**UGC MINOR RESEARCH PROJECT REPORT ON**

**“ROLE OF TOURISM IN DEVELOPMENT OF JAWHAR TALUKA OF THANE DISTRICT”**

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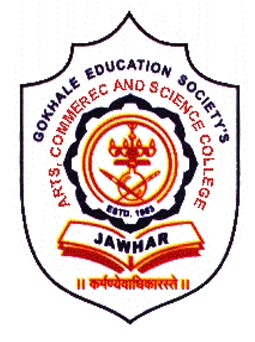
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**Executive Summary**

**Introduction**

Tourism in [India](http://en.wikipedia.org/wiki/India) is the largest service industry, with a contribution of 6.23% to the [national GDP](http://en.wikipedia.org/wiki/Economy_of_India) and 8.78% of the total employment in India. The tourism industry in India generated about US$100 billion in 2008 and that is expected to increase to US$275.5 billion by 2018 at a 9.4% annual growth rate. Yet the tourism industry still is hampered by several problems. India's tourism industry has a worker shortage. Insufficient accommodation, unclean rooms and food problems plague tourists who come to India. Many places in the interior of the country are not well-connected by proper roads, railways or airways. Excessive bureaucracy also delays new hotel and transportation projects. Tourism problems are more common in the rural interior of the country. These areas are rich in natural beauty, but they often lack basic infrastructure and accommodations for tourists. Often these regions are highly agrarian. The government is often unable to secure enough land for developing tourism infrastructure because it adversely affects local farmers.

Jawhar hill station is one of the tourism place in Thane district of Maharashtra. Gifted with exotic valleys, thick rich forests and pleasant climate, Jawhar offers different type of enjoyment comparing to other hill stations of Maharashtra. Jawhar is popular for its lively Warli paintings. Jawhar is also known as the Mahabaleshwar of Thane District. Due to tourism there is a scope for Economic, Cultural & Natural development of Jawhar Taluka.

In order to know role of tourism in development of Jawhar Taluka of Thane District, understand the problems in development and suggest certain remedies, research work is carried out.

###### Objectives

The objectives of the present study are

* To understand role of tourism in development of Jawhar taluka of Thane district
* To know the problems of tourism development in Jawhar taluka as a tribal zone.
* To suggest the remedies to solve the problems faced by tourism Industry in tribal region of Thane district

###### Methodology

The study is based on primary and secondary data. In several filed surveys will be conducted to produce information regarding various issues related to Tourism. Interview, filed visit, observation, publication, etc. Methods will be used for collection of data. The data will be analyzed with the help of commonly statistical techniques and findings are drawn.

**Research Conclusions**

Tourism is much progressed industry since last five decades. India is a diverse country and has tremendous potential for tourism industry. Potential elements are also prevalent in Jawhar taluka of Thane district in Konkan region of Maharashtra. Various institutes, professionals are capable to provide facilities and hospitability to foreign and native tourists

Tourism not only accrues the income but also a trade to earn foreign currency through international trade. Along with contribution in economics, tourism promotes allied sectors like Agri., Embroidery, Poultry, Folk arts and Small Scale industries. Tourism promotes allied business activities like tourist transportation, lodging, purchasing and other transactions. It indirectly creates employment opportunities. Maharashtra govt. and central govt. initiated tourists spot development by various policies and schemes. The govt. has declared Jawhar as a tourist centre. I visited many tourist spots during research, discussed with citizens and tried to know status of tourism about past, present and future tourism industry potential.

Tourism industry and tourism development are complementary concept. Tourism drives development in various fields in the area development in turn expedites tourism industry progress and prosperity. What are effects on various fields of development in the region by tourism development in Jawhar taluka. I tried to understand this through the research.

The 50 service providers from tourism industry which includes Hoteliers, Transport union, Tourist guide and communication service provider, 100 tourists toured to tourist spots and 100 citizens nearby tourist spot area were selected. 250 personnel interviews were taken and filled questionnaires. This helped to come to conclusion how much tourism played the role in development of various areas in tourism development.

**A. Conclusions drawn from statistics provided by service provider**

1. Out of 50 service provider 25 were Hoteliers, 10 Transporters 5 tourists Guide and 10 are communication service providers
2. Out of various service providers for tourism 100% are male. Thus Tourism industry doesn’t have women entrepreneurs in Tribal region.
3. In tourism industry newly entered traders are 7, those engaging in this industry since 5 to 10 year are 5 and 10 years experience holders in the industry are 38
4. The percentage of govt. scheme beneficiaries engaged in tourism industry is 56% and those not availed are 44%.
5. In annual turnover taken into account those whose turnover is up to 10 lakhs are 72%, whose turnover between 10 to 20 lakhs are 16% and those above 20 lakh are 12%.
6. The trader whose net profit is up to 1 lakh to 5 lakhs are 14% and above 5 lakhs are 12% It is concluded that this field is good opportunity to earn more profit.
7. The 80% tourists traders opined clearly to boost tourism by govt. expected policies to avail basic infrastructure for complement various services of tourism. 32% traders opined to avail loan on cheap interest rates. Out of which 12% are strongly demanding and 28% want local trade to be encouraged.
8. Native and foreign tourist gave feedback about services provided. The service providers are excellent 56%, good 42%, and reasonably good 2%.
9. Jawhar’s environment is complementary to tourism 64% promotes rural tourism. 62% gave importance to cultural entertainment tourism.
10. Jawhar Taluka is famous for environment, nature tourism. 98% tourist visit in rainy season to tourist spots. 10% tourist visit on their own conveyance. 12% tourists visit during winter season.
11. The tourists are attracted to local exclusive tribal cooked food. 90% tourist like exclusive non-veg cooked by Tribal. 10% tourist like vegetarian and simply made. 94% tourist favors Marathi style breakfast in the morning and 6% demand Punjabi and Southern breakfast.
12. Tourist visiting the region expects good development in facilities at tourist spots. 88% expects improvement in road quality. 86% tourist opined for toilets at tourist spots. 34% want increase in residential facilities.

The aforesaid data, collected from various service providers engaged in tourism industry that only male trader businessmen are providing service. Many businessmen are in this industry, since more than 10 years. Govt. schemes have reached up to 50% traders. Turnover up to10 lakhs holder are more than 70%, and up to 1 lakh profit earners are near about in the same percentage. The average percentage of profit in comparison with annual turnover is averagely 10%. The tourist response for the tourism industry has been encouraging. Infrastructural development is then most required development to promote rural tourism. The tourist visiting in Monsoon seasons are more in number and the local culinary non-veg meal is more demanding. The tourists demand for Maharashtrian breakfast but favor the pure drinking water. More than 80% tourist exhibits that transportation facility, roads should increase, especially those connecting tourist spots.

To conclude the service providers have good opportunities to develop their potential owing to growing tourism. The role of tourism is, in view of market development, important for service providers.

**B) Conclusion drawn from statistics provided by Tourists.**

Mostly native Indians and foreign tourists visit Jawhar Taluka tourist spots. Jawhar taluka consists of natural, historical, religious and cultural tourists spots. To know the problem faced by tourists, to obtain information about potential development of tourists number, the specimen method was selected and subsequently 100 questionnaires were filled. The data obtained from questionnaire been marked, classified and analyzed. The following conclusions been drawn from it.

1. Tourists mostly utilizing their own vehicles or private vehicles hired by them. Total 88% of tourist out of visiting, uses own or private hired vehicles. 12% tourists use state transport and other types of vehicles.
2. Out of all tourist 76% tourists like environmental scenic tourism spots and 96% tourists favour historical spots.
3. The 76% tourists like Jawhar as a tourist spots. 12% tourist favours the less tourist facilities and at the same time 88% tourist opined about good tourists facility.
4. During tourism, the service provider provided good hospitability, 43% tourist answered. They experienced well behaving people during tourism, 57% tourist liked it.
5. Tourists of 67% see transport service providers provided best quality service. 11% tourist opined moderately good transport facility, yet 22% tourist feel the need to have good transport system and facility.
6. Tourist of 70% positively favored good quality meal during tourism, 30% liked the food.
7. Various arts and cultural things are preserved here in Jawhar. Both arts and culture are more important to develop tourism. Out of visiting tourists, 77% tourists are interested in Tribal Cultural Dance, Tarapa. 66% tourists like Dhol Dance and 50% tourists like Warali painting.
8. Given the changes in the lives of tourists, 40% tourists feel light, psychological strain gone down.6% tourists feel healthy and fit. 74% tourists feel mental exhilaration and 24% enjoys homely joy.
9. The progressing tourism spots and attraction ingratiates them to visit often.
10. Out of all tourist, 96% tourists, feel that the emphasis should be an roads, transport, while tourism development. 58% tourists feel good residential facility and infrastructural facility to 24% tourists.

The data obtained from tourists on various types of questions, the analysis indicates that many tourists are utilizing their own vehicles or hired private vehicles. Natural scenic and historical spots are more favoured by most of the tourists. Good tourism spots and services fetch good tourist numbers. Different elements in tourism industry feature well to tourists. Transport facility is good but need improvement. Art and culture is fascinating to tourists. Mental and family pleasures are noteworthy for tourist. Thus, there is tremendous scope for tourism. Tourism helps Tribal region to progress and aided by finance through tourism. If govt. gives enough attention towards tourism development, the native and foreign tourist number could go up and consequently Jawhar could be recognized as nature tourism centre at national and international level, that could contribute in county’s progress.

**C) Conclusions drawn from data collected from citizens living around tourist spots.**

The citizen is at centre in Tourism industry progress. In tourism development, various schemes are implemented at local level. Many tourists from native and foreign are visiting tourist places. During their visit communicate to the nearby citizens. The incoming tourists directly or indirectly influence the citizens living around tourist spots. The major and important tourist spots are around Jawhar. Jawhar is a Taluka place, with urban settlement and municipal council. The people follow culture which is closer to rural life. Nature tourist spots are 25 K.M. from city, the surrounding settlement is Rural and Tribal. What are the consequences of tourism industry around tourist spots? What employment opportunities they had? What is the growth in their income? What changes tourism brought in their lifestyle, cultural and thought? etc. 100 citizens filled questionnaire living around spots. The researcher tried to have discussion. Data analysed that is obtained from citizens, following conclusions been drawn.

1. Due to tourism development various facilities are made available. Thus, hotel industry grown. 80% hotel industry was promoted by tourism and 40% improvement in transport facility.
2. Owing to tourism development life style undergone improvement in citizens of the area. 89% of citizens give credit to tourism for lifestyle change. 11% people never feel any change in their life style.
3. Whatever business led by tourism industry development in the region, the families, the people from the area got opportunity directly or indirectly to the employment. 76% people directly and indirectly got opportunity. 24% never feel they received any employment opportunity.
4. On multilevel development by tourism industry in the region, 52% opined that financial development has taken place. 73% think about social progress stimulated. 12% people opined cultural progress has been done. According to 30% people told that tourism contributed in educational development.
5. Tourism helped to avail the communication facilities of various kinds, in tourist region. Newspapers have reached up to 75% people. 87% people using telephone or mobile phones. 57% citizens could be reached with internet and fax is used by 18% people.
6. Although tourism sector in the region making progress, the citizens from the area are facing pollution problems. According to 84% citizens, tourism is causing pollution. 34% people feel sound pollution, 47% feel water pollution, and 7% people feel air pollution in the region.
7. Various agencies are trying for tourism development. According to 44% people, feel Maharashtra govt. made efforts for tourism development. 16% people feel Non-government organizations like BAIF, also contributing in Tourism development. Local self-help organization contributing 32% and 32 % contribution in tourism development through private players.
8. According to 59% people, the residential facility at reasonable rates, is much needed in tourism development. The citizens of 66% feel ignored tourist spots need more attention. 30% citizens want modern transport system development. 49% citizens feel the need of minibus services from central spot (Jawhar) to the tourist destinations. Govt. efforts are much needed for tourism development in the region. 98% citizens weigh on govt. efforts for tourism promotion.

The aforesaid information shows that hotel industry has made large progress. Out of tourism industry, these who are active in tourism industry have directly or indirectly got employment opportunities. Life style changed, financial progress encouraged. Communication facility boosted. At the same time, increases pollution in the region. At govt. level tourism industry development efforts are made, yet more special attention needs to be given to residential facility. The ignored tourists spot development, transport facility, local transport facilities are awaited. Jawhar is 100% tribal region, if at govt. level the greater efforts are made. The people of the region won’t have any doubts of Economical, Social, Educational and Cultural development.

India is agricultural based country. The 70% of population is related to agriculture. Israel has progressed on rural tourism and agri. Tourism. On that basis Indian agri. business with rural tourism and Agri. Tourism could generate economic development of the country. Once, India was a rich country in minerals and resources. Nowadays our country is moving towards superpower country. For the development of various industrial development to be encouraged, If everybody contributes with unity. India will be No. 1 country in the 21st century in the world.

Through tourism development in Jawhar Taluka, employment generation, economic development, and socio-cultural development has taken place. Through tourism development in Jawhar Taluka, employment opportunities brought change in life style. But the terror strike on Taj hotel in Mumbai, Jammu & Kashmir disturbance had caused some hindrance to tourism development to some extent. Such incidents should not be repeated. If due care is taken on security, tourism could again rejuvenate in the country, and simultaneously, the local people could live their lives with good life-styles.

Nature, Tourism in Jawhar Taluka

###### What a nature’s magic of Jawhar located at 1800 feet high, historical background to Jayvilas palace, fantastic Dabhosa water-fall, exciting sunset pointat the dusk, Sacred land with Chhatrapati Shivaji Maharaj’sfeet fall to remind historical glory at Surymal, Fantastically surrounded by trees, Jaysagar Dam to tourist and water supply, Fantastic Hanuman point, Unsticking reddish soil yet coloring feet, simplest hutments and Warali painting on the walls, Green rise farms, Mountainous Jawhar city is a magic of nature. To enjoy the Jawhar Tourism, set out for Jawhar region tourist spot and enjoy the nature tourism in Jawhar Taluka.