

COASTAL TOURISM-A CATALYST, FOR SUSTAINABLE DESTINATION DEVELOPMENT IN KOKAN REGION

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ABSTRACT

In the process of glocalization, the important aspect of human race is happiness and in search of happiness people try to find out places, where they can spend time for happiness and recreation and with less time left with them to figure out the where and how to go, had resulted into places, where tourist arrival is more and of interest. Clean coast are one of the major places where tourist love to spend their time.

Snorking, boating, fishing and other water sport are the major attraction of coastal tourism. Countries with large coastal lanes have flourished their economy through beech tourism and coastal tourism.

KEYWORDS: Coastal Tourism, Significance of Tourism, Tourism Planning and Development, Environmental and Socio-Cultural

Article History

Received: 01 Dec 2017 | Revised: 08 Dec 2017 | Accepted: 05 Jan 2018

INTRODUCTION

The desire for travel is inherent in every person, it is sound to analyze, whether the tourism industry requires the marketing efforts, as in the case of other products. In fact, the tourism industry requires a reliable and effective communication system to ascertain the wishes, needs, motivations, likes and dislikes of tourists. Moreover, tourism promoting measures are purported to reach a large number of people of different needs, tastes and attitudes in various lands of diverse socio-economic structures. Hence, the marketers of tourism products must necessarily have to adopt a distinct strategy for marketing various services. "Marketing is the process of discovering the needs and wants of a market and translating these needs or wants into product, service or specifications and then converting the demand for these products, services or ideas into a desired response". Maharashtra is having a large Arabian Sea coast. The tapered belt between the Arabian Sea and the Western Ghats is known as Konkan. Maharashtra is the ultimate travel destination of foreigners and Indian tourists, pilgrims, adventure lovers, artists and businessmen.

REVIEW OF LITERATURE

An excellent destination for coastal tourism is Goa and it reveals the spirit of voyage, and a lot of scope looms for tourism. Tourism developed in Goa, because of its economic prospective; and abundant availability of complimentary natural surroundings. (Shaikh, Yasmin Zahid)

Indicators of tourism such as economic, environmental and socio-cultural have positive, as well as negative impact on tourism development (Cooper C.) and the successful model of tourism should contribute to the national integration and creation of harmonious social and cultural environment. (Romila Chawla) and to do this planning and assessment are important parts of sustainable development of tourism, and role of tourism in rural development is basically a commercial one and can help to stand and improve the quality of life, in rural areas. (Dr. O. P. Kandari and Ashish Chandra), in doing so, the allied industry should also grow and add value to the tourism industry, as Tourists are honoured guests and the hotels offer them the demanded hospitality.(M.A. Khan) as this will result into a sector to provide a number of job opportunities to the local people which is the prime need of the locals.(Manish Ratti).globalization has brought many changes on the canvass of every economic activity same has happened with tourism industry too.in this era of technology the tourist's perception about recreation has changed a lot.(Mukesh Ranga and Ashish Chandra) the concept of spending time and recreation has changed with the changing times.(M. B. Potdar) therapidly growing tourism industry and the refining cross-country relations have resulted into prosperity in the Travel and Tourism Industry and its services. Tourisms role in revenue generation and trade forming an integral part of the tourism industry (Prakash Talwar), generating employment and dispensing prosperity to all sectors of economy and the positive effects of tourism (Reddy A.K.V.S), could be enhanced leads to national development.

Table 1: World Key Statistics about Tourism, 2016

No. of International Tourism Arrivals	Annual Growth Rate	International Tourism Receipts	Annual Growth rate
15 Million (P)	3.9 %	1220 US\$ Billion (P)	2.0 %

Source: retrievedwww.statsta.com

Table 2: No of Foreign Tourist Arrivals in India 2017

No. of Foreign Tourist Arrivals in India	Annual Growth Rate	No. of Indian National Departures From India	Annual Growth Rate
7.24 lakhs	9.7 %	21.87 lakhs	11

(**Source:** WTTC, Ministry of Finance, Tech Sci Research Notes: F stands for Forecasts, WTTC – World Travel and Tourism Council, Market size forecasts by WTTC, F-Forecast)

The number of FTAs in August, 2017 were 7.24 lakh, as compared to FTAs of 6.52 lakh in August, 2016 and 5.99 lakh in August, 2015. The growth rate in FTAs in August, 2017 over August, 2016 is 11.0% compared to 8.8% in August, 2016 over August, 2015.(<http://pib.nic.in/newsite/PrintRelease>.)

A National Tourism Policy (NTP) was announced in 1982 and was again reformulated in 2002. With the changing global tourism pointers and advancements in tourism sector, a new draft National Tourism Policy has been formulated. The policy focuses on employment generation and community participation, in tourism development and development of tourism, in a sustainable and responsible manner. The Policy has a well-defined the vision of emerging and setting India as a “Must Experience” And “Must Re-Visit” Destination for tourists and quiet possible with the states like Maharashtra, where a large coastal area is available. Secondly, the policy also speaks about Improvement of core

groundwork and required infrastructure, which is phenomenally in the area of tourism Infrastructure development model, including quality human resources in the tourism sectors and developing their professional skills and also, constructing an encouraging environment for investment in tourism. Tourism in India accounts for 7.5 per cent of the GDP and is the third largest foreign exchange earner for the country. The tourism and hospitality sector's direct contribution to GDP, in 2016, is estimated to be USD47 billion, during 2006–16, direct contribution of tourism and hospitality to GDP is expected, to register growth at a CAGR of 11.3 per cent. The direct contribution of travel and tourism to GDP is expected to grow at 7.2 per cent per annum, during 2015 – 25, with the contribution expected to reach USD160.2 billion, by 2026.

Table 3:No. of Domestic Tourist Visits to All States

No. of Domestic Tourist Visits to All States	Annual Growth Rate	Foreign Exchange Earnings From Tourism in INR Terms	Annual Growth Rate	Foreign Exchange Earnings From Tourism in US\$ Terms	Annual Growth Rate
1613.6 Million	12.7 %	Rs. 1,54,146 Crore	14.0 %	US\$ 22.92 Billion	8.8 %

(Source: Travel & Tourism Economic Impact 2016)

In Maharashtra the tourism has a very good prospect for its development, as there is a good infrastructural facility available. Also, various destinations have recreations and adventures for the visitors. Maharashtra is popular for its cultural, coastal and historical heritage and it has been not much explored, by the tourism industry or the government of Maharashtra. The requirement is to provide a new policy for the development of tourism, then that will help to produce employment opportunities for the local people in the respective areas and secondly, the a good infrastructure which will be there throughout the Maharashtra, as it is third largest state in India in terms of geographical area. About 720 kms coastal line. So, there is a tremendous scope for Coastal tourism industry in the Maharashtra.

Maharashtra is the ultimate travel destination of India for tourists, pilgrims, adventure lovers, artists and businessmen, since ancient time. Maharashtra received 82700556 (7.2%) domestic tourists and 4156343 (20.8%) foreign tourists in 2013. Hence, it is imperative to study the development and marketing of tourism in Maharashtra and analyses the role of MTDC, in promotion of tourism. Keeping in view, increasing importance of tourism in Maharashtra, present paper aims at analyzing domestic and foreign tourist arrivals, and promotional efforts taken by MTDC. Tourists were contacted to know about MTDC and their promotional efforts. Data required for this purpose has been collected from secondary sources, such as Ministry of tourism, WTTC, MTDC. It was found that, Maharashtra witnessed annual growth 24.73% in domestic and -23.9% in foreign tourist arrivals in 2013. In this present competitive scenario, tourism marketing has emerged, as a tool to satisfy modern needs of tourists. Moreover, it was suggested that, state government should take more initiative, to promote unexplored destinations which has potential to attract the tourist.

Table 4: Position of Maharashtra is revealed By Comparing Top Ten Tourist States in the Following Table

S. No.	State/U.T	Tourist Visits	% Share
01	Tamil Nadu	24423487	21.3
02	Uttar Pradesh	226531091	19.8
03	Andra Pradesh	152102150	13.3
04	Karnataka	98010140	8.6
05	Maharashtra	82700556	7.2
06	Madhya Pradesh	63110709	5.5
07	Rajasthan	30298150	2.6
08	Gujarat	27412517	2.4
09	West Bengal	25547300	2.2
10	Chhattisgarh	22801031	2.0

(Source-India Tourism Statistics 2017)

A summary of the established tourist circuits in Maharashtra is given below in Table.3.

Table 5: Established Tourist Circuits

Circuit	Destinations Covered	Themes
Mahabaleshwar	Mahabaleshwar, Panchgani, Pratapgad, Wai.	Leisure, Eco, Fort
Ashtavinayak	8 Ganesh Temples around Pune district	Pilgrimage
Aurangabad	Aurangabad, Paithan, Daulatabad, Ellora, Grishneshwar, Ajantha.	Heritage, Pilgrimage, Fort
Nashik	Nashik, Wani, Trimbakeshwar, Shirdi.	Pilgrimage, Eco
Central Konkan	Kolhapur, Panhala, Ratnagiri, Pavas, Ganapatipule, Dervan, Chiplun.	Pilgrimage, Leisure Heritage, Beach
North Konkan	Alibag, Murud – Janjira, Harihareshwar, Srivardhan, Dapoli.	Beach, Leisure, Heritage.
South Konkan	Kolhapur, Amboli, Sawantwadi, Vengurla, Malvan, Sindhudurg, Vijaydurg	Pilgrimage, Leisure, Heritage
Entire Konkan	Major attractions in Sindhudurg, Ratnagiri and Raigad districts	Pilgrimage, Heritage
Amravati	Amravati, Chikhaldara, Semadoh, Muktagiri	Eco, Leisure
Vidarbha	VidarbhaAshtavinayak	Pilgrimage
Vidarbha	Nagpur, Ramtek, Khindsi and Totladoh	Leisure, Eco

Significance of Tourism

There is immense scope for tourism development, especially in the area of beach tourism as the coastal area in Maharashtra is far lengthy than other coastal states. There are many coastal area, which had beautiful sights are unexplored for a long period. If beach tourism is taken as a pointer of industrial growth for the next five year plan and accordingly, the investment is done probably Maharashtra will be the first state for sustainable tourism destination, in India and for foreign tourist at a large.

This will act as major source of foreign exchange which will naturally increase the infrastructure of the state, solve the unemployment issues in the coastal Kokan and secondly, increase the business diversity with more business reaching the e coasts for ship cargo and logistics, sea planes will also be an industry in the near future.

Costs of Tourism

- Increase in use of sewer and water systems, requiring further development of the community
- Infrastructure
- Increase in costs of maintenance and repairs of the community infrastructure
- Increase in number of people and vehicles, resulting in congestion
- Shifts in the pace of community's cultural and social life, as well as the community's structure
- New or increased expenses related to promotions, advertising and marketing
- New or increased investment costs incurred by the community

CONCLUSIONS

Beaches in the coastal area explored or unexplored, had completely changed their role from just being an inhospitable place to the most wanted place for happiness, through economic transactions. Coastal areas have completely diversified into a new business model, with huge employment and enterprising models in the kokan area.

Travelling for a pleasure is tourism, and based on the pleasure derived and the objects of tourists, tourism is further categorized as Health Tourism, Sports Tourism, Adventure Tourism, Heritage Tourism, Business Tourism, Beach Tourism, Eco-Tourism, Social and Cultural Tourism, Rural Tourism, Farm Tourism, Monsoon Tourism, etc.

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