

CHAPTER I

INTRODUCTION

1.1 INTRODUCTION

Tourism is one of the biggest and fastest growing Industries in the world. It helps to improve the standard of living of the local people and also helps to promote local arts and crafts. Tourism plays a key role in socio-economic progress through creation of jobs, enterprises, infrastructure and revenue earning. The planning commission has identified tourism as the second largest sector in the country in providing employment opportunity for low skilled people. According to the Economic Survey 2011-2012, the sector has provided 6-7 percent of the world's total jobs directly and millions of more indirectly through the multiplier effects as per the UNWTO. It helps to promote national integration and worldwide understanding. Some countries like Switzerland, Singapore and Hong Kong have tourism based economy. India is one of the popular tourist destinations in the world. It has beautiful nature, water bodies and mountain range. And overall its friendly charming people make India as tourist-paradise. Tourists have always travelled to distant part of the world to see nature, ancient monuments, culture, arts and craft and to test various cuisine types.

Kolhapur district is one of the important districts in Maharashtra state. It has great potential for tourism development .It has a good treasure of tourist places. It supports to the development of this area. The study concerns with the present status of tourism in Kolhapur district and its potentiality for tourism development.

1.1.1 Meaning of Tourism

The term tourism is related to 'tour' and it is derived from Latin word '*tornos*'. It means circle or round. After that it is called as round tour or package tour. The term tourism was first used in 13th century. It means the movement of people from one place to another place and ultimately returns to original place in specific period. A number of definitions are made by different scholars. Some of them are as follows:

In 1976, Tourism society of England has defined it as "Tourism is the temporary, short-term movement of people to destination outside the places where

they normally live and work and their activities during the stay at each destination. It includes movements for all purposes.”(Sharma J. K. 2007)

In 1941 Hunziker and Krapf have defined tourism as “The sum of the phenomena and relationships arising from the travel and stay of non-residents, in so far as they do not lead to permanent residence and are not connected with earning activity.” (Sharma J. K. 2007)

Bukart, A. J. and S. Medik have defined “Tourism denotes the temporary, short-term movement of people to destinations outside to places where they normally live and work including their activities during their stay at these destinations’ (Sharma S. P. 2004).

W.T.O has defined tourism as the movement of people away from their normal place of residence and work for a period of not less than 24 hours and more than one year.

In 1910 Austrian economist Hermann Von Schullard has defined it as “sum total of operators, mainly of an economic nature, which directly relate to the entry, stay and movement of foreigners inside and outside a certain country, city or a region.” (Sharma J. K. 2007)

Tourism is the temporary movement of people from one place to another for activities related to pleasure, social, recreational, knowledge seeking, medical and business. In brief, tourism is an important pleasurable and recreational activity through which earning money and employment.

1.1.2 Meaning of Tourist

The term tourism and tourist are sometimes wrongly used as same meaning, but these are different terms. According to the League of Nation, ‘Any person visiting a country other than that in which he usually resides, for a period of at least 24 hours. The League of Nation regarded the following people as tourist:

- (a) Persons travelling for entertainment, pleasure, personal reasons for health.
- (b) Persons travelling to meetings or in a representative capacity of any kind of activity, these are scientific, administrative, religions and sports etc.
- (c) Persons travelling for business purposes.
- (d) Persons arriving in the course of sea cruise, even when they stay for less than 24 hours.

The following categories are not to be acknowledged as tourist.

- (a) Residents in a frontier zone and persons domiciled in one country and working in an adjoining country.
- (b) Persons coming to establish residence in the country.
- (c) Travellers passing through a country without stopping, even if the journey takes more than 24 hours.
- (d) Persons arriving, with or without a contract of work, to take up an occupation or engage in any business activity in the country.
- (e) Students and young persons in boarding establishment or schools.

The above mentioned definition is accepted and confirmed by the United Nations since 1971.

The definition of tourist is adopted by the Government of India is as a person visiting for a period of not less than 24 hours in country other than that which he normally resides.

1.2 HISTORY OF TOURISM

Travel is a very old activity of human beings. It is originated along with his origin on the earth. However it was undertaken for the purpose of pleasure, but it was restricted to search of food, water and shelter. Though the reason of travel was to fulfill basic needs, man had been travelling through the ages. The travel in the beginning was largely unconscious and rather a simple affair unlike the sophisticated travel in the modern times. There were no travel formalities nor frontiers existed in those times.

‘Travel for trade’ was the ancient characteristics of man. There were merchants, pilgrims, scholars in search of ancient volumes and even a curious-way farers looking forward to new and exciting experiences. However the trade was the strongest force in the ancient past, encouraging people for travels to distant lands in order to seek features. There occurred growth in trade and travel, from it people interact its own culture and understanding of the mutual lifestyle. Therefore more and more people had travelled worldwide.

The Babylonian ruler Shulgi protected roads and built rest houses at various places for respectable wayfarers. At that time mostly people travelled for the purpose of trade. Some travellers travelled for the purpose of religion study, philosophy, and education.

In the medieval period travellers travelled for the purpose of religion and visited religious places. Therefore the growth of religious tourism was increased in Europe.

Samrat Ashoka travelled in India for the purpose of propaganda of Bouddh religion. He visited to Patliputra, Lumbini, Sarnath, Kapilwastu and Gaya. The King Harshavardhan also propagated it in India. There were propagation of Christian religion in America whereas Bouddh and Islam in Asia and Africa. So, the comprehensiveness of religious travels increased on a large scale.

The ancient travelling descriptions of various travellers are famous. It gives knowledge and experiences of travelling with different references. Among them are Alexiander the Great in 3rd century and Marco Polo in 7th century. Their travelling literature has given the knowledge of social, economic and cultural conditions of different countries. Bengiman of Tudela's tour description is also important in medieval period; who had travelled near about thirteen year in Europe, Persia and India.

The famous Arab scholar Ibn-Batuta had travelled in India, Africa, E-Asia, Indonesia and China. He travelled near about 14,000 miles in India, Shrilanka and Maldeev.

In the 5th century Herodotus was travelled to Phoenicia, Cyrenaica, Egypt, Greece and Black Sea, and recorded the history, customs, traditions and practices of the people. Thales of millets, Pythagoras and Plato also travelled to Egypt. Most of Greeks travelled to spas, festivals, athletic meets and to consult the oracle at Delphi and stayed at wayside inn. This shows that, travel and tourism were developing stage.

In the Roman period, the concept of pleasure travel came into existence. In the west it was associated with Roman Empire. The Romans probably were the first pleasure seeking travellers. Travel received a great stimulus from the good communication system and security of the Roman Empire. Literature of travelling was also published extensively. It has given names of major roads, distances between places and the time required in travelling to them. Roman travellers saw the temples in the Mediterranean area and Pyramids of Egypt. They also journeyed the medicinal baths, called spas and sea side resorts, spent the best part of their lives in inns and boats. They used to travel by four wheeled wagons or chariots. The Roman started trade between India and Rome with the well mentioned roads, lined with green trees, wells for water, police stations and rest houses.

Vasco-di-Gama and Ferdinand Megalen were famous voyagers in the 15th century. Travellers, researchers and missionaries had travelled in India and other countries in 16th and 17th century.

After the medieval period, the concept of modern tourism came into existence in the second half of the 19th century. The industrial revolution came into existence and it brought about tremendous changes in travel and tourism. Besides, it is responsible for the change in the economic and social systems.

In the 20th century the attitude of tourists changed towards pleasure seeking, travel for education, improvement in transport, social prestige etc. In 1980 there was revolutionary development in travel. It was also known as “*Jet Yug*” because of the new Airplanes was high speed and more passenger capacities e.g. Boeing747, Duggals-DC10, Airbus-A300, Lockheed TriStar L-1011, Jumbo, Supersonic, and Konkord etc.

At the end of the 20th century, there was a tremendous development of tourism industry worldwide, because of the spectacular improvements in the means of transport, communication, and infrastructure and technical field. Therefore tourism industry has expanded rapidly all over the world and it will continue to grow at the fastest pace in the coming year.

1.2.1 Importance of Tourism

Tourism has a strong relevance to economic development. It is a labour intensive service industry, which can create direct as well as indirect income from tourist expenditure by providing tourist-goods and services. It is a powerful tool of earning foreign exchange. It is an important source for generating tourism revenue. The tax income to the government from tourism sector may be direct or indirect; viz. entertainment tax, property tax on accommodation, service tax and luxury tax are the benefits accrued to the state revenue. Most of the developing countries are facing problems of unemployment and underemployment. Tourism industry has a great capacity to generate large scale employment opportunities for the educated and uneducated people. The development of tourism provides better infrastructure like transportation, accommodation, telecommunications, road, airport, water and power etc. The government and private participation are trying to develop the most needed infrastructure for the promotion of tourist centers. Tourism has played a major role in improving international understanding. It has become contributor to the international goodwill and as a prime means of developing social and cultural

understanding among all peoples with the world. Another importance of tourism is regional development. The underdeveloped regions of the country can be greatly benefited from tourism development. Most of the economically backward regions contain areas of high scenic beauty and cultural attractions. These areas, if developed for use by tourists, can bring a lot of prosperity to the local people. Tourism development in these regions may become a significant factor in redressing regional imbalances in employment and income.

1.2.2 Tourism Destination

Tourism is an activity, so a destination must have attractions which appeal to at least one type of tourist. These attractions generally divided into two categories viz. natural and cultural. Natural attractions include such features as sunshine, scenic landscapes, while cultural features are trade, fairs, festivals and national-international games. They also enhance the site attraction of destination.

1.2.3 Basic Components of Tourism

The major components of tourism are as follows:

1) Tourism attraction: Tourism basically depends on geographical, historical and cultural factors. The tourists are interested in a variety of entertainment, such as music, dance, theater and shopping which are integral parts of the tourism industry. Others are ancient monuments, historical memorials, art and craft, fair and festivals etc. The above mentioned elements along with other huge number of geographical elements like landforms, location, water body, snow fields, vegetation, hill station and sanctuary are responsible for tourism development.

2) Accommodation: Accommodation is a basic component of tourism industry. The development of tourism depends on quality of accommodation. WTO has suggested two types of accommodation.

(a) Hotels and equivalent accommodation system- (hotel, motels, boarding house and Inns).

(b) Alternative accommodation system- (rental rooms, apartments, house and camping tents.) Such type of accommodation facility is most important at tourist places.

3) Transportation: Transportation is the third most important and needful facilities for tourists. It is needed to tourists in order to reach the destination. It must be speedy, safety, regular and flexible. The various transport network facilities are of roadways,

railways, airways and waterways, from which the tourist can choose his preferred mode of transport.

4) Water and Electricity: Water is the basic need of every human being. The development of tourism is also depended upon drinking water and electricity. Everywhere water and electricity facility are available, but it must be sufficient and regular.

1.2.4 Types of Tourism

Tourism is classified on the basis of nationality, time of travel, purpose of tourism, nature of tourism, mode of transportation etc.

A) Classification of tourism on the basis of time of travel

i) Short Term Tourism:-The tours which are arranged for short period of less than 10 days are termed as the short term tour.

ii) Long Term Tourism:-The tours which are arranged for long period i.e. more than 10 days are termed as long term tours. This type of journey is very important for India. Because majority of India's tourist come from Europe, USA, Japan etc. which are useful for creating potential tourist markets of India.

iii) Roving Tourism:-The continuous movement of people from one place to another place throughout the year is known as Roving tourism. It occurs in all seasons i.e. summer, rainy and winter seasons.

(B) Classification according to nationality

According to nationality there are two types of tours. They are as follows.

i) National Tourism: National Tourism means the tourists who travel outside of their normal resides, within a country. It is very easy. There is no barrier of language, currency and documentation. In this type, the tourist travels from his own native state to another state or travels within a country.

ii) International Tourism: International tourism is a type of tourism in which the tourist travel outside their country and visit distant countries of the world which have their own political boundaries and there barriers of Language, currency and documentation. This tourism has bearing on the balance of payment. This tourism involves the movement of people between different countries in the world.

(C) Classification of tourism according to number of tourist

i) Individual Tourism: When only one person or a single family goes on tours then it is called individual tourism. In this tourism the individual person or family decides the

means of transport, accommodation and movement. The planning can be changed at any time.

ii) Group Tourism: When a large number of people travel within a group at that time it is called group tourism. It is also known as package tourism. Such tours are generally organized under a tour leader, tour operator, travel agency etc. e.g. Sachin tours and travels & Kasari tours and travels are famous in Maharashtra.

iii) Mass Tourism: When tourists are travelling in large number, it is known as mass tourism e.g. millions of tourists are visiting like Italy, France, Spain etc. It occurs only in the developed countries.

(D) According to purpose of visit

Tourists travel with different purposes e.g. recreational, health, and eco-tourism etc. and they are as follows:

i) Recreational Tourism: People who always work throughout the year or live under pressure (tense) have generally tried to escape from the work for some days. So, they decide to visit tourist places of natural, cultural and historical importance.

ii) Health Tourism: People travelling for certain type of incurable ill health, visit such places, where there is possibility to improve the health. They generally select the places like pleasant climate, hot spring and spa.

Adventure Tourism: People interested in sports, travel to such places, where they can take part in sport or can enjoy games like football, cricket, tennis, etc. It is geared to promote mountaineering trekking, rock climbing and adventure activities. It is called sport and adventure tourism. Therefore, today sport and adventure tourism is becoming more and more important.

Eco-Tourism: Eco-tourism is nature based tourism. It involves education and interpretation of natural environment and managed to be ecological sustainability. It is also the key to sustainable ecological development. It focuses upon culture, wilderness adventures, volunteering, personal growth and learning new ways to live on our vulnerable planet.

Trade Tourism: When larger number of people travel for the purpose of trade-transport, business and shopping, at that time it is called trade tourism. It may be national or international.

Heritage Tourism: In heritage tourism people travel to have the experience of places, cultural activities that authentically represent the stories of past and present. It includes cultural, historical and natural resources.

Agro tourism: Agro-tourism means, when people visit working farms, ranches or wineries to buy products, enjoy, participate in activities and eat meal or make overnight stay. In the world there is a large number of potential of agro-tourism.

1.3 TOURISM IN INDIA

Indian glorious tradition and rich cultural heritage are closely related with the development of tourism. Its friendly tradition, varied lifestyle, colourful fairs and festivals, music, dance, painting, customs and languages all these constitute India as tourist paradise.

In ancient India, there were no travel formalities for travelling in the period of Chandragupta- II and at that time the famous Chinese pilgrim Fa- Hein travelled between A.D.401 to 410 without passport. According to Kautilla's Arthashastra in the 3rd century B.C. a passport or mudra was essential for all international travellers. During the Vedic period the tourists were accommodated at 'Dhams' or holy places of the country. In the age of discovery of voyage, Vasco-da-gama, Macro-Polo and Columbus travelled when Alexander the Great reached in India. He found well mentioned roads with well trees and rest houses, along with the royal highway which was 1920 km long and 19 meters wide. They travelled in bullock- carts, camel-carts on horses and elephants. During the British period tourism in India becomes more organized. They built Dak Bungalow on road side for the convenience of travellers. The finest of India's cuisines is as rich and diverse as its civilization. In Sanskrit literature the three famous words "*Atithi Deo Bhava*" means 'The guest is truly god' is a dictum of hospitality in India

India is a land of geographical diversity. India's vast geographical expanse is gifted with natural scenes. It is one of the most popular tourist destinations of the world. It is a potential tourism paradise with a wide variety of attractions ranging from beautiful beaches, hill stations, scenery, fort, monuments, fair and festivals, arts, crafts, culture, vegetation, wild life and religious tourist centers.

There are 80 national parks and 441 sanctuaries. The largest wild life sanctuaries in Asia viz. Kanha National parks (Madhya Pradesh), Jim Corbett National park (Uttar Pradesh), Gir national park (Gujarat), Ranthambor for Peacock in Rajasthan, Kaziranga in Assam, Bandipur in Karnataka, Periyar in Kerala are located in India.

India is richly endowed with temples and religious festivals. Religions originating in India like Hinduism, Islam, Sikhism, Jainism and Buddhism, have a

vibrant cultural and spiritual philosophy. There are the temples like Gurudwar in Amritsar, Ajmer, Tirupati Balaji, Mathura, Vrindavan, Badrinath, Kedarnath, Rishikesh, Pandharpur and Tuljapur. The hill stations like Shimla, Kullu Manali and Massoorie in the north, Shilong and Darjeeling in the east, Ooty, Kodaicanal and Munnar in the south and Mount Abu in the west are famous. Mahabaleshwar, Matheran, Chikaldara, and Panhala are the tourist centers in Maharashtra. All these tourist places are the most popular. They attract large number of tourists.

India is a storehouse of arts, paintings and crafts which are found in the Indus valley civilization as early as in the 3rd century B.C. The cave paintings of Ajanta and Ellora date back to the 1st to 5th century A.D. The British set up the Archaeological survey of India in the 19th century to document the wealth of material available in the country. Indian art and culture is an integral part of the heritage tourism.

The tourist organization of India began in the year 1945. A committee was appointed in 1945 under the chairmanship of Sir John Sergeant, educational advisor Government of India. In October 1946 the Sergeant Committee submitted their interim report but the suggestions given by this committee were implemented after independence. As per the report of Sergeant Committee, in 1948 tourist traffic committee was appointed. On the recommendation a tourist traffic branch was setup in 1949 with regional offices at Kolkata and Chennai. The tourist Traffic branch was further expanded in 1955- 56 from one branch to four branches and hand over a function to them viz. 1) Tourist Traffic 2) Tourist Administration 3) Tourist Advertisement and 4) Distribution Section

On March 1, 1958 a separate Department of Tourism was established in place of a tourist traffic branch under the Ministry of Transport and Communication for providing services such as accommodation, food facility and hospitality. One committee was appointed in March 1963 under the chairmanship of L.K. Jha. This committee made several recommendations to improve the tourist flow in India. Especially in regards to facilitation; three new corporations were setup in 1965 e.g. Hotel Corporation, Indian Tourism and Indian Tourist Traffic Corporation, but they did not work well and therefore merged in a single unit named as India Tourism Development Corporation (ITDC) in October, 1966. ITDC is the main agency of the ministry of tourism and civil Aviation, which promotes tourism in India.

Under the ITDC regional offices were developed in each state. They are located in all capital cities of the states. Besides, there are several other offices at

focal point of international tourist interest. Tourist destinations in the country are improved and provided with good and more facilities to attract the foreign tourists.

India is a land of great variety and contrast. Its unique cultural mystique, exotic heritage, aesthetic environment and outstanding natural resources have attracted international tourists. Tourism has emerged as one of India's important industry. Today tourism is a major source of foreign exchange earnings and labour intensive service industry. It creates direct as well as indirect income, from tourist expenditure by providing tourist goods and services e.g. expenditure in hotels, investment in infrastructure development, transportation services, catering services, purchase of goods and services like water, food and beverage etc. Therefore India is a huge market for tourism for inbound and outbound tourists.

1.3.1 National Tourism Policy of India

Tourism appears as the largest global industry of the 20th century and is projected to grow faster in the 21st century. India has immense possibilities of growth in the tourism sector with its vast cultural heritage, religious places and varied natural attractions. But it comparatively has a small role in the world tourism scenario. The government of India announced the first national tourism policy in November 1982, to face new initiatives towards making tourism the catalyst in employment generation, environmental re-generation, development of remote areas and development of women. It would lead to larger foreign investment. After ten years, government has felt the need to improve the first policy and then the new policy was introduced named as National Action Plan for Tourism in 1992. The report of the National Committee on tourism was submitted in 1988. In this report two five year plans provided basic perspective frame work for operational initiatives.

The tourism policy, 1982 was more aggressive in marketing than a perspective plan for development. Therefore some measures are as below:

- a) To increase tourist resort
- b) To take full advantage of the national heritage for attracting tourists.
- c) To invite private sector.
- d) To adopt the approach to develop a few tourist circuits

The seven objectives of the National Action Plan for Tourism are as follows-

- a) To create employment opportunities and bring about socio-economic development of the region.
- b) To preserve national heritage and environment.

- c) To Increase large number of employment opportunities.
- d) Development of domestic tourism.
- e) Development of international tourism.
- f) To Increase India's share in world tourism.
- g) Foreign tourist is encouraged to undertake repeated visits to India.
- h) Diversification of the tourism products.

As per the action plan it aims foreign exchange earnings which were estimated to increase from Rs. 10,000 core in 1992 to 24,000 core in 2000. Increasing employment in tourism to 28 million from the present 14 million, the hotel accommodation also has increased from 44,400 rooms to 1, 20,000.

The Mission:

Our mission is to promote sustainable tourism as a means of economic growth and social integration and to promote the image of India in the world a country with a glorious past, a vibrant present and a bright future. In the year 2002, the government of India announced a new Tourism policy to boost to the tourism sector. The policy is built around the 5-7 mantras like swagat (welcome), soochanaa (Information), suvidhaa (facilitation) surakshaa (security), sahyog (cooperation), sanrachanaa (infrastructure) and safai (cleanliness)

The major objectives of the 'National Tourism Policy 2002' are as follows:

- a) Tourism as a major engine of economic growth.
- b) Harness the direct and multiplier effects of tourism for employment, economic development and stimulus to rural tourism.
- c) Focus on international and domestic tourism.
- d) India as a global brand to take advantage of the burgeoning global travel, trade and the vast untapped potential of India as destination.
- e) Acknowledge the critical role of private sector.
- f) Create and develop integrated tourism circuits based on unique civilization heritage and culture.
- g) Tourists coming to India should get physically invigorated, mentally rejuvenated, culturally enriched and spiritually elevated.

1.3.2 Tourism in Maharashtra

Maharashtra state has a long historical background. Maharashtra is a land of rich culture, tradition, fairs and festivals, trade and transports and also of folk music like Gondhal, Bharud, Powada and Lavani. Tamasha is popular especially in rural

areas. It attracts thousands of tourists from across the world every year. As a result Maharashtra is the first state for the tourism development.

There are many temples, some of them being hundreds of years old. They are constructed in a fusion of architectural styles, borrowed from north and south India. The temples also blend themes from Hindu, Islam, Bouddh and Jain. The temple of Lord Vitthal at Pandharpur is the most important temple for the Varkari devotees of God. Other important religious places are Mahalaxmi at Kolhapur, Saibaba at Shirdi, Tuljabhavani at Tuljapur, Saptshrungi at Vani, and Renuka at Mahur etc. Ajanta Verul caves at Aurangabad, Elephanta caves near Mumbai, Karle-Bhaje caves near Lonavala are world's heritage sites and famous tourists' attractions.

After 1960, tourism activities increased in Maharashtra because the state has a separate department for tourism setup in 1969. For tourism Development, the state government established the MTDC (Maharashtra Tourism Development Corporation) in 1975. MTDC were started in each district place of the state. There is an opportunity to develop tourism industry on the large scale in Maharashtra. The government of Maharashtra has shown keen interest to promote tourism activities all over Maharashtra since 1989. In October 2004-05, MTDC joined hands with Indian Railways and launched luxury trains named 'Deccan Odyssey' costing about Rs 32 crores to promote Maharashtra's history, culture, nature and cuisine. Maharashtra produces goods of tourist interest like Kolhapuri Saaj, Kolhapuri Chappal, Kolhapuri Pheta and Silver ornaments(Kolhapur), Paithani-sari (Paithan and Yevala), Solapuri Chadar and Irkali sari (Solapur), Colour sticks and Strobery (Mahabaleshwar & Matheran), Different toys (Sawantwadi) and paintings (warli) etc.

Objectives of MTDC According to New Strategy

- 1) Development of such areas where private sectors are not coming forward.
- 2) Co-ordination with travel, trade central and state government agencies.
- 3) Co-ordinate infrastructure development programme.
- 4) Preparation of master plan for tourism development using tourism as an instrument; e.g. Ajanta – Ellora and selected pilgrimages centers and hill stations.
- 5) Demonstrate new concepts, especially for youth.
- 6) Provide fiscal facilities to the private sector.
- 7) Acquire land for private sector investment.

Tourism industry is one of the major segments of our economy. It contributes major part of foreign exchange and generates employment and helps the infrastructural

development and speeds up the development of tourism. The Government of Maharashtra formulated its first tourism policy in October 1993.

Objectives of the First Tourism Policy

- 1) To bring out planned tourism growth with the help of experts and local participants.
- 2) Upgrade existing tourism facilities.
- 3) Provide facilities for youth tourists.
- 4) Promote art, crafts and folk arts.
- 5) Generate employment, especially in the interior area of the state.

The Government of Maharashtra had classified tourist centers into seven categories according to their nature for the development of tourism and prepared ten years master plan for the tourism development of those places for the period of 1993-2003.

1.3.3 Tourism Policy of Maharashtra – 2006

The Government of Maharashtra has declared new Tourism policy in January 2006 for the unlimited scope for tourism development. This new policy will be effective for the period of ten years.

Tourism has potential to change the economic face of a region. The benefits of planned tourism development are manifold. Those benefits are of both i.e. direct and indirect type which includes local community. The benefits are as follows:

- i) Creation of employment opportunities in tourism and hospitality sector.
- ii) Development of private enterprise.
- iii) Improvement of standard of living.
- iv) Social upliftment and improve quality of life.
- v) Better education and training.
- vi) Sustainable environmental practices.
- vii) Foreign exchange earnings.

Some of the indirect benefits according to the local community of region as a result of tourism development are:

- i) Infrastructural development – power, water, sanitation, hospitals, roads etc.
- ii) Market for local produce.
- iii) Employment in infrastructure sector.
- iv) Economic upliftment due to income multiplier effect.

Highlight of the Tourism Policy-2006

1. Development of infrastructure for tourism and tourist destination.
2. Providing fast and safe tracks with highway based facilities to reach various tourist places of the state.
3. Determining development rules and regulations for the development of tourist destination.
4. Strengthen the existing scheme of bread and breakfast.
5. Development of entertainment, folkart and adventurous facilities at tourist destination.
6. Availing support from private sector for the development of state Tourism.
7. Developing and decorating world heritage destination of the state.
8. Giving extra weightage to the folk art, folk music, sculpture art, museum and food culture of Maharashtra in respect to tourism.
9. Making efforts for handicrafts as a tourism object.
10. Making circle wise developments of pilgrim places.
11. Development of rural tourism agricultural tourism & wine tourism at tourist destination.
12. Developing and executing integrated action plan to the development of forts of Maharashtra.
13. Providing I.T. infrastructure to facilitate tourists.
14. Formulating eco-tourism policy of the state.
15. Forming additional tourism information centers.
16. Making awareness of tourism and related benefits.
17. Giving preferences to law and order and tourist safety.
18. Providing training to government and private sector people on '*Atithi Deo Bhav*' approach.
19. Developing relationship among the various sectors of tourism under the co-ordination of M.T.D.C.
20. Establishing nodal office at Delhi to spread and Publicity of the state tourism.
21. Determining the role and need of the experts as per requirement of Tourism Corporation and other institutions.
22. Introducing single window scheme to approve various projects of the state.

1.4 TOURISM DEVELOPMENT IN INDIA

India is an important developing country in the world. It is famous for its liberal treatment to domestic or international tourists. Its magnificent monuments attract a large number of tourists from all over the world. Friendly tradition, varied lifestyles, and cultural heritage and colourful fairs and festivals held abiding attractions for the tourists. India has large number of other attractions like beautiful beaches, forest and wildlife and landscapes for eco-tourism, snow cover, river and mountain peaks for adventure tourism, technological parks and science museums for science tourism; centers of pilgrimage for spiritual tourism; heritage trains and hotels for heritage tourism. Yoga Ayurveda and natural health resorts also attract many tourists which are termed as medical tourism.

India has tremendous potential to become a major world tourism destination. Indian tourism industry is exploiting this potential. It is the second largest industry for the foreign exchange earner of India. Therefore the worldwide tourists cannot avoid India.

1.4.1 FOREIGN TOURIST ARRIVAL IN INDIA (FTA)

Tourism has the potential of not only economy, but also it has become an effective tool for employment generation, foreign exchange earnings, national and international understanding and increasing standard of living of local people. It concerns to another industry like trade, transport, communication, manufacturing, handicrafts, construction, horticulture and agro based industries. Table: 1.1 shows the number of foreign tourists' arrivals in India in 2000-2012.

Table: 1.1 Foreign Tourist Arrivals in India 2000-2012

Sr.No.	Year	FTA (in Million)	Annual Growth Rate (in %)
1	2000	2.65	6.7
2	2001	2.54	-4.2
3	2002	2.38	-6.0
4	2003	2.73	14.3
5	2004	3.45	26.8
6	2005	3.92	13.3
7	2006	4.45	13.5
8	2007	5.08	14.3
9	2008	5.28	4.0
10	2009	5.17	-2.2
11	2010	5.77	11.8
12	2011	6.29	9.2
13	2012	6.65	5.4

Source: Ministry of Tourism, Annual Report 2012-13

Table 1.1 shows that number of the foreign tourist arrivals in India continued to increase from 2.65 million in the year 2000. It is slightly decreased to 2.54 million in 2001 & 2.38 million in 2002. After that the growth rate of foreign tourist tremendously increased from 2.73 million to 5.28 million in the year 2003 to 2008. During the year 2009, India witnessed a negative growth rate of 2.2 percent comparing to 2008. The growth of tourist was 5.77 million in year 2010 and reaching 6.65 million in 2012. The annual growth rate in FTA in India from 2000 to 2012 was 8.22 percent.



Fig: 1.1 Foreign Tourist Arrivals in India

Fig. 1.1 shows that the year 2009, India witnessed a negative growth rate of 2.2 percent as compared to 2008. The foreign tourists in India during 2010 were 5.77 million as compared to the FTA of 5.17 million in 2009, showing a growth of 11.8 percent. The causes of negative growth rates are terrorist attack, H1N1, influenza epidemic and Global financial recession etc.

1.4.2 FOREIGN EXCHANGE EARNING (FEE) FROM TOURISM IN INDIA

Tourism is one of the important activities in India for Foreign Exchange Earning. Table 1.2 shows the foreign exchange earnings from tourism in India from 2000 to 2012, which are as follows:

Table 1.2 Foreign Exchange Earning India- (2000-2012)

Sr.No.	Year	FEE (in Crore)	Annual Growth Rate (in %)
1	2000	15626	20.6
2	2001	15083	-3.5
3	2002	15064	-0.1
4	2003	20729	37.6
5	2004	27944	34.8
6	2005	33123	18.5
7	2006	39025	17.8
8	2007	44360	13.7
9	2008	51294	15.6
10	2009	53700*	4.7
11	2010	64889#	20.8
12	2011	77591#	19.6
13	2012	94487#	21.8

#Advance Estimates *Revised Estimates Source: Ministry of Tourism, Annual Report 2012-13

Table 1.2 reveals that the foreign exchange earnings (FEE) from tourism in India continued from Rs. 15626 Crore in 2000, Rs. 53700 in 2009 and it reached up to Rs. 94487 Crore in 2012.

1.4.3 FOREIGN TOURIST VISIT TO TOP 10 STATES AND UNION TERRITORIES OF INDIA -2010

The number of foreign tourist visits to various states and union territories of India which are given in following table 1.2.

Table:-1.3 Foreign Tourist Visits in top 10 States & Union Territories of India - 2010

Rank	States and union Territories	Foreign tourist visits -2010	
		No. of tourist (in million)	Percentage
1	Maharashtra	5.08	28.5
2	Tamil Nadu	2.8	15.7
3	Delhi	1.89	10.6
4	Uttar Pradesh	1.68	9.4
5	Rajasthan	1.28	7.2
6	West Bengal	1.2	6.7
7	Kerala	0.66	3.7
8	Bihar	0.64	3.6
9	Himachal Pradesh	0.45	2.5
10	Goa	0.44	2.5
	Rest of India	1.74	9.7
	Total	17.85	100

Source- Annual report of Tourism Department-2010

Table 1.3 and fig 1.2 show that, 17.85 million foreign tourists visited to top ten states of India. Most of the tourists visited Maharashtra state and the second state that was visited is Tamil Nadu i.e. 5.08 million and 2.8 million respectively. Very less tourists visited Goa state and 1.74 million tourists visited rest of India.

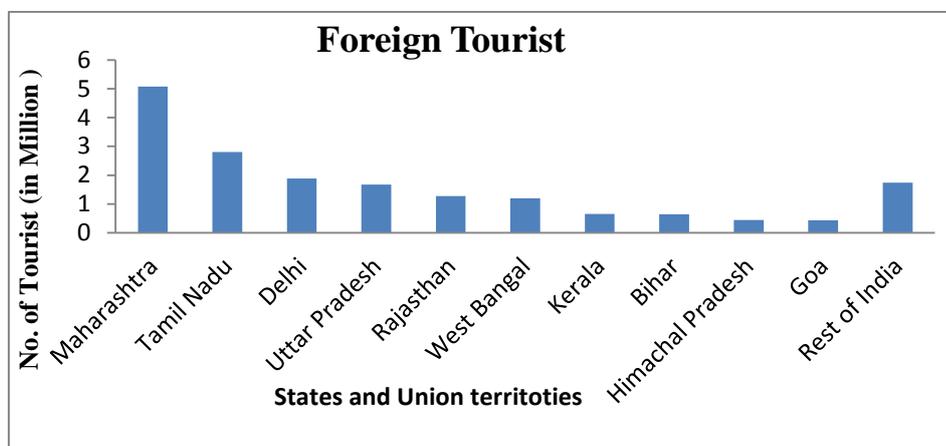


Fig: 1.2 Foreign Tourist Visit to States and Union Territories of India - (2010)

1.4.4 DOMESTIC AND FOREIGN TOURIST VISITS TO STATES AND UNION TERRITORIES OF INDIA-2012

Tourist visits to states and union territories of India are given in table 1.4. This table reveals that, in 2011 the number of foreign tourists was more than that of the previous year 2010. It was 6.33 percent in 2010 and in 2011 it was 8.09 percent. Most of foreign tourists visited Maharashtra, Tamil Nadu, Delhi and Uttar Pradesh i.e. 51 lakh, 36 lakh, 23 lakh and 20 lakh respectively. And most of the Domestic tourists visited Andhra Pradesh, Tamil Nadu and Uttar Pradesh. But the rate of domestic tourist was decreased in Karnataka, Maharashtra, and Madhya Pradesh. It was 94.1, 66.3 and 53.2 million respectively. Very less foreign tourists visited Rajasthan (15 lakh), West Bengal (12 lakh) and Bihar (11 lakh), Kerala, Karnataka and Himachal Pradesh.

Table:-1.4 Domestic and Foreign Tourist Visits- 2012

Rank	Domestic Tourists		Foreign Tourists	
	States & Union Territory	No. of Tourists (million)	States & Union Territory	No. of Tourists (Lakh)
1	Andhra Pradesh	206.8	Maharashtra	51
2	Tamil Nadu	184.1	Tamil Nadu	36
3	Uttar Pradesh	168.4	Delhi	23
4	Karnataka	94.1	Uttar Pradesh	20
5	Maharashtra	66.3	Rajasthan	15
6	Madhya Pradesh	53.2	West Bengal	12
7	Rajasthan	28.6	Bihar	11
8	Uttara Khand	26.8	Kerala	08
9	Gujarat	24.4	Karnataka	06
10	West Bengal	22.7	Himachal Pradesh	05

Source- Annual Report, Department of Ministry of Tourism- 2012

Fig. 1.3 shows that, most of the foreign tourists visited Maharashtra and very less foreign tourists visited Himachal Pradesh. Maharashtra is in the 5th rank in domestic tourism and very less domestic tourists visited West Bengal.

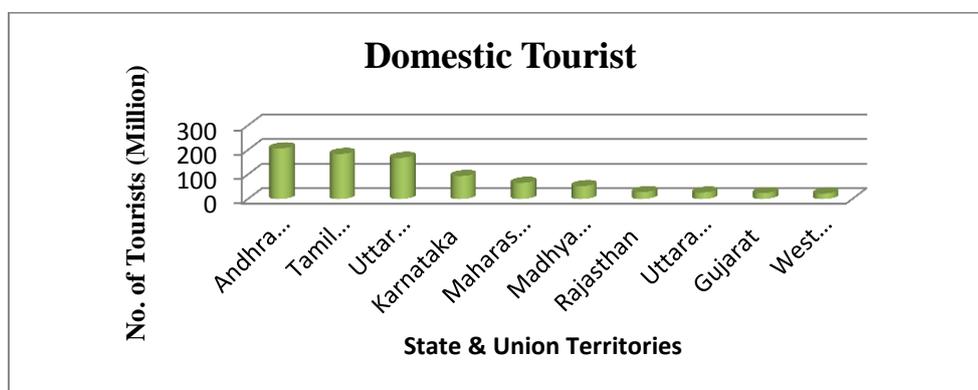


Fig.1.3. Domestic Tourist Visits to India-2012

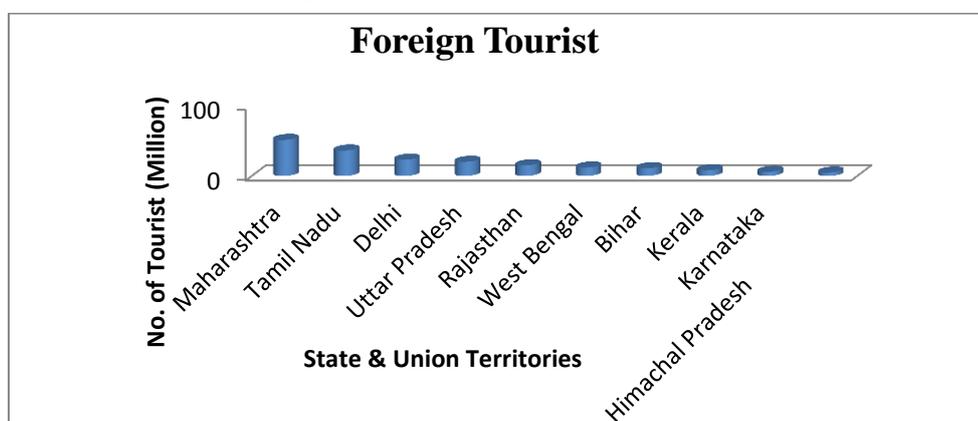


Fig. 1.4 Foreign Tourist visit to India

Table: 1.5 Year wise Domestic and Foreign Tourists

Year	Domestic Tourists		Foreign Tourists	
	Tourists	Annual Growth	Tourists	Annual Growth
2000	220106911	15.4%	5893542	1.1%
2001	236469599	7.4%	5436261	- 7.8%
2002	269598028	14.0%	5157518	-5.1%
2003	309038335	14.6%	6708479	30.1%
2004	366267522	18.5%	8360278	24.6%
2005	392014270	7.0%	9947524	19.0%
2006	462321054	17.9%	11738892	18.0%
2007	526564478	13.9%	13256637	12.9%
2008	563034107	6.9%	14380633	8.5%
2009	668800482	18.8%	14372300	-0.1%
2010	747703380	11.8%	17910178	24.6%
2011	864532718	15.6%	19497126	8.86%
2012	1036346657	19.87%	20731495	6.33%

Source: Ministry of Tourism (India Tourism Statistics-2012)

1.4.5 YEAR-WISE DOMESTIC AND FOREIGN TOURIST VISITS TO STATE AND UNION TERRITORIES OF INDIA-2000-2012

The foreign tourist visits have been increasing over the years, though there was a decline in the years 2001, 2002 and 2009. The number of the foreign tourists' tremendously decreases from 2003 to 2009. In the year 2010, suddenly it increased and after that it decreased to 6.33 % in the year 2012. The year 2012 witnessed a growth of 19.9 % in domestic tourist visits as compared to the year 2011, which is higher than the growth of 15.6% in the year 2011.

1.5 Tourism Potential in Maharashtra

Maharashtra is situated on the western coast of country with 720 kms long Sea coast. There adjacent Sahyadri hilly region and western ghat and there are many peaks and troughs. It has many hill stations and water reservoirs with semi-evergreen and deciduous forests. Vidharb and Marathawada region are also important in Maharashtra with dense forests and several wild life sanctuaries. Tourism industry in Maharashtra has a tremendous potential for growth. Maharashtra has a rich historical and cultural background. It has large number of tourist attractions for example ancient caves, historical forts and monuments, ancient temples, hidden hill stations, wildlife, fairs and festivals, art, culture and tradition. Therefore it is called as "***Maharashtra Unlimited***"

1.6 THE SELECTION OF THE STUDY AREA

Kolhapur district is one of the important and economically progressive districts not only in Maharashtra but also in India. It is very close to Konkan. The climate of the district is very pleasant. Geographically it has considerable variety in physiographic, climatic and socio-economic positions. It has numerous natural, cultural and historical resources. So this district has great potential tourism potential. Especially Kolhapur is a center of art, education, industry, sport, food, Kolhapuri Pheta, Kolhapuri Chappal, Jewellery, wrestling and also particularly religious attractions.

Kolhapur district is situated in the southern part of the Maharashtra state .It is located on the bank of river Panchaganga. This district is rich from religious point of view and also it has many natural and cultural events. It has rich history and culture, which helps the development of tourism centers of the district. It has a number of religious places like Kolhapur, Nrusinghadi, Khidrapur, Bahubali, Kanerimath and Jotiba etc. Due to this religious importance, this district can be termed as “Dakshin Kashi” of India. Along with these places, it has many known and unknown tourist places which are undeveloped, namely Alte (Ramling, Dhuloba, Alamprabhu), Bahubali, Terwad (Tomb of Mukteshwar), Dajipur, Radhanagari, Admapur, Bhudargad and Barki etc. Therefore, it will be very interesting to know how this district has made progress in respect of newly emerged tourism industry.

These places need to be identified for proper planning of their development from the view point of tourism. Old method for development, planning for tourist places can be set aside with the GIS technique for Kolhapur district. This is helpful to tourists companies and various departments.

1.7 APPLICATION OF GIS IN TOURISM DEVELOPMENT

Geographical information system is a toolbox of techniques and technology of worldwide applicability to the achievement of sustainable tourism development. GIS has been applied in many disciplines including geography, environmental studies and urban planning etc. and tourism is one of them. Tourism is an activity highly dependent on environmental resources.

Now days it is useful for predicting, explaining event and planning strategies for geography, viz. fast and accurate data collection, storage and analysis and preparation of maps. GIS has unlimited scope in digitization of maps in providing location specific and thematic data.

Hardware, software, data, people and method are the components of GIS. They are important in GIS. It is an automated tool to capture, data integration, store, retrieve manipulate, display and querying of spatial and non-spatial data to generate various planning scenario for decision making. There are a number of definitions of GIS, they are as follows:

Burroughs (1987) says that, “GIS as a powerful set of tools for collecting, storing, retrieving, transforming and displaying spatial data from the real world”. According to Clarke (1986) “GIS is a computer assisted system for the capture, storage, retrieval, analysis and display of spatial data within a particular organization”. Parker (1988) has defined “GIS as an information technology which, stores, analyzes and displays both spatial and non-spatial data”. Good child (1992) says, “research on the generic issues that grounded the use of GIS technology impede its successful implementation, or emerge from an understanding of its potential capabilities”.

In the past period, the demands of human beings were very limited. So integration of both i.e. spatial and non-spatial data was done manually. After some decades there is growth of large number of demands particularly very large amount of data was required to consider for fulfilling demands. Even there was growth in the volume and types of the data sets. It was not possible to handle it manually. It became necessary to use automated new technique to handle it according to human demand. And now a days GIS is the best automated technique for it. This system provides competent tools to input geographical data into database retrieval of selected data items for further processing and manipulation of the data generate desired information and this efficiency is the most important through the planning point of view. Therefore GIS has become important among the planners in the world.

In present day, information and communication technology plays a very crucial role in the development and promotion of travel and tourism industry e.g. new technology like computer, GIS and GPS etc. It has a great capacity to faster the globalization of the tourism industry. It has emerged in the last decade as an essential tool for planning and management. It is used in different fields like settlement planning, transportation planning, land use planning and landscape assessment. Geography concerns with the study of earth surface along with human activities in it. Natural landscape provides many attractive places on the earth, where tourists are attracted. It involves river, mountain, snow field, water body, forest, bird sanctuary

etc. Development or creations of such attractive places depends on the geographical aspects.

In the present study, GIS technique is used for the study of all places and also development of new tourist centers. At the end of 20th century, revolution in IT sectors has encouraged tourism sector from its lower socio-economic status to the most commercialized business, besides it has made latest advancement in the study like preparation of new tourist maps, data updating, publicity of tourist places and this is made possible by the use of geographical information system.

1.8 OBJECTIVES

The major objectives of present study are as follows:

1. To examine the geographical situation of the region with the help of GIS techniques.
2. To study present status of existed tourist centers in the study area.
3. To study the infrastructure facilities at the existing tourist centers and also to study the level of satisfaction of tourists at these places.
4. To prepare new tourist map of the study area with adequate and updated information with the help of GIS techniques.
5. To find the places which have potential to develop as tourist destination.
6. To suggest remedies for tourism development.

1.9 METHODOLOGY

The source of data and methodology of present study is given below.

The present study is divided in to three phases.

Phase –I: Pre-field work (data collection) (a) Primary data (b) Secondary data

(a) Primary data: - Questionnaire preparation and survey

(b) Secondary data: - Government and non-government agencies, literature, information available at tourist places etc.

Phase-II: Field work

1. Visit to tourist places
2. Visit to various institutes, libraries
3. Questionnaire and inventory survey of the visited tourist places.

Phase III: post field work (Laboratory work)

It concerns with the laboratory work. It is completed with the help of following stages.

1. Scanning of maps
2. Digitization of various layers e.g. road, railway and tourist places etc.
3. Attribute data entry with the help of GIS software
4. Data attachment to prepare detailed tourist maps by using GIS software.
5. Preparation of various tourist maps, charts diagrams by using GIS software.
6. Analysis of data by using appropriate statistical methods.
7. Cartographic representation of data
8. Satisfaction index is calculated by the formula given below-

$$St_i = \frac{\sum \epsilon m_i n_i}{N}$$

Where,

St_i = Satisfaction Index for the ith factor.

M_i = Numerical values for particular level of satisfaction for the ith factor.

N_i = Number of respondents deriving the particular level of satisfaction for the ith factor.

N = Total number of respondents for that factor for all level of satisfaction.

1.10 REVIEW OF THE LITERATURE

Many geographers have contributed to the study of tourism development, tourism potential and impact of tourism. These are given below:

Singh (1978) conducted a study on “*Economic Potential of Tourism in H.P with special Reference to Shimla.*” The main objective of the study was to analyze various economic aspects of tourism with special reference to employment and income generation, He pointed out that there is enough scope to vast potential for the tourism development which can help to generate employment and income as well as foreign exchange through tourism development.

Gupta (1996) studied the role of tourism in the economic development of the small Island economics viz. Fiji, Maldives, Malta. According to him, these countries have been taking tourism as an important economic activity for generation of employment and income.

Bhatia, A.K. (1991) in his book named '*International Tourism*', has discussed on history of tourism and travel, modern information techniques in tourism.

Manish Ratti (2007), in his book, "*Tourism Planning and Development*" deals with the tourism industry and also provides a number of job opportunities to the local people, adverse effect on the destinations; it contains vital information on tourism planning and management and crucial issues are given an elaborate treatment.

S.B. Jadhav (1994) *Tuljapur – A Study in Religious Tourism*, in his (M. Phil) thesis, has given stress on religious tourism of India, especially Tuljapur in Maharashtra, its importance and socio –economic status.

Pushpalata Arkshalini (1995) *Geographical Study of Tourism Development in Mahabaleshwar –Pachagani Region* (Ph.D. SUK), has studied tourism development in Pachagani, Mahabaleshwar, and socio-economic impact of it.

Shalini Modi (2001) in her book named '*Tourism and Society*' has given stress on Tourism trend in India, perception and attitudes.

M. K. Garud (2002) *Tourism and Ecology of Koyana Basin* (M.Phil. SUK) he has studied ecology and biodiversity of Koyana Basin.

Pankaj Bhalla (2004), in his book *Potential of Tourism*, has studied potential tourist centers in Himachal Pradesh.

Tourism Development (2008) is a book written by Jag Pradeep. He has given stress on tourism development, strategy in tourism and new technology in tourism.

Dr. J. P Jagtap (2008), '*A Geographical Study of Tourism Centers in Solapur District* (Ph.D. thesis), has studied Socio-economic status, tourism potential and development of tourism in Solapur district.

A. Vijayakumar (2009), in his book named '*Indian Tourism Industry In 21st Century,*' has discussed the current development, tools and techniques in tourism.

Shashi Prabha Sharma (20047), in his book '*Tourism Education*' has given stress on components of tourism, types of tourism, a brief history of tourism, mass tourism, tourism scenario in India and problems and prospects in tourism.

Shalini Modi (2001), in her book '*Tourism and Society*', has studied history of tourism, socio-cultural impact of tourism and tourism trend in India.

Tourism Geography of India (2000), a book written by S .B. Shinde contains information about tourism, classification of tourism, tourism development and history of tourism.

GIS Application in Tourism Planning (2003), is a research paper GIS-340. GIS seminar instructor Mr. Wayne who has discussed about GIS application in tourism planning, potential, application of GIS in British Columbia

Tourism Management in India (1999), is a book written by K. M. Menon. He has given stress on Kerala tourism potential and development need for a tourism marketing strategy and planning in Kerala.

Global Tourism (2007), is a book written by Ahana Chakraborty and Dr. B. K. Chakravarti who have studied the meaning of tourism, the history of tourism and the tourist statistical information.

In lieu of above literature, other types of literature like journals on tourism, research papers, Government of India tourist statistics, annual reports of tourism development, annual report of MTDC and ITDC etc. have provided information finding out tourism potential and site suitability in region.

The proposed research work is attempted to collect the tourist information database of tourist places from Kolhapur district. The proposed work is useful to the administrators, tourist companies, researcher, planners to adopt a more systematic study of other tourist places having similar geo-environmental distinctive.

1.11 LIMITATION OF THE STUDY

The study has certain limitations. Interview of high budget package tourist was also rendered difficult due to their short duration of tourist places. During the tourist off season the researcher has spent lot of time in search of tourist and therefore, researcher decided to wait for the tourist season to come. Besides, visiting local administrative bodies, organizations, data collection at the tourist places was also difficult. District statistical departmental officer was not interested to give the information. Only preliminary information about demographic and physical features, social amenities were available from census and gazetteer. Other detailed information was available on Internet.

1.12 CHAPTERWISE OUT LINE OF THE THESIS

The entire work has been organized into the following seven chapters-

1. Introduction, objectives, methodology, reviews of literature and limitation of the study.
2. The second chapter deals with the profile of the region focusing attention mainly physiographic determinants, climate, soil and vegetation. Such elements form the

geographical background for further analysis, population characteristics, socio-economic status and their available facilities.

3. The third chapter deals with the existing tourist places of the study area and also available infrastructural facilities.
4. The fourth chapter deals with the case study of existing tourist places and calculation of satisfaction index of available facilities.
5. The fifth chapter deals with the potential tourist places in Kolhapur district, the present status of potential tourist places and the available facilities.
6. The six chapter deals with the case study of potential tourist places. It contains to discover potential tourist places of the region and declares remedies for the development of potential tourist places.
7. The last chapter presents a brief summary, conclusion and suggestion.

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