



ECONOMIC IMPACT OF TOURISM ON KOLHAPUR DISTRICT OF MAHARASHTRA

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Abstract:

Today, tourism is one of the largest and dynamically developing sectors of external economic activities. The assessment of impacts means the assessments of development of the region. The Kolhapur district is in developing stage; hence, the impacts are comparatively less. Here, the economic impacts are assessed combine for all destinations. These impacts are measured by Likert scale. The questionnaire for assessment of economic impact consisted of 12 questions to measure a multitude of opinion on how tourists affect different domains. In economic impact it shows that there is impact on the income of the residents and scarcity of the essential goods in season mostly in the religious places like Narsinhwadi and Jotiba and natural places like Panhala and Amba. Overall in Kolhapur district there is positive economic impact of tourism. This impact is observed in Kolhapur city, Narsinhwadi, Panhala and Amba. In socio-cultural impact more impact is on increasing population density.

KEYWORDS:

Economic , Tourism , Dynamically of external .

.INTRODUCTION

Today, tourism is one of the largest and dynamically developing sectors of external economic activities. Its high growth and development rates, considerable volumes of foreign currency inflows, infrastructure development, and introduction of new management and educational experience actively affect various sectors of economy, which positively contribute to the social and economic development of the country as a whole. Most highly developed western countries, such as Switzerland, Austria, and France have accumulated a big deal of their social and economic welfare on profits from tourism. According to recent statistics, tourism provides about 10% of the world's income and employs almost one tenth of the world's workforce. All considered, tourism's actual and potential economic impact is astounding. Many people emphasize the positive aspects of tourism as a source of foreign exchange, a way to balance foreign trade, an "industry without chimney" — in short, manna from heaven. But there are also a number of other positive and negative sides of tourism's economic boom for local communities, which not always considered by advocates of tourism perspectives. When the studying relationship between tourism development most of the scientist emphasis on the impact of the development such studies commonly examine issues of tourism generated revenue or employment, social changes induced by the expansion of tourism or the environmental impacts of tourism.

Attractions, accommodation, supporting facilities infrastructure these are the basic elements of tourism development, for tourism development these facilities should be developed for these development public or private sector should take a lead.

According to the World Tourism Organization: 698 million people traveled to a foreign country in 2000, spending more US\$ 478 billion. International tourism receipts combined with passenger transport

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currently total more than US\$ 575 billion - making tourism the world's number one export earner, ahead of automotive products, chemicals, petroleum and food. The tourism industry in India is substantial and vibrant, and the country is fast becoming a major global destination. India's travel and tourism industry is one of the most profitable industries in the country, and also credited with contributing a substantial amount of foreign exchange. This is illustrated by the fact that during 2006, four million tourists visited India and spent US \$8.9 billion. Tourism industry in Maharashtra has a tremendous potential for growth, given the availability of basic infrastructure and the variety of tourist themes offered by various destinations in Maharashtra. Maharashtra has a rich historical and cultural heritage, which has been under-explored by the tourism industry and the government agencies. The strong basic infrastructure availability throughout the state would provide a perfect platform for fresh private investments in development of tourism in the state, and in the process creating many direct and indirect employment opportunities to local residents. In Maharashtra Kolhapur is prominent because of the Mahalaxmi temple and other tourists attractions therefore here Kolhapur district has been selected for the assessment economic impact on Kolhapur district.

REGION

Kolhapur district lies between 15° North latitude to 17° North latitude and 73° East longitude 74° East longitude. It has an area of 7692 sq. km and a population of 5,49,283 according to the 2011 Census. Kolhapur, a developed agro-industrial region, is known to have a rich reserve of minerals. Sugar cane, Rice, Jowar and Wheat are the commonly grown crops of the district. Also, the small, medium and large scale industries contribute significantly towards the economic advancement of Kolhapur. Kolhapur is famous as "DakshinKashi" and one of the Peethas from 3 ½ Peeth, therefore having religious importance. Shankaracharya's cloister, Mahalaxmi temple, holy Jotiba hill, Katyani Devi temple, holy place Bahubali, and Kaneri cloister these are some of the famous religious centres in Kolhapur, for their uniqueness and religious importance. With this religious importance Kolhapur region is also enhanced with natural beauty like Amba pass, Vishalgad, Panhala, Bhudargad and others like Bhawanimandap, New palace, Shalini palace, Rankala lake are important tourist landmarks of Kolhapur. In Kolhapur district some place where tourists coming to enjoy natural as well as religious attractions. Numbers of places are there but because of lack of facility and publicity people are not visiting all the places. But few places are religious and popular, therefore they are more exploited, therefore here tourists are doing social, economical and physical impact on the region. These impacts are tool for measuring the level of development. If there is a strong impact means, there is a lot of development of tourism in the tourists centres. So these impacts of total region with some case studies were considered. In these case studies, few are famous and few are unknown.

METHODOLOGY:

The attitudinal survey has been the common method of addressing a range of economic and Socio – cultural issues. In this approach, respondents are asked to indicate their attitude and feeling towards the impact of tourism, with a set of closed questions or statements. Such survey can yield useful information about the types of impacts but it must be remembered that what is being recorded is the respondents perception of those impacts and these may and may not accord with reality (Perce D. 1989, p.223). The impact study is an attempt to examine empirically the impact of tourism on local population. It is an investigation of residents perception of impacts of tourism rather than a measure of actual impacts.

For the analysis of the attitude, three community groups residents of selected destinations in Kolhapur district. A set of questionnaire was designed for the impacts economic, socio-cultural and Physical. The questionnaire for assessment of economic impact consisted of 12 questions to measure a multitude of opinion on how tourists affect different domains. These questions are help to understand the social, Physical and economical impact of the tourist on the region. A total 115 questionnaire were filled up. The response to each question was rated on seven point 'Likert Scale' ranging from -3 to +3 with zero equaling no effect on item resulting from tourists. The reaction of these three groups in each case is analysed.

Likert scale is a technique for the measurement of attitude a scale giving values for individual reactive attitude. The test is required to choose from possible answer per item and thus to show his degree of agreement or disagreement with the attitude represented.

There were seven response Alternatives for every attitude statements. These are strongly disagree, moderately disagree, disagree, agree, moderately agree and strongly agree. The resulting seven-point scale could be represented by the numbers ranging from -3 to +3 to find individual overall attitude (-3, -2, -1, 0, +1, +2, +3).

This method is procedurally simple and permits wider latitude of response by the respondents. For each statement in a Likert Scale the respondent is asked to indicate not only the direction or his or her response but also to degree of commitment to that response. The persons attitude is represented by his or her scores across all items in the scale.

ATTITUDE OF RESIDENTS TOWARDS THE ECONOMIC IMPACT OF TOURISM

DEVELOPMENT ON KOLHAPUR DISTRICT:

Tourism has major effect on the economics of destination areas. It often brings new and sometimes necessary sources of capital and income that may supplement or replace traditional sources of earning at destination; and for that purpose tourism development has often received support from the government and local residents. While talking about those economic impacts of tourism, more is known about the economic benefits of tourism than the associated costs. The emphasis on the positive economic impacts of tourism has created the optimum that tourism is stimulating economic development, but these economic benefits have been accompanied by variety of costs which have been largely ignored. There fore for the sustainable development of tourism there should be balanced approach towards the economic impacts of tourism, which assess both the benefits and the cost of tourism development.

Here the economic impact of tourism on destinations is understood at the local level mostly for understood the present status development of tourism in the Kolhapur district and selected case studies. At the local level tourism is encouraged due to its ability to generate employment, increased standard of living and provide linkage effects with other sector of the economy.

One of the major benefits local communities expect from tourism is a significant contribution to their economy; increased local income as well as new jobs. Local business operators profits directly from tourists spending. As they pay their employees, and as the business operators and employees spend their increased wealth locally in other businesses, the entire community eventually benefits. Economists consider the revenues gained from tourism as 'basic income' in the sense that they result from the export earnings. Money spent by tourists is new money in the local economy; not just a recycling of wealth already existed there. As a result the basic income from tourism helps to pay for goods and services imported from other regions and contributed to governmental revenues through taxes.

Economic Impact Indicators of Tourists in the Kolhapur district:

1. Increase in the income of residents
2. Increasing opportunities for shopping
3. Increasing opportunity for jobs
4. Demand for female labor
5. Increasing cost of land and housing
6. Non Availability of land for housing
7. Increasing general price for goods and services
8. Degradation of cultural goods as commercial goods
9. Rental houses as source of income
10. Effects of location on sale
11. Scarcity of essential goods
12. Scarcity of essential goods during the season

Resident's response to economic impact of tourists on Kolhapur district.

Mean of residents of Kolhapur district responses to economic Impact of tourists calculated and given in the below table.

Table: Residents Response to Economic Impact of Tourism on Kolhapur district.

Economic impact	Mean	SD
Increase in the income of residents	1.92	1.25
increasing opportunities for shopping	1.43	0.94
increasing opportunity for jobs	1.92	1.25
Demand for female labour	0.94	0.61
Increasing cost of land and housing	1.57	1.02
Non Availability of land for housing	1.32	0.86
increasing general price for goods and services	1.57	1.02
Degradation of cultural goods as commercial goods	1.03	0.67
rental houses as source of income	0.83	0.54
effects of location on sale	1.42	0.93
scarcity of essential goods	0.83	0.54
scarcity of essential goods during the season	2.16	1.41

Above table summarizes that as per the views of residents of Kolhapur District, the effect of tourism is found in the increase in the income of residents, increasing opportunity for shopping, opportunity for jobs, increasing costs of land and housing, increasing general price for goods and services, rental houses as source of income, effect of location on sale and scarcity of essential goods during season, increasing number of hotels and Modernisation of infrastructure.

Residents of the Kolhapur district felt that the tourists has higher effect on the increase in the income of residents 1.25, Increasing opportunities for shopping 0.94, increasing opportunity for jobs 1.25, demand for female labour 0.61, increasing cost of land and housing 1.02, non Availability of land for housing 0.86, increasing general price for goods and services 1.02, degradation of cultural goods as commercial goods 0.67, rental houses as source of income 0.54, effects of location on sale 0.93, scarcity of essential goods 0.54, scarcity of essential goods during the season 1.41.

This is the only place where tourists made maximum economic impact on the residents.

In all the region impact of tourism on the economy are the good effects, which can be develop the economy of the region such as increase in the job, shopping facility and increase in the income of the residency. But the rate of the effect is very low because a resident shows moderate effect of these indicators on the economy.

Worse effect of tourism is not found in the region. Because this region is not developed as much the other region of the countries are developed.

Table: Frequency Distribution of Economic Attitude Index Mean

Sr. No	Average Score	Percentage of Respondent
1	-2.99 to -2.00	9.14
2	-1.99 to -1.00	8.29
3	-0.99 to -0.00	12.86
4	0.00 to +0.99	28
5	+1.00 to +1.99	26.57
6	+2.00 to -2.99	15.14

Residents mean for Kolhapur District +1.3 S.D. =0.92

+ Indicates the positive effect

- Indicates the negative effect

The higher the number larger the effect.

As can be seen from the table the mean attitude index mean for Kolhapur is + 1.3. Its indicates in Kolhapur District there is overall small positive effect of tourism. Because in the recent days, these centres become popular tourist attraction. People believed that Mahalaxmi is potent so they are much believing on this temple so people visit to this place frequently.

However it is worthwhile to notice that there were 9.14 percent of Kolhapur District residents index scores ranging from -2.99 to -2.00 and 8.29 percent residents economical attitude index score ranging from -1.99 to -1.00 about 12.86 percent residents index score ranging from -0.99 to -0.00. About 28 percent residents index score ranging from 0.00 to +0.99 about 26.57 percent residents index score ranging from +1.00 to +1.99. About 15.14 percent residents index score ranging from +2.00 to +2.99

In economic impact it shows that there is impact on the income of the residents and scarcity of the essential goods in season mostly in the religious places like Narsinhwadi and Jotiba and natural places like Panhala and Amba. Overall in Kolhapur district there is positive economic impact of tourism. This impact is observed in Kolhapur city, Narsinhwadi, Panhala and Amba. In socio-cultural impact more impact is on increasing population density. It shows that development of tourism starts in Kolhapur but not completed. Still there is scope for the service sector to establish in Kolhapur district.

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