

SUSTAINABLE TOURISM DEVELOPMENT IN COASTAL AREA: - (RATNAGIRI TALUKA)

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Abstract - Tourism is one of the largest emerging industries with much of the growing market focused around pristine natural as well as cultural environments. Tourism play major part of the government economy. The western coastal area of the India's Maharashtra state better known as Konkan. Ratnagiri is one of the coastal areas in Konkan which have massive tourism potential such as various beaches, forts, temples, waterfall and their different culture. The enormous demand for coastal area from tourist has been seen in last decade frequently describe one of the main reason for development these area and also responsible for many current coastal problem. So, the present research paper focus to relationship of Konkani culture and tourism development and the problems for tourism developing and also sustainable tourism with a primary focus on experiencing natural areas that environmental and local cultural understanding, appreciation and conservation.

Keywords: Coastal Tourism, Tourist Places, culture, Sustainable Tourism Development, Ratnagiri.

1.INTRODUCTION

Ratnagiri is city situated on the Arabian sea coast in the southwestern part of Maharashtra, India. It is a part of Konkan division of Maharashtra. Ratnagiri is located at 16.98°N 73.3°E. The Sahyadri mountains border Ratnagiri to the east and Arabian sea coast to west. Ratnagiri has several historical temples, monuments and vast sea beaches attract many recreation tourist. In addition here one can enjoy the sea waves, tides, vast sandy beaches with healthy and comfortable weather. The beauty of sun set and sun rise also attract the tourists. Ratnagiri has its own speciality in food and beverage. Konkani meal for vegetarian and non-vegetarian is enticed to foodie. Konkani culture and festival is another reason to attract tourist. This characteristic of ethnicity of Ratnagiri people invites tourist to rich and diverse experience. This is the reason for developing this area as tourism. Tourism industry helps to local people to increase economy of

Ratnagiri. During this study certain problems were observe as major impediments in development of tourism in Ratnagiri. The development work has been likewise recognized to improve the destination. From this point of view the research achieved its goals.

1.1 OBJECTIVES

- Problem and impediment for developing tourism in Ratnagiri Taluka.
- To suggest recommendations for Sustainable Tourism Development in Ratnagiri.

2. THE STUDY AREA

For present research paper study focused on selected area in Ratnagiri taluka of Maharashtra. It is located western part of Maharashtra and has almost 70km coastal line. This is well known due to its geography, culture, history, etc.

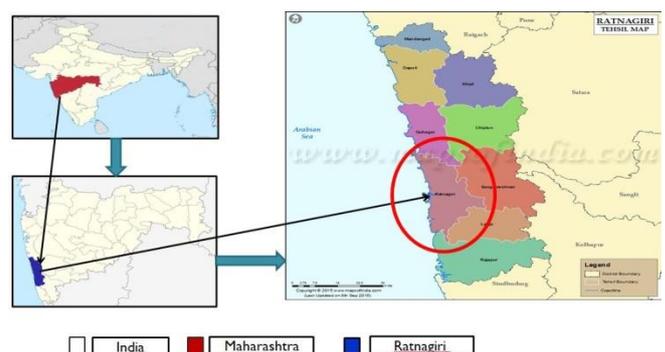


Fig -1: Study area

3. DATA ANALYSIS

The present research work has based on both primary and secondary data. The work is based primarily on field

observations. Therefore, the primary data have been collected by conducting intensive fieldwork and questionnaires have been used for the same. It also involves informal discussions with the tourists and the local population, both the general population and those who provide support facilities to tourists. Most of the research work were based on secondary data i.e. district census handbook, Statistical abstract and other reliable publications articles, news report prints, journals, etc..

4. PROBLEM AND IMPEDIMENT FOR DEVELOPING TOURISM IN RATNAGIRI TALUKA

General cleanliness of tourism spots of coastal and other areas of Ratnagiri is found to be very poor. The treatment and disposal of liquid and solid wastes, including those by the tourism industry is a serious problem. With untreated effluents flowing into the surrounding water bodies and the sea and the resulting water pollution, the flora and fauna of the environment are destroyed and the tourism environment shattered.

Lack of renovation of heritage site. Very few heritage sites have been renovated so far. Forts are not well maintained.

Traditional local art, culture, dance, drama, music session, fairs and festivals are reducing which are the benefits of the tourists.

Beaches, waterfalls, mountains, valleys and forest etc. are the major tourist attraction. Tourist gives visit to all these places in huge numbers. But there is no any safety measure at all these places. Ganapatipule and Aare beaches are not safe for swimming due to the internal land forms. Tourists' accidents i.e. sinking incidents are recorded regularly at Ganapati pule and Aare beaches in every tourist season.

Poor condition of city buses is not only causing considerable inconvenience to commuters but also creating a bad impression among visitors to Ratnagiri. Buses are not cleaned, broken seats, broken windshields and windows are common, tobacco stains can be seen everywhere and poor internal bus connectivity forcing tourists to waste lot of tourist time in traveling only. There are limited buses in specific time. Travelling in government transport facility is very difficult within limited time. Travelling in auto is very difficult because of long distance and high price. Tourism in Ratnagiri becomes possible only if tourist have their own vehicles.

Water shortage is another problem that mainly occurs in summer. Ratnagiri district is known for heavy rain fall but due poor water storage; water shortage becomes sever problem. Electricity shortage is another example of poor infrastructure in study area. Load shading is adversely affecting on lodging and hotels services.

Marketing is an integral part of development process. No development can occur without marketing even if there is a high potential for that place or product. To reach to the tourist and give them clear idea about the destination what kind of facilities it has and what kind of activities is waiting for tourists, what sort of extra services they would get if they come here rather than any other places, proper and strategic marking is the necessary for that. Such efforts including marketing mix strategy are required to attract national and international tourists in Ratnagiri. But such efforts are absent at local and government level in Ratnagiri. Most of people of the country are unknown about interior beauty of Ratnagiri due to lack of promotional efforts. Tourist those are giving visit such unknown places may get impressed but simultaneously may feel frustration due to poor services and lack of tourism awareness in concern region.

The low level of local participation in tourism activities seems to be due to the lack of requisite skills in the hotel and accommodation sector. The employment of local community was predominantly in low-paid positions of security, cleaners, etc.

Perhaps the greatest deficiency in the tourism industry in Ratnagiri is the absence of requisite education adequately, training and awareness about opportunities in tourism industry. The neglected groups in society are highly disadvantaged. One of the key answers is education and training.

5. RECOMMENDATIONS FOR SUSTAINABLE TOURISM DEVELOPMENT IN RATNAGIRI

Public-private partnership is absolutely needed for sustaining the development of coastal tourism in Ratnagiri. Public-private partnership is needed for infrastructure development including development of accommodation, transport, site development, other amenities, etc. A programme of public-private partnership is also essential for waste management, prevention of pollution and protecting the tourism environment.

Tourism development in Ratnagiri needs to marketing of Ratnagiri. Marketing is very importance part to achieve a successful tourism development. Marketing refers to a

variety of actions or activities carried out by an organization or individual to bring its products or services to the public. Marketing also involve marking of local product that can attract tourist. Good marketing strategies can help influence and change visitor's views and perception about a place and make them want to visit these destinations.

Tourists today wish to have certain experiences related with the tourism destination cultural. Innovative accommodation structures related to the traditional which provides authentic tourist experiences. Therefore, creation of tradition type of home which is made from mud, stone with a tiled roof, cow dung washed floor and a personal Veranda. Make huts with coconut palm leaf using for roof or bamboo separate standardized rooms for increase in standard of hospitality. In addition, only ethnic food provides to tourist which will cooked on a mud-stove called Chulha, and served upon banana leaves. The ingredients used are all grown in the village itself. Because of this urban people can complete their dream of Konkani lifestyle.

Heritage sites basically represent the past history and culture of region. Heritage preservation is important for identifying, recording, analyzing and protecting heritage and cultural resources. Heritage conservation is play important role to development of city which can be seen in some cities in the world. Conservation of heritage buildings is extremely important because it provides a way of identity and continuity during a fast-changing world for future generations.

Depending on government buses areas forcing to waste lot of time in travelling only. Hence renting bike is comfort option for tourist Self-riding rentals bike get freedom to tourist to go wherever and whenever tourist want. Just pay rent of bike. Its helps to increase employment and reduce tourist timing in travelling.

Ratnagiri has the lack of trained qualitative human resources and it is harmful for the sustainable tourism development. Due to unavailability of trained guides tourists aren't capable of get right information about the destinations. Hence, this is the duty of the academic institutions and MTDC to start training and short-term training course in the area. Organize training program for develop communication skills in mother tongue as well as foreign languages. It will helpful for the development of tourism having sustainable approach.

Speciality of Ratnagiri in Food Churmure (puffed rice), Gum Ball (Dink Ladu), Vetch Sauce (Kultahaca Pithla), Rice

Flat Bread (Tandlachi Bakari), Hot Tasty Cake of Flour (Thalipeeth), Amboli, Sandan, Phanasachi Bhaji, Kaaju Usal, steamed modak and for non-vegetarian different types of Fish fry and fish curry, kombadi-vadhe, Matan-Vadhe, etc. are the specilaity of Ratnagiri. beverages like Mangosteen Juice (Kokam Sarbat), Mangosteen Soda (Kokam Soda), Mango Juice, kairee Panna, Shahalyache Paani, solkadhi, etc. are the some of the important foods and beverages of the region. The important fruits of the region include Rose apple, Jackfruit, Mango, Cashew nut, Ratambi, karvandas, etc. However, Even the present generation is missing the art of preparation of various Konkani foods and beverages. Because of this, Konkani Food Processing Training is urgently required and tourism helps to create easy market to the Konkani food products and beverages. At equivalent times, focus should tend on the research associated with preservation of those foods and beverages, for the odd season.

Handicrafts have always been an integral part of culture and life of India. Handicraft, is a type of work where useful and decorative equipment's are made completely by hand or by using only simple tools. Different types of arts are part of Ratnagiri people life. The most required devices in the kitchen of a Konkani housewife such as stone grinder, mortar and pestle can be provided by the stone carvers, locally called Patharwat. Even the well-shaped Tulsi vrindavan or the Basil planter in her backyard is also carved by the Patharwat. Being the experts in making the common crafts, the skilled stone carvers can also create the beautiful artefacts. The people from Burud community make bamboo baskets in a large quantity from the flexible bamboo plants. Earth ware pots and pans are made by Kumbhar community people. Occupation of some people is making clay statues of Lord Ganapati and Durga Devi.

In Ratnagiri major cultivation crop are mango, cashew, coconut, avala, ratambi ragi paddy etc. From this local cultivation various food product are made in this area. So, marketing of this local product and local arts at national and international market are necessary. It helps boost economy.

The very importance of sustainable tourism lies in its motives to conserve the resources and increase the worth of local culture and tradition. local people should be informed regarding sustainable tourism. In addition to this, economical contribution should be maximized and social acquisitions should be promoted. Awareness should be raised among local residents and domestic tourists, so

they understand the importance of the natural beauty do not harm the natural attraction in any way.

Adequate toilet, bathroom and urinal facilities are required at tourist places. These facilities also need maintenance.

6. CONCLUSIONS

The study reveals that tourist most attraction is natural environment, cultural places, pilgrimage spot. This is the advantage Ratnagiri has more potential for tourism development and no doubt. During research there are some problems and an impediment has been identified. Some recommendations also mention above. We consider the suggestions given above then surely Ratnagiri will develop as tourism economic sustainability, environmental sustainability, Social sustainability and cultural sustainability. If tourism well planned it help raise income and surely help in creating job opportunities for youth of Ratnagiri which will reduce their migration to nearby cities. When tourism activities are initiated local people do interact with different culture, care must be taken that tourism activity will not generate any illegal, unethical activity.

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