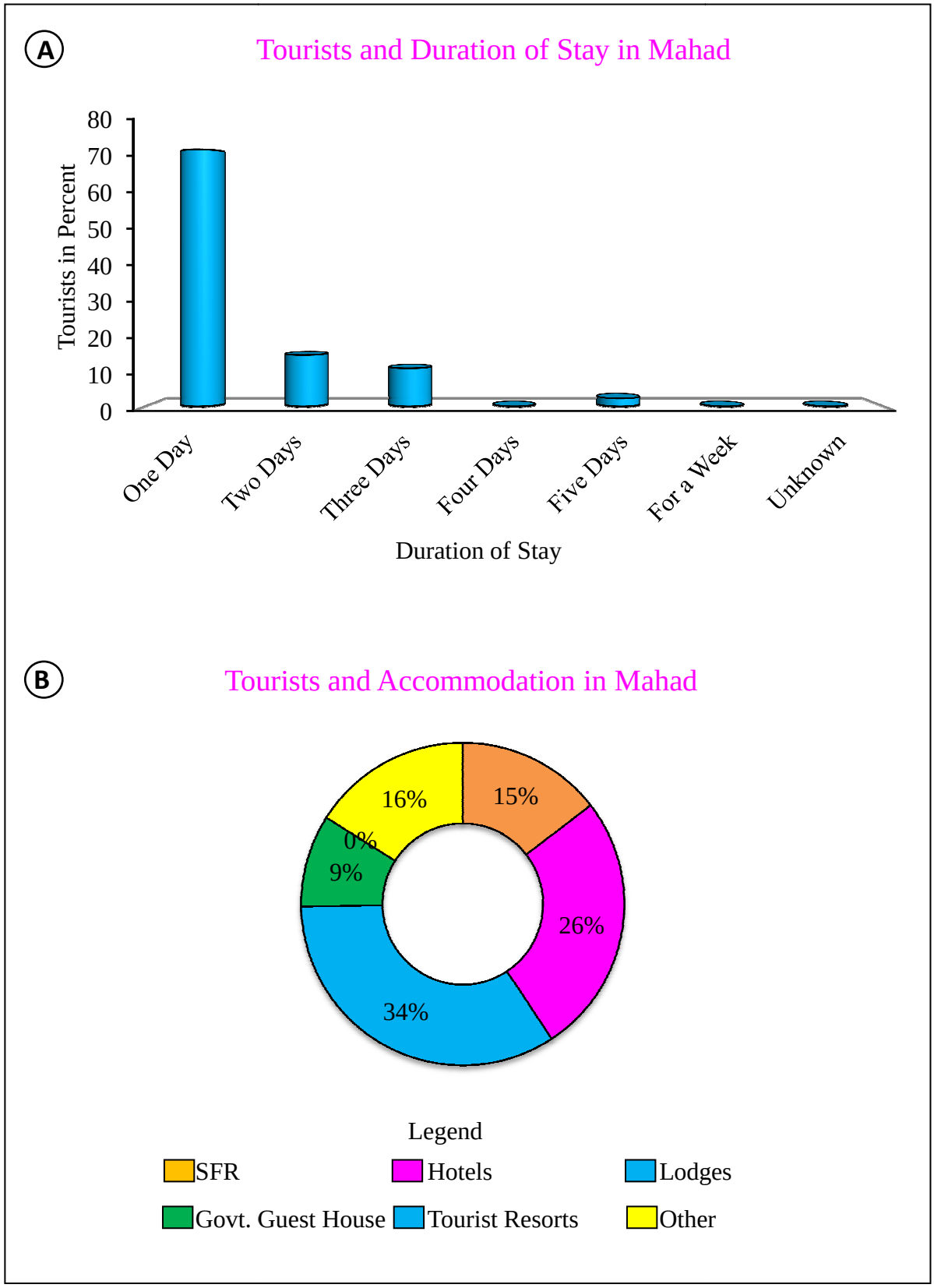

A
Tourists and Duration of Stay in Mahad
Tourists in Percent
80
70
60
50
40
30
20
10
0
One Day
Two Days
Three Days
Four Days
Five Days
For a Week
Unknown
Duration of Stay
B
Tourists and Accommodation in Mahad
16%
15%
0%
9%
26%
34%
Legend
SFR
Hotels
Lodges
Govt. Guest House
Tourist Resorts
Other

Fig. 4.40

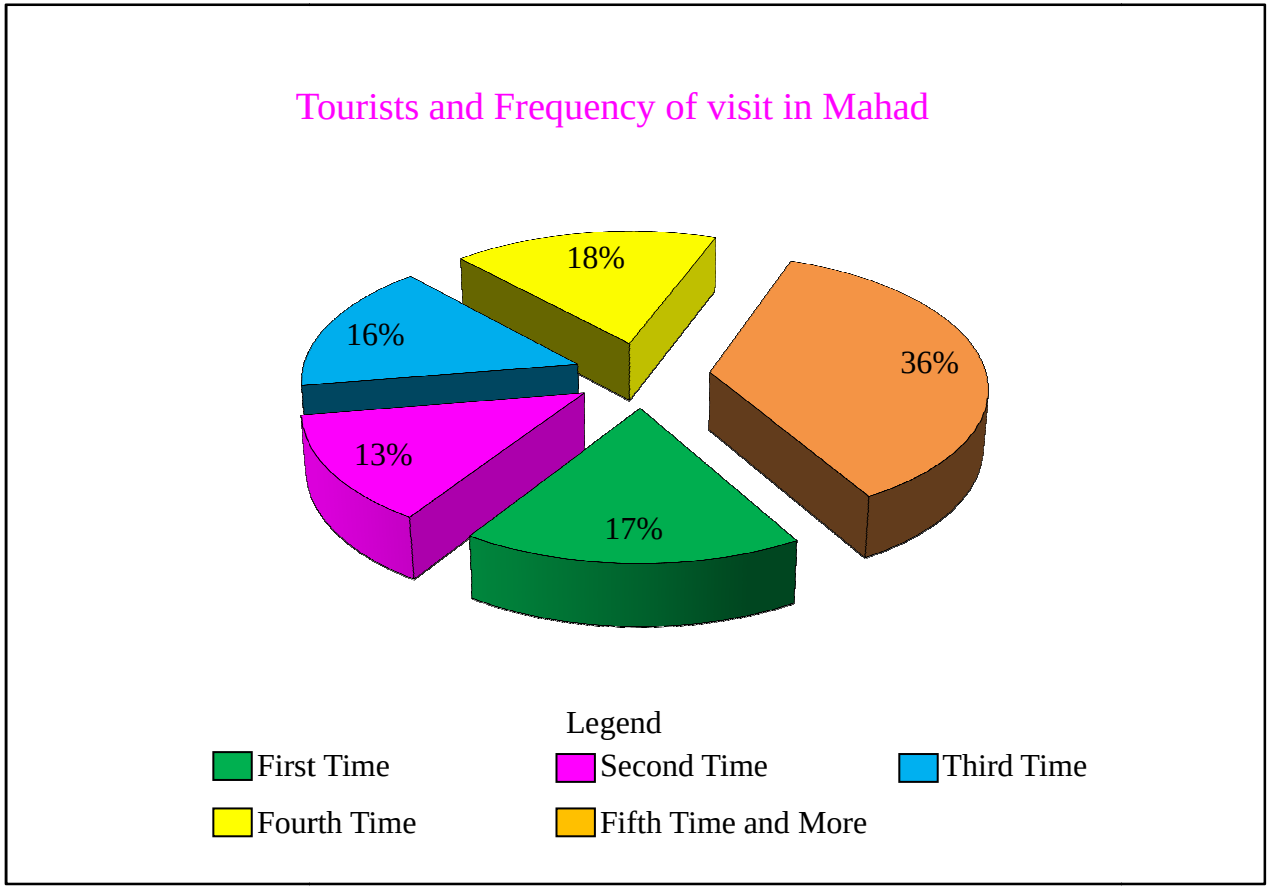

Tourists and Frequency of visit in Mahad
18%
16%
36%
13%
17%
Legend
First Time
Second Time
Third Time
Fourth Time
Fifth Time and More

Fig. 4.41

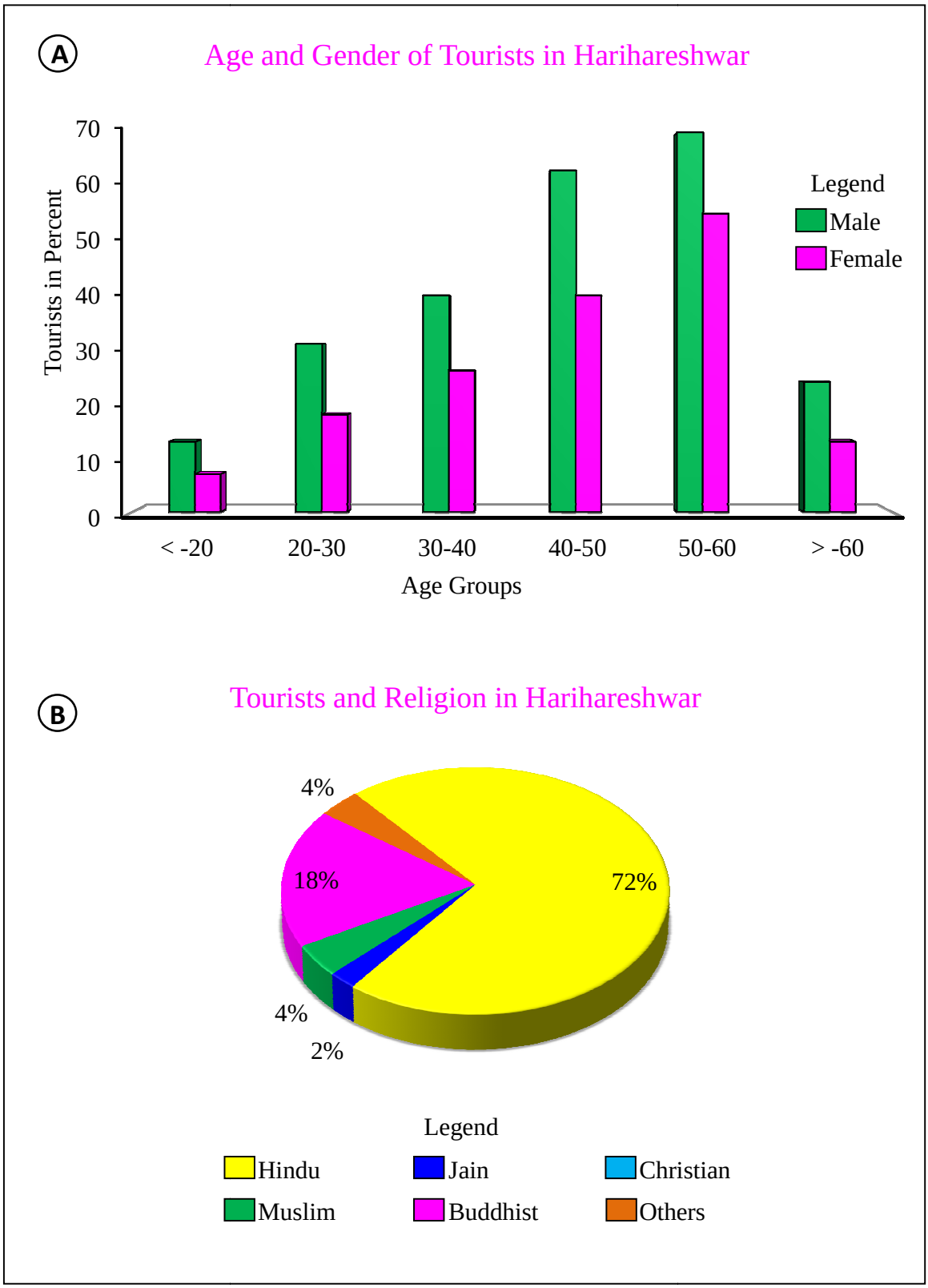

A
Age and Gender of Tourists in Harihareshwar
Tourists in Percent
70
60
50
40
30
20
10
0
< -20
20-30
30-40
40-50
50-60
> -60
Age Groups
Legend
Male
Female
B
Tourists and Religion in Harihareshwar
4%
18%
72%
4%
2%
Legend
Hindu
Jain
Christian
Muslim
Buddhist
Others

Fig. 4.42

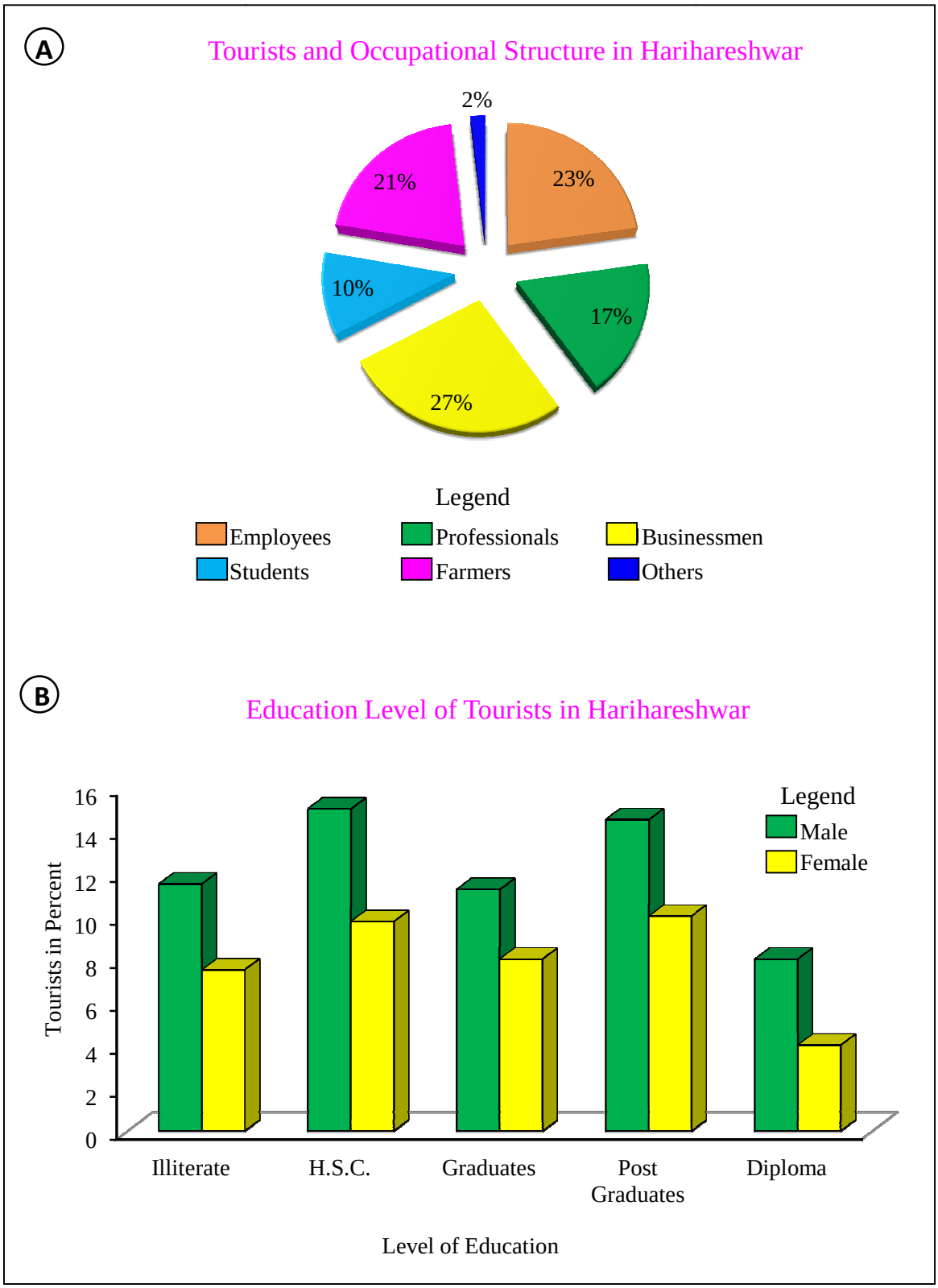

A
Tourists and Occupational Structure in Hariharеshwar
2%
23%
21%
10%
17%
27%
Legend
Employees
Professionals
Businessmen
Students
Farmers
Others
B
Education Level of Tourists in Hariharеshwar
Tourists in Percent
0
2
4
6
8
10
12
14
16
Legend
Male
Female
Illiterate
H.S.C.
Graduates
Post Graduates
Diploma
Level of Education

Fig. 4.43

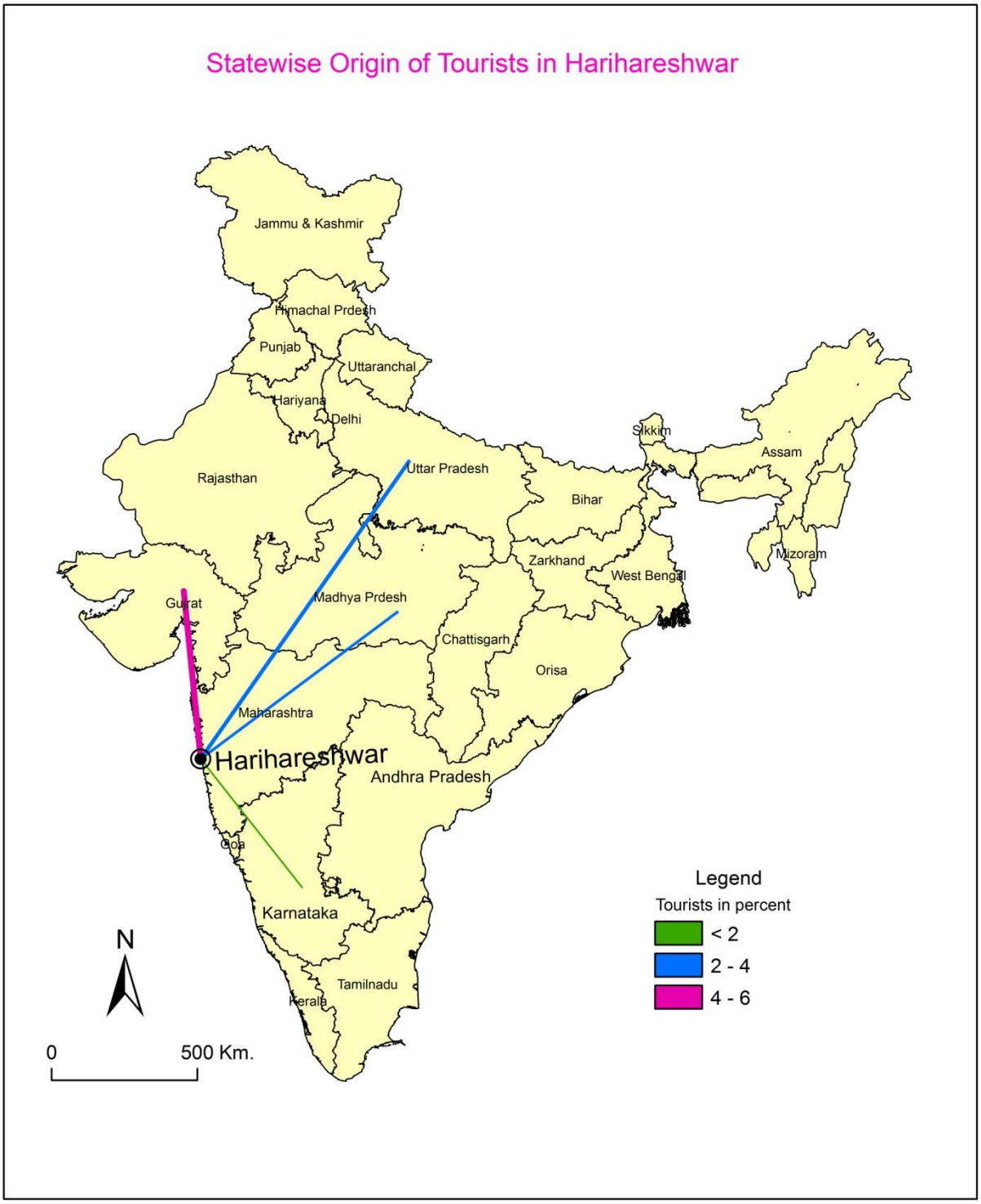

Statewise Origin of Tourists in Harihareshwar
Jammu & Kashmir
Himachal Prdesh
Punjab
Uttaranchal
Hariyana
Delhi
Rajasthan
Uttar Pradesh
Sikkim
Assam
Bihar
Zarkhand
West Bengal
Mizoram
Gujrat
Madhya Prdesh
Chattisgarh
Orisa
Maharashtra
Harihareshwar
Andhra Pradesh
Goa
Karnataka
Tamilnadu
Kerala
N
0
500 Km.
Legend
Tourists in percent
< 2
2 - 4
4 - 6

Fig. 4.44

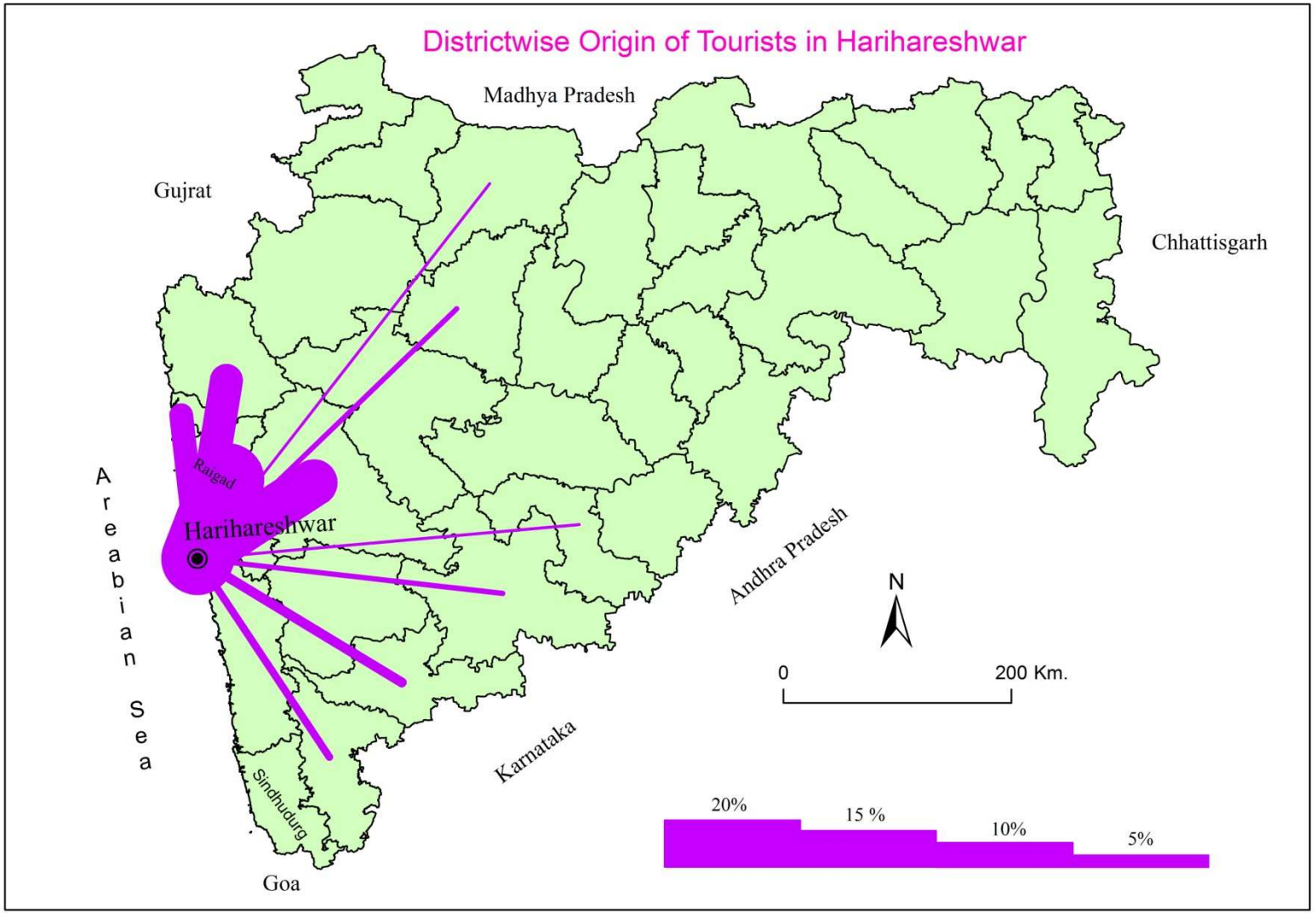

Districtwise Origin of Tourists in Harihareshwar
Madhya Pradesh
Gujrat
Chhattisgarh
Raigad
Harihareshwar
Arabian Sea
Andhra Pradesh
N
0
200 Km.
Karnataka
Sindhudurg
Goa
20%
15 %
10%
5%

Fig. 4.45

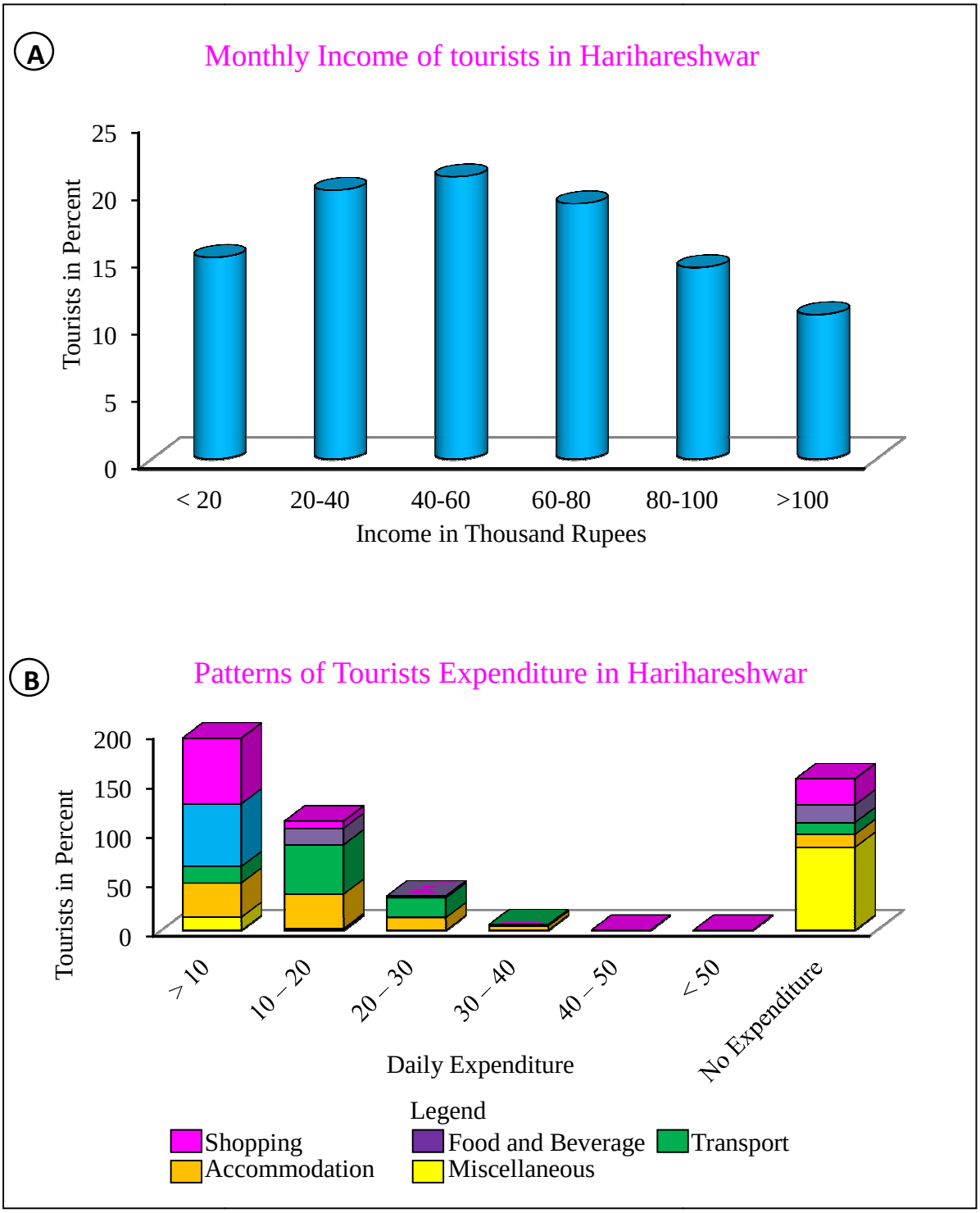

A
Monthly Income of tourists in Harihareshwar
Tourists in Percent
25
20
15
10
5
0
< 20
20-40
40-60
60-80
80-100
>100
Income in Thousand Rupees
B
Patterns of Tourists Expenditure in Harihareshwar
Tourists in Percent
200
150
100
50
0
> 10
10 – 20
20 – 30
30 – 40
40 – 50
< 50
No Expenditure
Daily Expenditure
Legend
Shopping
Food and Beverage
Transport
Accommodation
Miscellaneous

Fig. 4.46

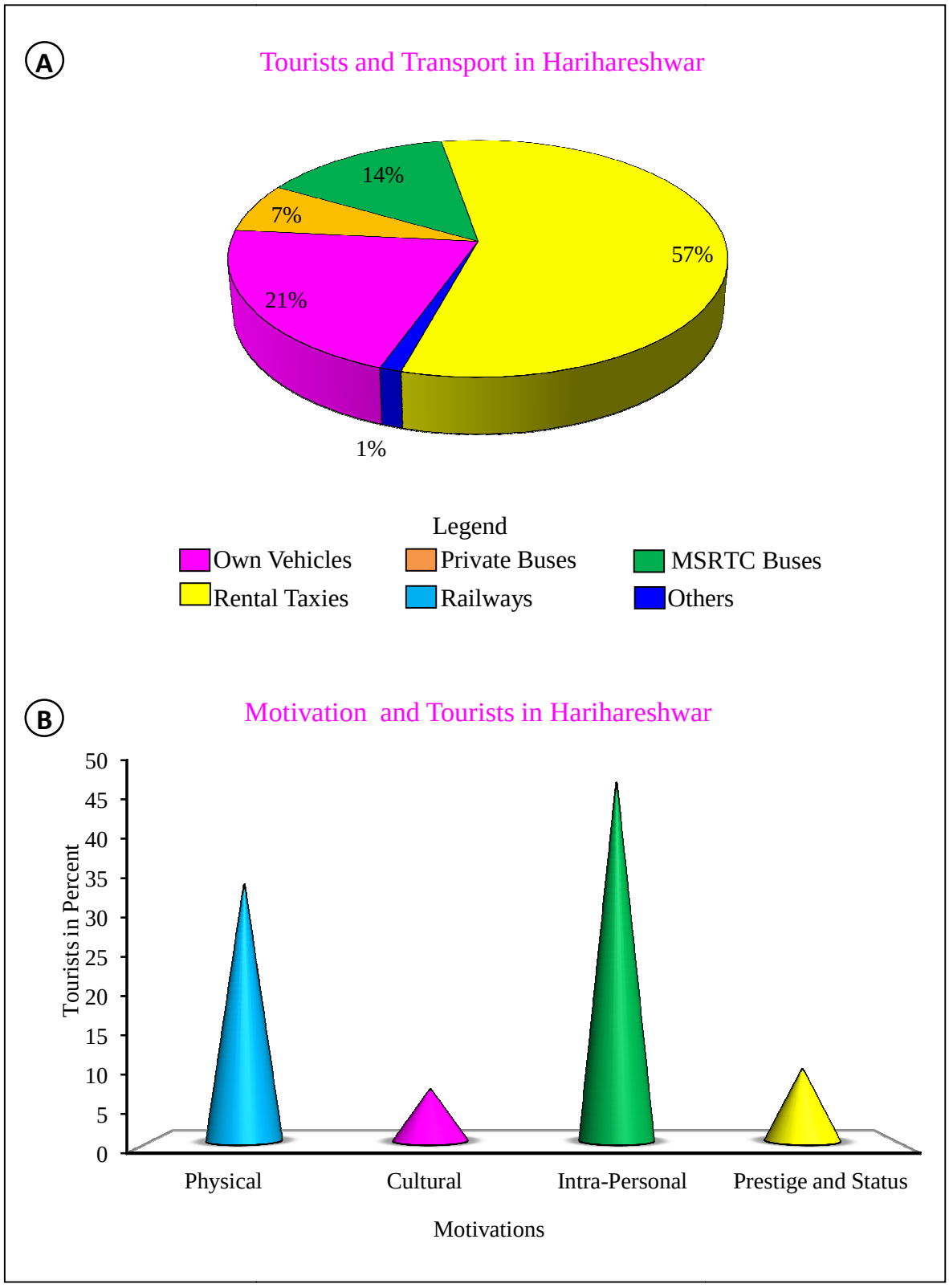

A
Tourists and Transport in Hariharesh war
14%
7%
57%
21%
1%
Legend
Own Vehicles
Private Buses
MSRTC Buses
Rental Taxies
Railways
Others
B
Motivation and Tourists in Harihareshwar
Tourists in Percent
50
45
40
35
30
25
20
15
10
5
0
Physical
Cultural
Intra-Personal
Prestige and Status
Motivations

Fig. 4.47

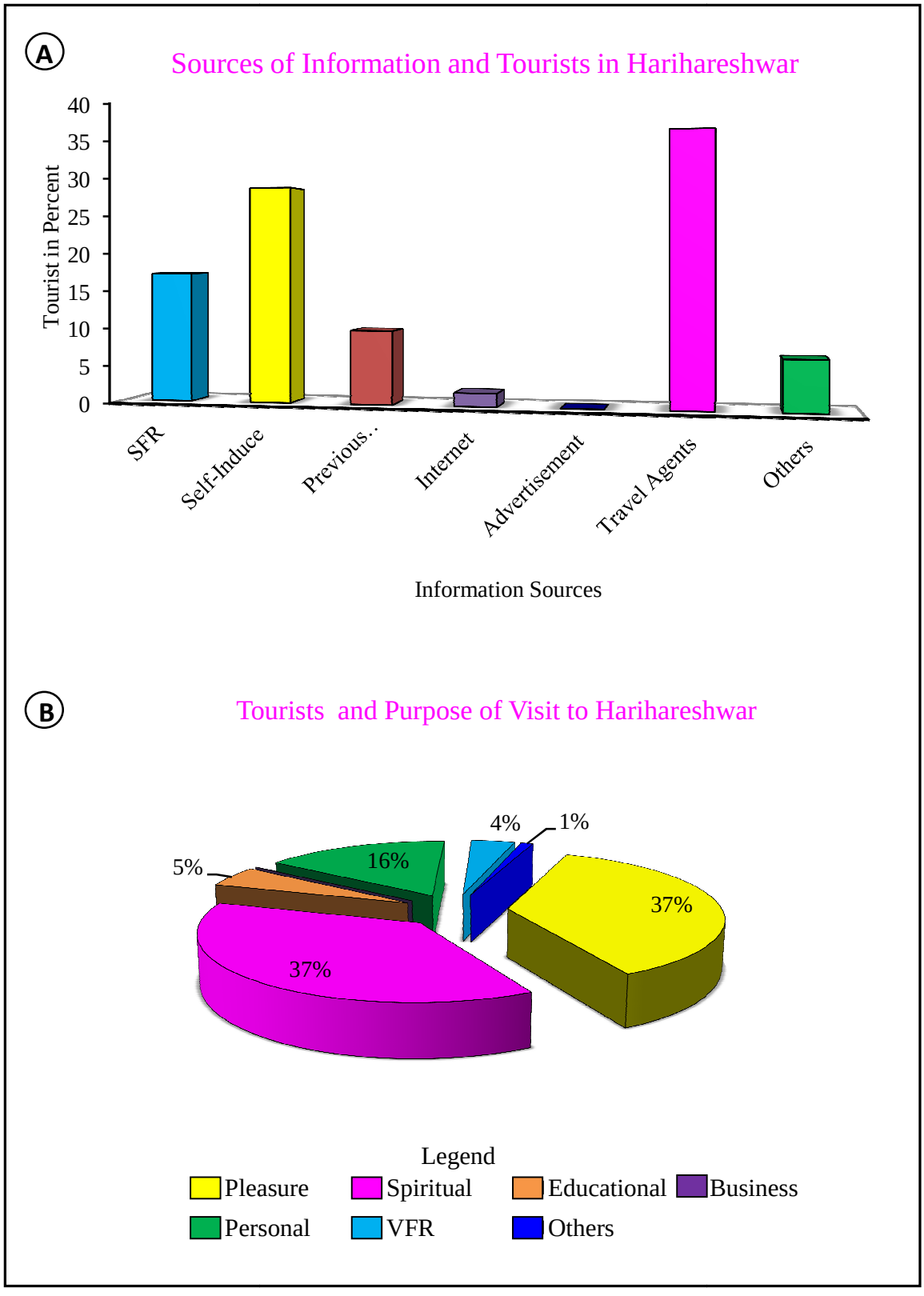

A
Sources of Information and Tourists in Harihareshwar
Tourist in Percent
40
35
30
25
20
15
10
5
0
SFR
Self-Induce
Previous..
Internet
Advertisement
Travel Agents
Others
Information Sources
B
Tourists and Purpose of Visit to Harihareshwar
4%
1%
5%
16%
37%
37%
Legend
Pleasure
Spiritual
Educational
Business
Personal
VFR
Others

Fig. 4.48

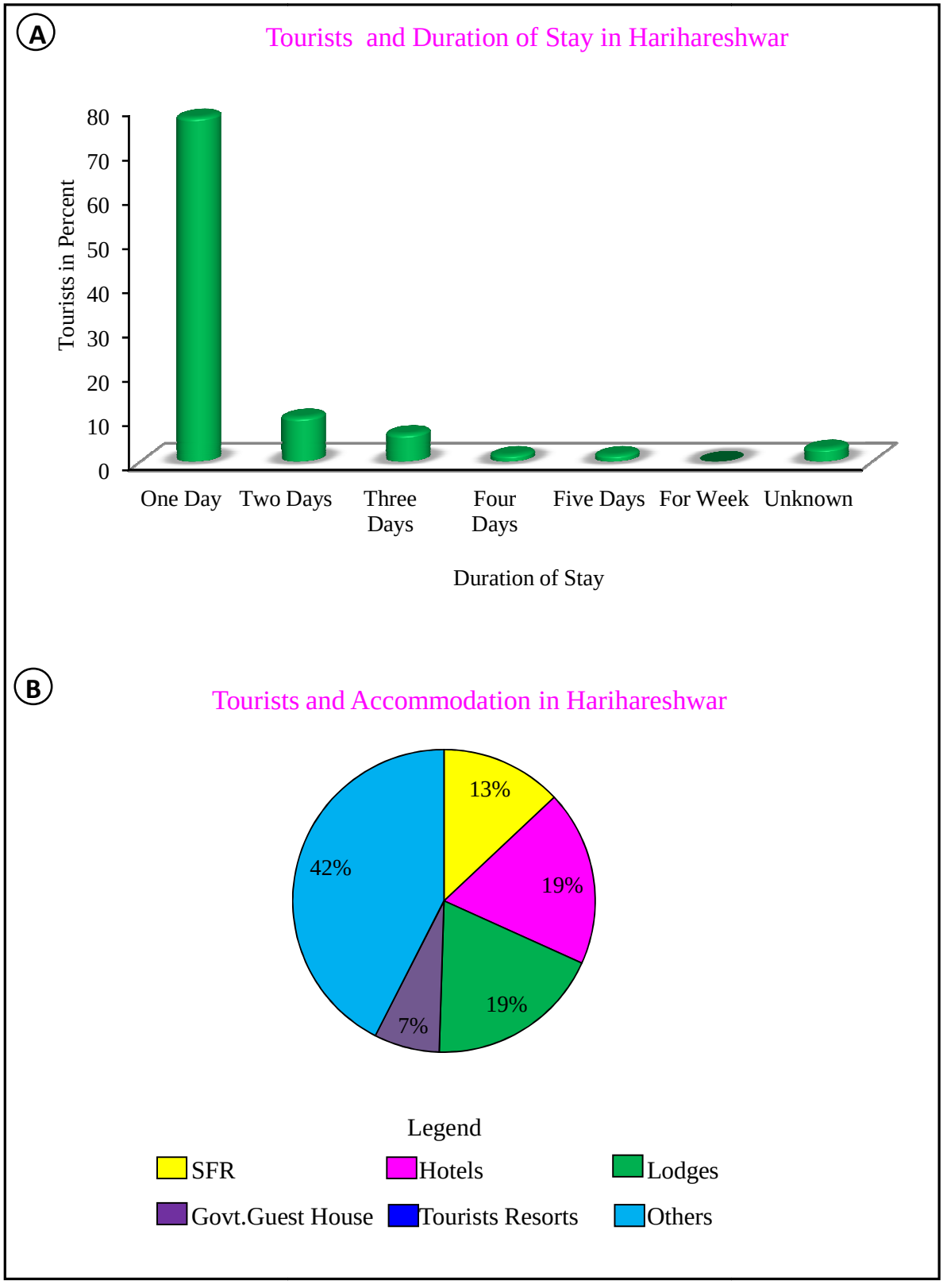

A
Tourists and Duration of Stay in Harihareshwar
Tourists in Percent
80
70
60
50
40
30
20
10
0
One Day
Two Days
Three Days
Four Days
Five Days
For Week
Unknown
Duration of Stay
B
Tourists and Accommodation in Harihareshwar
13%
19%
19%
7%
42%
Legend
SFR
Hotels
Lodges
Govt.Guest House
Tourists Resorts
Others

Fig. 4.49

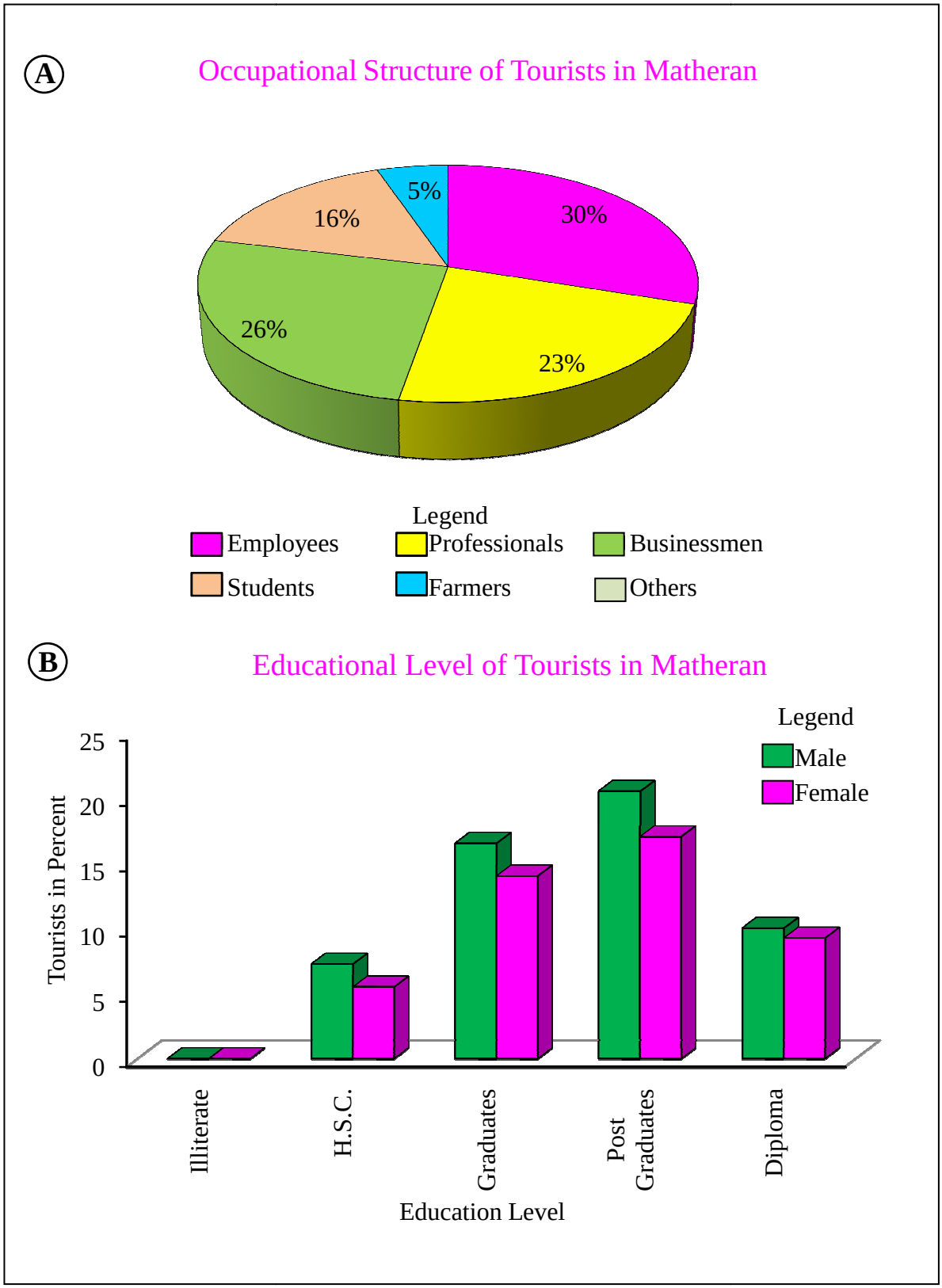

A
Occupational Structure of Tourists in Matheran
5%
30%
16%
26%
23%
Legend
Employees
Professionals
Businessmen
Students
Farmers
Others
B
Educational Level of Tourists in Matheran
Legend
Male
Female
Tourists in Percent
25
20
15
10
5
0
Illiterate
H.S.C.
Graduates
Post Graduates
Diploma
Education Level

Fig. 4.5

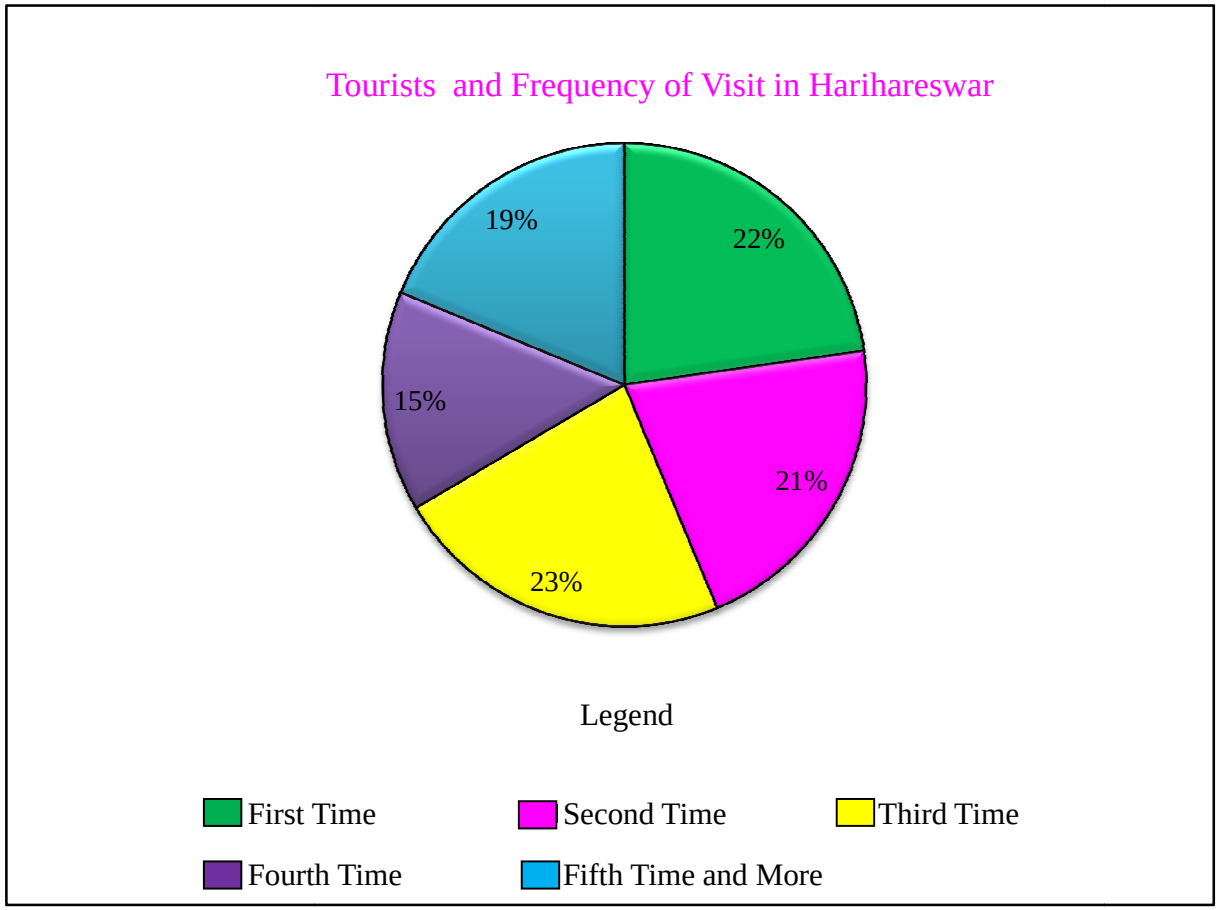

Tourists and Frequency of Visit in Harihareswar
19%
22%
15%
21%
23%
Legend
First Time
Second Time
Third Time
Fourth Time
Fifth Time and More

Fig. 4.50

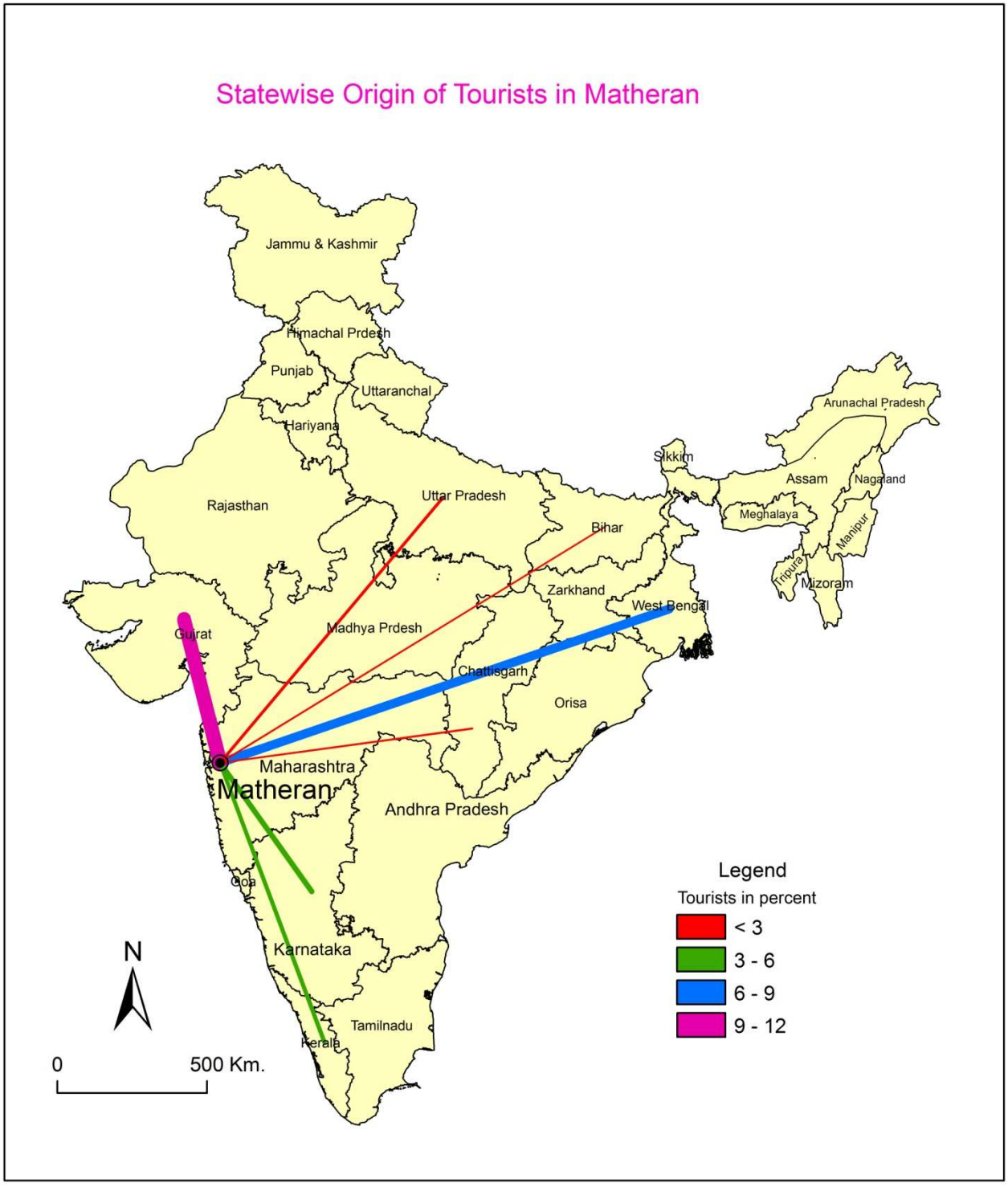

Statewise Origin of Tourists in Matheran
Jammu & Kashmir
Himachal Prdesh
Punjab
Uttaranchal
Hariyana
Rajasthan
Uttar Pradesh
Bihar
Sikkim
Arunachal Pradesh
Assam
Nagaland
Meghalaya
Manipur
Tripura
Mizoram
Zarkhand
West Bengal
Gujrat
Madhya Prdesh
Chattisgarh
Orisa
Maharashtra
Matheran
Andhra Pradesh
Goa
Karnataka
Tamilnadu
Kerala
N
0
500 Km.
Legend
Tourists in percent
< 3
3 - 6
6 - 9
9 - 12

Fig. 4.6

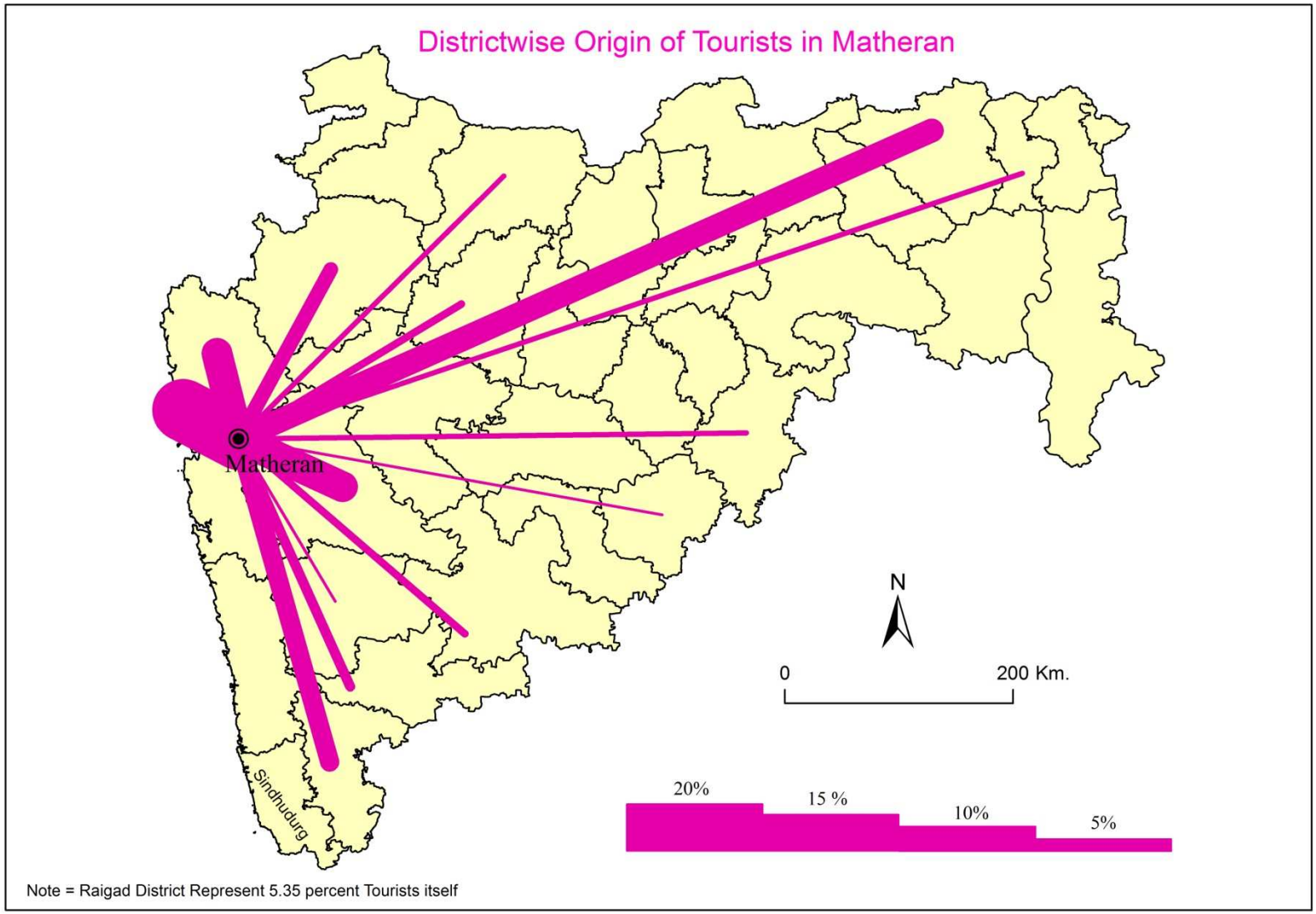

Districtwise Origin of Tourists in Matheran
Matheran
Sindhudurg
N
0
200 Km.
20%
15 %
10%
5%
Note = Raigad District Represent 5.35 percent Tourists itself

Fig. 4.7

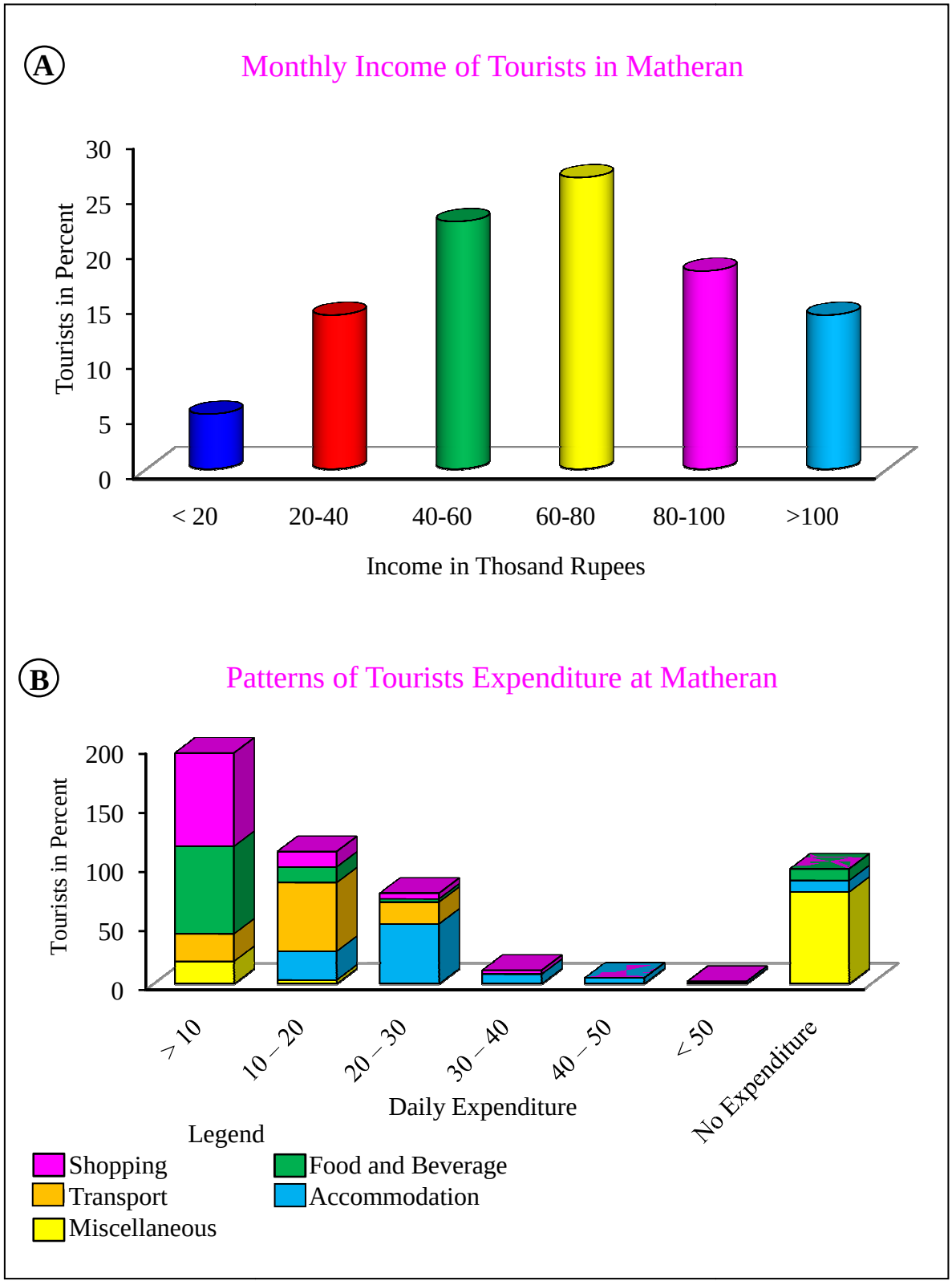

A
Monthly Income of Tourists in Matheran
Tourists in Percent
30
25
20
15
10
5
0
< 20
20-40
40-60
60-80
80-100
>100
Income in Thosand Rupees
B
Patterns of Tourists Expenditure at Matheran
Tourists in Percent
200
150
100
50
0
> 10
10 – 20
20 – 30
30 – 40
40 – 50
< 50
No Expenditure
Daily Expenditure
Legend
Shopping
Food and Beverage
Transport
Accommodation
Miscellaneous

Fig. 4.8

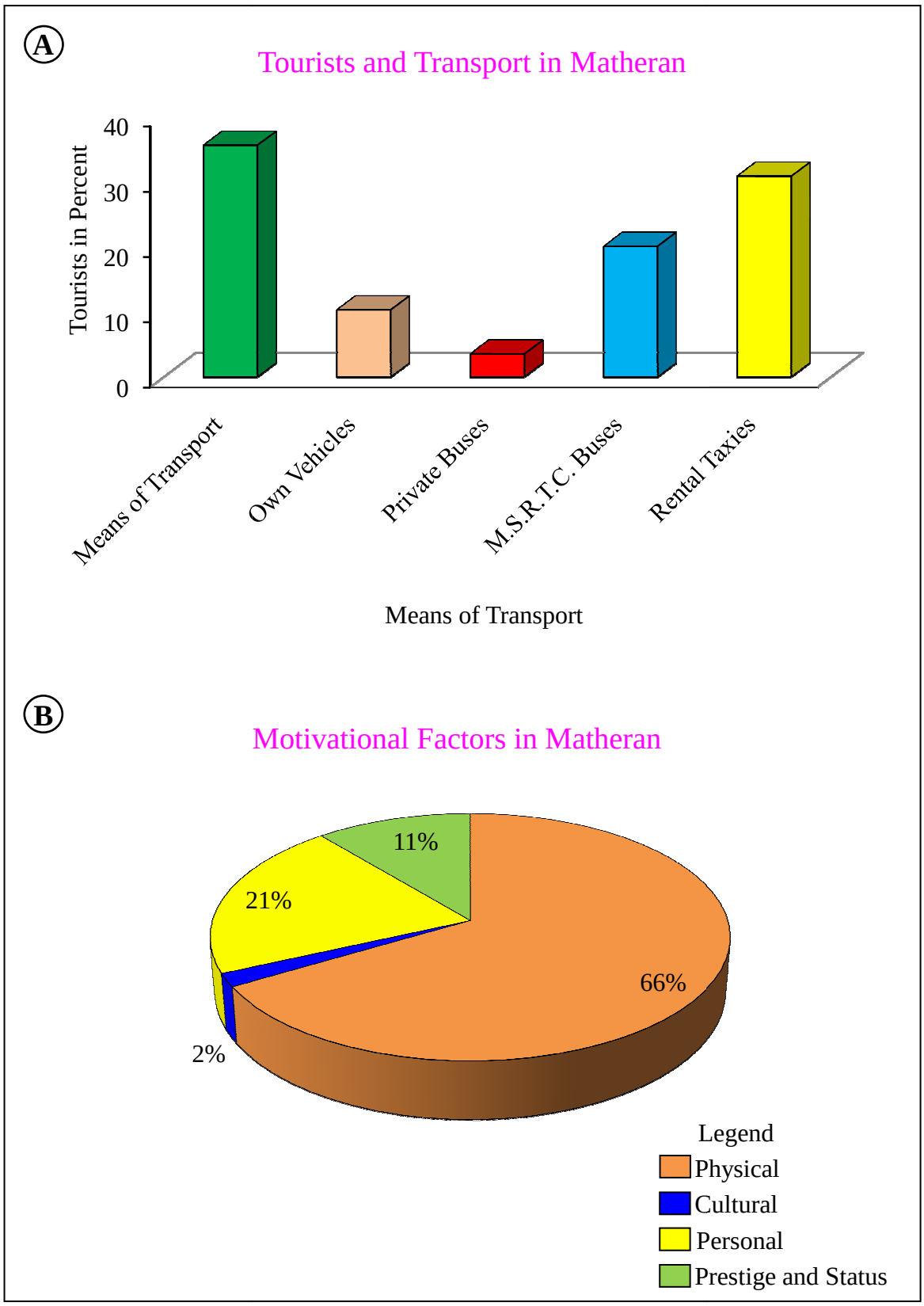

A
Tourists and Transport in Matheran
Tourists in Percent
40
30
20
10
0
Means of Transport
Own Vehicles
Private Buses
M.S.R.T.C. Buses
Rental Taxies
Means of Transport
B
Motivational Factors in Matheran
11%
21%
66%
2%
Legend
Physical
Cultural
Personal
Prestige and Status

Fig. 4.9

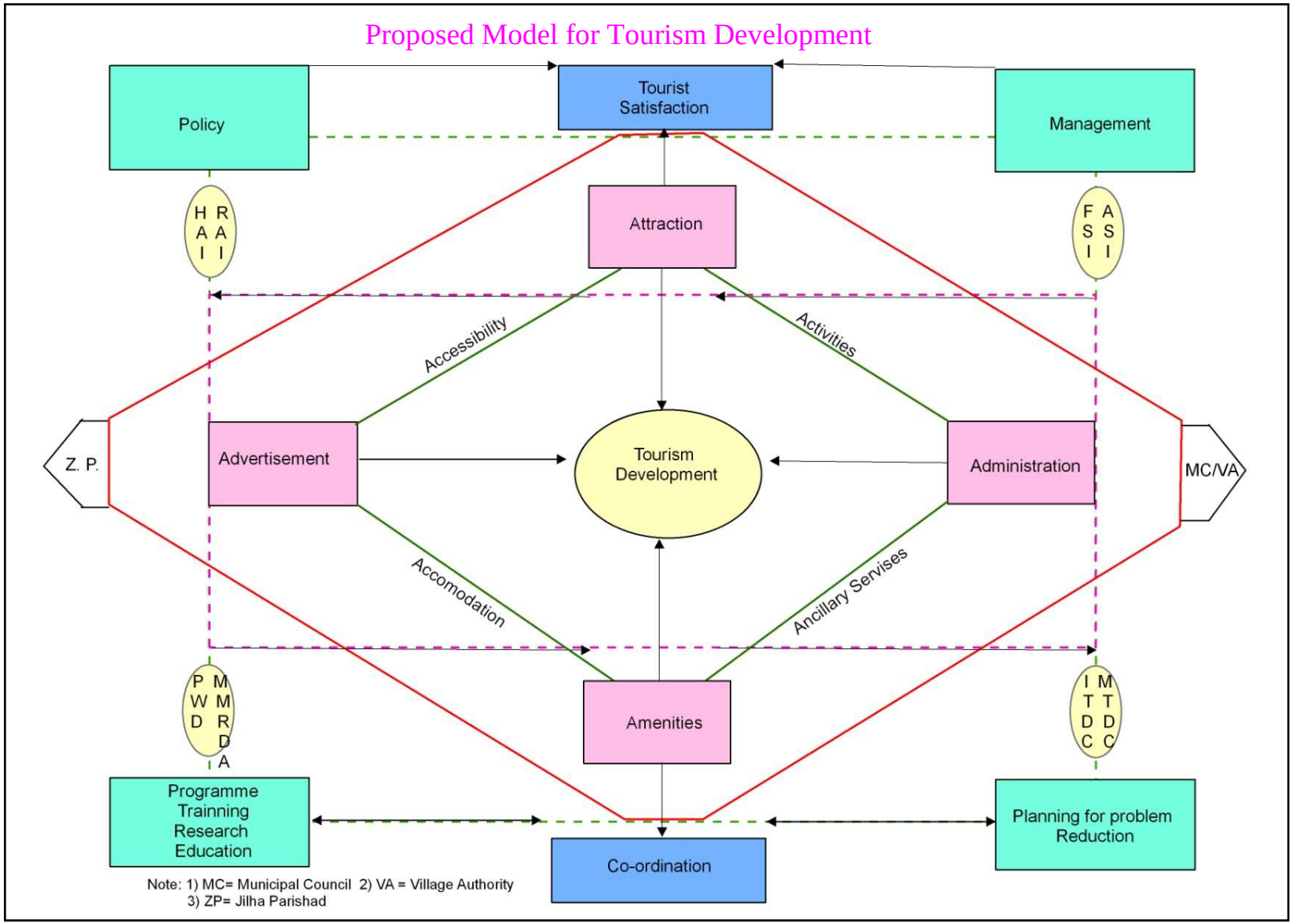

Proposed Model for Tourism Development
Policy
Tourist Satisfaction
Management
H A I
R A I
Attraction
F S I
A S I
Accessibility
Activities
Z. P.
Advertisement
Tourism Development
Administration
MC/VA
Accomodation
Ancillary Servises
P W D
M M R D A
Amenities
I T D C
M T D C
Programme Trainning Research Education
Co-ordination
Planning for problem Reduction
Note: 1) MC= Municipal Council 2) VA = Village Authority
3) ZP= Jilha Parishad

Fig. 5.1

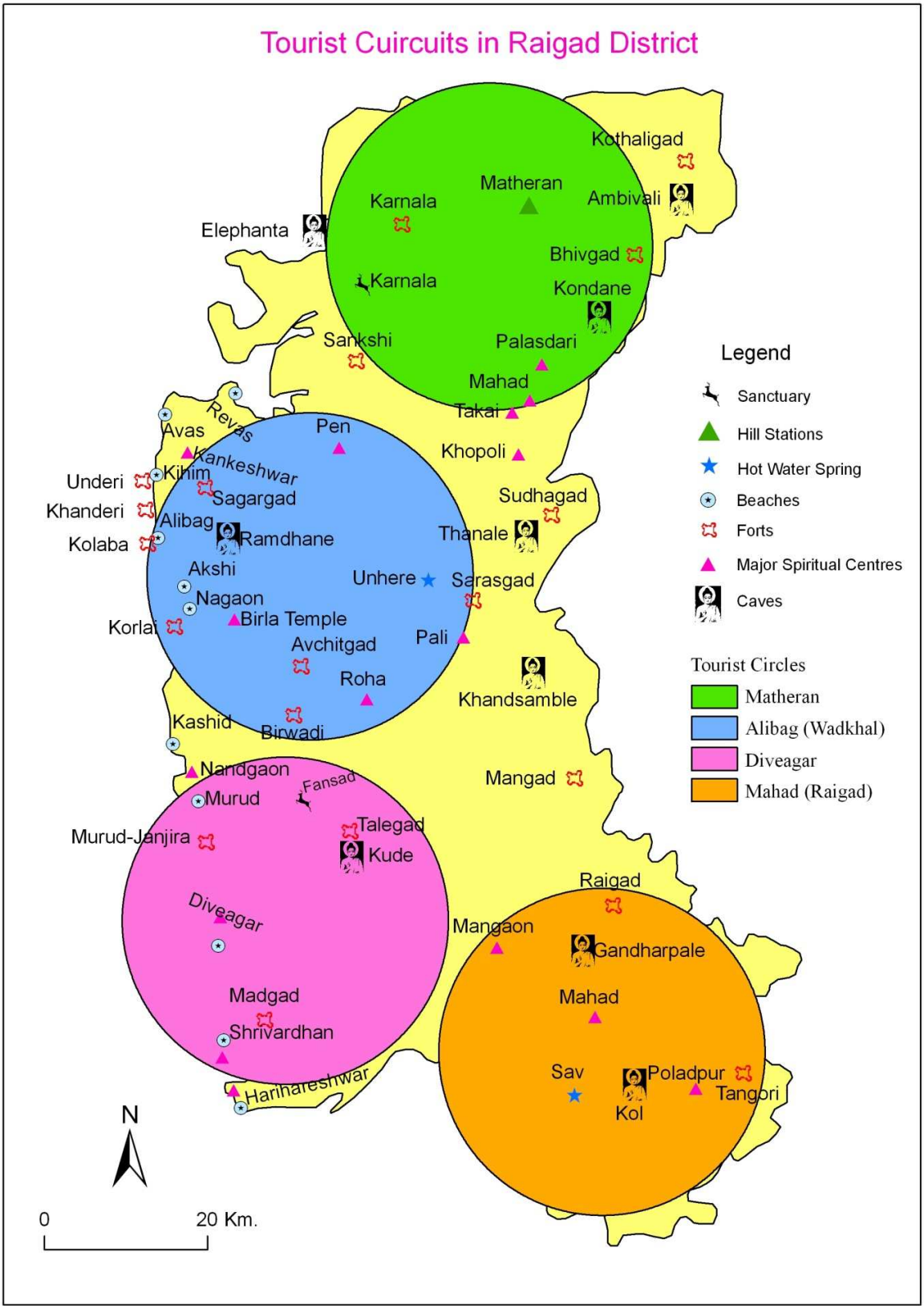
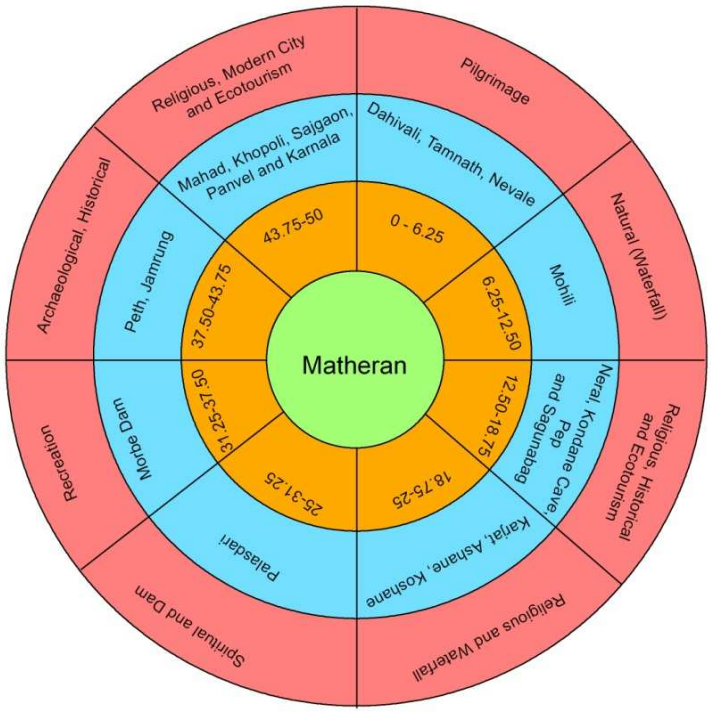

Tourist Cuircuits in Raigad District
Kothaligad
Matheran
Karnala
Ambivali
Elephanta
Bhivgad
Karnala
Kondane
Sankshi
Palasdari
Mahad
Takai
Avas
Revas
Pen
Khopoli
Kankeshwar
Kihim
Underi
Sagargad
Sudhagad
Khanderi
Alibag
Ramdhane
Thanale
Kolaba
Akshi
Unhere
Sarasgad
Nagaon
Birla Temple
Korlai
Avchitgad
Pali
Roha
Khandsamble
Kashid
Birwadi
Nandgaon
Mangad
Fansad
Murud
Talegad
Murud-Janjira
Kude
Raigad
Diveagar
Mangaon
Gandharpale
Madgad
Mahad
Shrivardhan
Sav
Poladpur
Tangori
Harihareshwar
Kol
N
0
20 Km.
Legend
Sanctuary
Hill Stations
Hot Water Spring
Beaches
Forts
Major Spiritual Centres
Caves
Tourist Circles
Matheran
Alibag (Wadkhal)
Diveagar
Mahad (Raigad)

Fig. 5.2

Ⓐ Matheran Tourists Circuit



Ⓑ Alibag Tourists Circuit

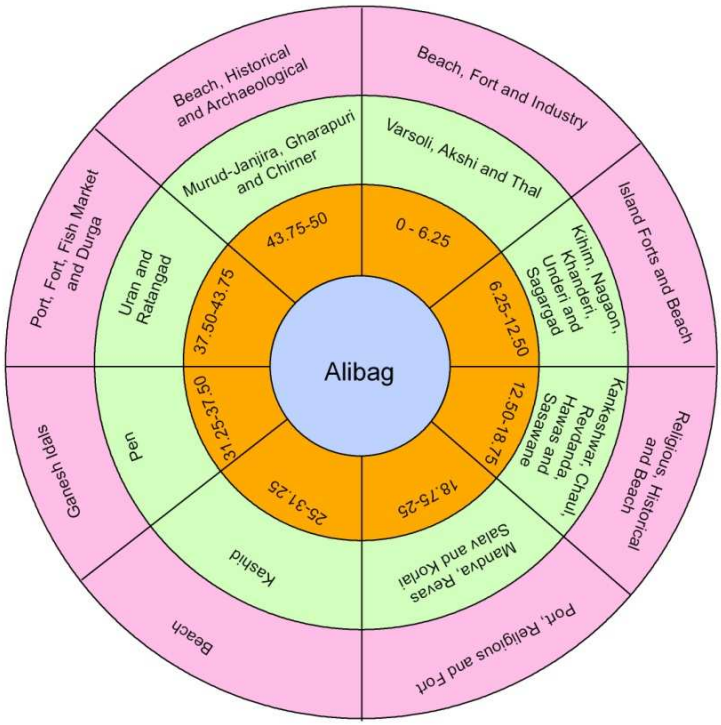


Fig. 5.3

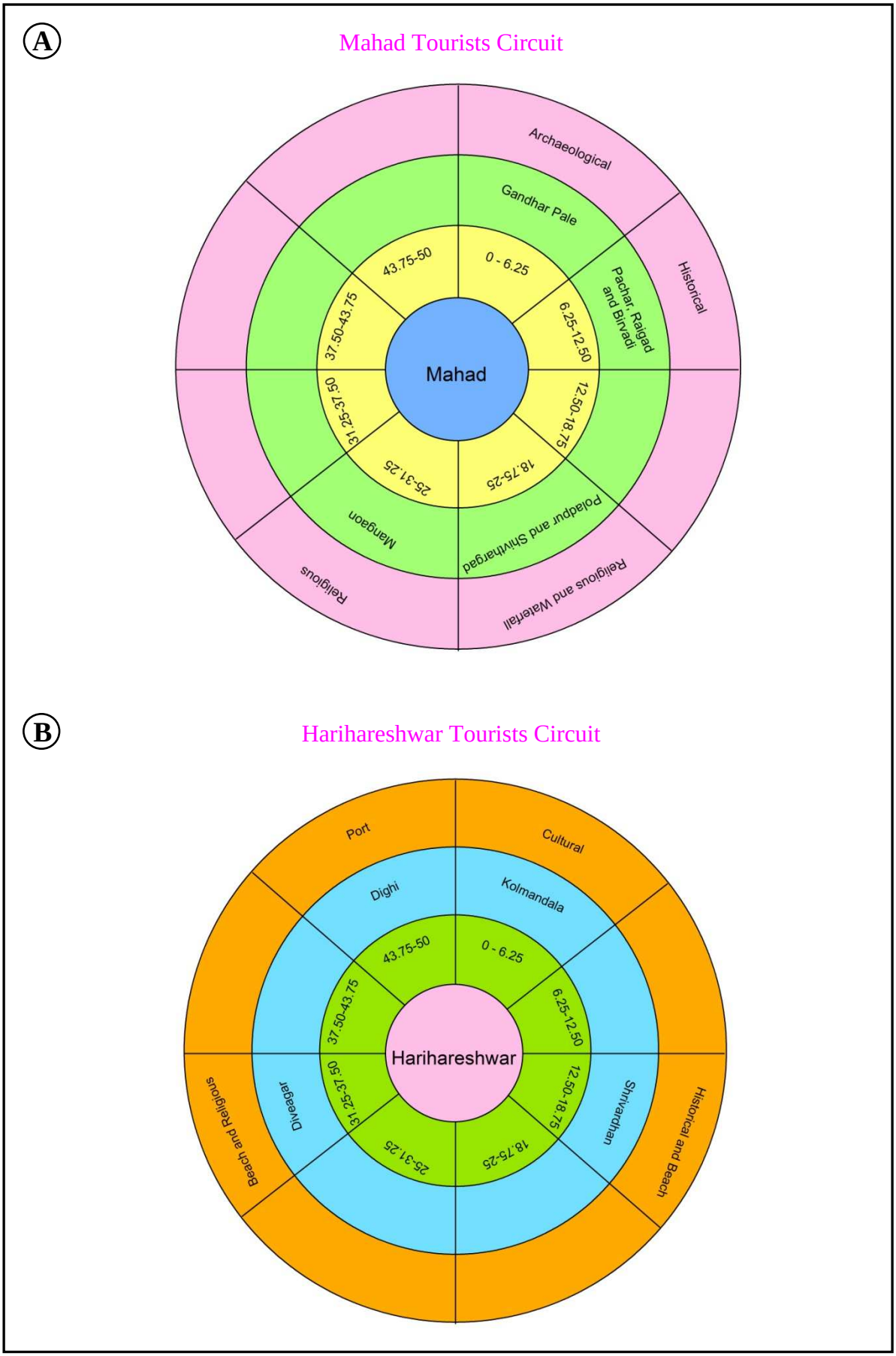

A
Mahad Tourists Circuit
Archaeological
Historical
Religious
Religious and Waterfall
Gandhar Pale
Pachar, Raigad and Binvadi
Mangaon
Poladpur and Shivtharghad
0 - 6.25
6.25-12.50
12.50-18.75
18.75-25
25-31.25
31.25-37.50
37.50-43.75
43.75-50
Mahad
B
Harihareshwar Tourists Circuit
Port
Cultural
Beach and Religious
Historical and Beach
Dighi
Kolmandala
Divyagar
Shrivardhan
0 - 6.25
6.25-12.50
12.50-18.75
18.75-25
25-31.25
31.25-37.50
37.50-43.75
43.75-50
Harihareshwar

Fig. 5.4