

Socio-economic impact of tourism activities on local service providers of Dapoli Taluka, Ratnagiri district, Maharashtra

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Received: 07.11.2021/Accepted: 09.12.2021

ABSTRACT

The tourism and recreation industry is one of the most dynamically developing sectors of the world economy and is important in the socio-economic development of regions and countries. Present investigations evaluate the socio-economic impact of the tourism activities on the local service providers of Murud beach of Dapoli Taluka, Ratnagiri, Maharashtra. The data were collected using questionnaires and in-depth interviews of 35 local stakeholders of Murud beach in 2021. Results showed that maximum service providers were engaged in selling of Panipuri, Shevpuri, tea etc (34.28%). Overall average monthly income of service providers from Murud beach was Rs 14,029 with average working hours 10.54 per day. Data on status of domestic infrastructure before and after association revealed significant positive impact in enhancing number of dining tables, LP gas connections for cooking, sofa sets, education level, house type, electricity etc. Results of economic impact showed increase in price of land and tax/revenue and creation of jobs for local people in the area. Maximum number (68.57%) of the service providers had experienced medium impact of tourism on them. The living conditions of the service providers were found to be better after the generation of employment at the Murud beach.

Keywords: Tourism; sea beach; socio-economic impact; service providers

INTRODUCTION

National tourism policy of India and Maharashtra state says that tourism is an engine of growth aiming to achieve maximum sustainable tourism growth in the country.

Many countries of the world survive upon the tourism sector. Today tourism is one of the largest and dynamically developing sectors of external economic activities (Kozhokulov et al 2019). 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. Tourists also create a demand for local produce, handicraft, homemade food and processed products further

contributing to the local economy (Rout et al 2016). It boosts the revenue of the economy, creates thousands of jobs, develops the infrastructure of a country and plants a sense of cultural exchange between foreigners and citizens (Shivaraju and Kumar 2015). It is a powerhouse of regional development and supports environmental protection and diverse cultural heritage and strengthens peace in the world (Anon 2019).

Dapoli is also called 'Mini Mahabaleshwar of Konkan' because of its cool and pleasant climate and abundant natural beauty in the region. The area is surrounded by hills and forests having a long coastline. This is a home for a variety of migratory birds and animals. Various beaches of Dapoli Taluka are major attraction for national and international tourists. Among all beaches, Murud is one of the foremost destinations for the tourists. In addition to this, other places like temples and historical and

archaeological sites are also preferred to visit by the tourists.

Dapoli is a most preferred location to visit by national and international tourists due to neat, clean and safe sea beaches, water sports, hilly terrain, biodiversity, sea food, high cultural value and historical background. Therefore an attempt was made to assess the socio-economic impact of tourism activity on local stakeholders in Murud beach of Dapoli Taluka of Ratnagiri district, Maharashtra.

METHODOLOGY

The present study was undertaken at the Murud beach of Dapoli Taluka of Ratnagiri district of Maharashtra. This place is towed with immense biological, ecological, archaeological, cultural, environmental and recreational importance. Presently local stakeholders are engaged in providing different types of services to tourists at the beach. Based on their age, types of services and status, total 35 service providers were randomly selected for the proposed investigations. The data were collected with the help of specially designed questionnaire through personal interview and discussion with the respondents in the month of February-March 2021.

Prior to survey, a questionnaire was designed and pre-tested with four service providers to find out its suitability for the present study and modified according to response of informants. The first section of questionnaire was aimed at capturing the general information of the service providers. The second part was on status of domestic infrastructure before and after and the third part included economic impact of tourism activities.

To see the socio-economic impact of tourism activities on service providers, opinion of the respondents was sought on 11 different parameters that indicated the socio-economic status of the families of the respondents. Accordingly the respondents were categorised into three groups based on their agreement, disagreement and neutrality towards the impact parameters. A weightage of three was given for agreement, two for neutrality and one for disagreement. Weighted sum of the three opinions was taken to represent the rank of the impact parameters. Accordingly level of impact was determined.

RESULTS and DISCUSSION

Distribution of the respondents according to their profile characteristics

Out of 35 service providers surveyed under study, 71.43 per cent were males and 28.57 per cent were females. Maximum (48.57%) of the respondents belonged to 30-40 years of age group and 37.15 per cent were from 40-50 years age group while only 14.28 per cent of them were from below 30 years age group (Table 1). Of the total, 94.28 per cent of the service providers were married while 5.71 per cent were unmarried. It was revealed that 60.00 per cent of the respondents were educated from 8th to 10th standard followed by 20.00 per cent who were graduates while 2.85 per cent were post-graduates also. About one fourth (25.71% each) of the service providers had four and five dependents on their earning followed by six (17.14%).

Distribution of the respondents based on types of services, working hours and their monthly income

Out of the total service providers, maximum (34.28%) were engaged in selling of Panipuri, Shevpuri, tea etc whereas minimum (5.71%) were engaged in cooking and selling of special Konkani non-veg Thali (Fig 1). It is observed from Fig 2 that a majority (57.14%) of them had up to monthly income of Rs 10,000 while 2.85 per cent earned Rs 20,000-30,000 per month. Overall average monthly income of respondents was found Rs 14,029. Fig 3 shows that 54.28 per cent of the service providers were working at Murud, Dapoli for 12 hours followed by 17.14 per cent for 10 hours, 11.42 per cent worked for 9 hours and 8.57 per cent each for 14 hours and more than 16 hours. Average working period at Murud beach was found 10.54 h.

Status of domestic infrastructure

The change in house types and utilities, household appliances, vehicles etc was recorded after rendering services at the beach during investigations (Table 2). There was a positive change in type of houses (31.29%), house ownership (8.57%), drinking water at home (22.86%), LP cooking gas connections (37.27%) and electricity (28.57%).

There was also positive change pertaining to smart TVs (20.00%), refrigerators (11.53%), air conditioners (8.57%), sofa sets (34.29%), dining tables (40.00%), computers (20.14%) and laptops

Table 1. Distribution of the respondents according to their profile characteristics (n= 35)

| Parameter | Respondents | |
|--|-------------|------------|
| | Number | Percentage |
| Gender | | |
| Male | 25 | 71.43 |
| Female | 10 | 28.57 |
| Age (years) | | |
| Up to 30 | 5 | 14.28 |
| 30-40 | 17 | 48.57 |
| 40-50 | 13 | 37.15 |
| Marital status | | |
| Married | 33 | 94.28 |
| Unmarried | 2 | 5.72 |
| Educational level | | |
| Primary (up to 7 th standard) | 4 | 11.42 |
| High school (8 th to 10 th standard) | 21 | 60.00 |
| College level | 2 | 5.73 |
| Graduation | 7 | 20.00 |
| Post-graduation | 1 | 2.85 |
| Number of dependents | | |
| Three | 4 | 11.42 |
| Four | 9 | 25.71 |
| Five | 9 | 25.71 |
| Six | 6 | 17.14 |
| Seven | 5 | 14.21 |
| Eight | 2 | 5.81 |

Table 2. Status of domestic infrastructure before and after association with Murud beach (n= 35)

| Component | Respondents | | |
|---|-------------|-------------|------------|
| | Before | After | Change |
| House type and utilities | | | |
| House ownership | 32 (91.42) | 35 (100.00) | 3 (8.57) |
| Type of house (Kaccha/Packa) | 12 (34.42) | 23 (65.71) | 11 (31.29) |
| Number of rooms | 26 (74.42) | 26 (74.42) | - |
| Drinking water at home | 27 (77.14) | 35 (100.0) | 8 (22.86) |
| Electricity | 15 (42.85) | 25 (71.42) | 10 (28.57) |
| LP gas connection (cooking) | 15 (42.85) | 28 (80.12) | 13 (37.27) |
| Household appliances | | | |
| Smart TV | 3 (8.57) | 10 (28.57) | 7 (20.00) |
| Refrigerator | 10 (28.57) | 14 (40.10) | 4 (11.53) |
| AC | - | 3 (8.57) | 3 (8.57) |
| Sofa set | 5 (14.28) | 17 (48.57) | 12 (34.29) |
| Dining table | 2 (5.71) | 16 (45.71) | 14 (40.00) |
| Computer | 5 (14.28) | 12 (34.42) | 7 (20.14) |
| Laptop | 1 (2.85) | 4 (11.42) | 3 (8.57) |
| Vehicles | | | |
| Bicycle | 5 (14.28) | 12 (34.42) | 7 (20.14) |
| Motorcycle | 4 (11.42) | 8 (22.85) | 4 (11.43) |
| Car | 1 (2.85) | 3 (8.57) | 2 (5.72) |
| Hand trolley (hand-cart) | 10 (28.57) | 16 (45.71) | 6 (17.14) |
| Miscellaneous | | | |
| Access to healthcare | 13 (37.14) | 14 (40.10) | 1 (2.96) |
| Access to education | 15 (42.85) | 16 (45.71) | 1 (2.86) |
| Regular saving pattern | 6 (17.14) | 7 (20.14) | 1 (3.00) |
| Loan/credit taken from outside | - | 6 (17.14) | 6 (17.14) |
| Increase in annual family income | 8 (22.85) | 12 (34.28) | 4 (11.43) |
| Increase in education level of family members | 6 (17.14) | 18 (51.42) | 12 (34.28) |

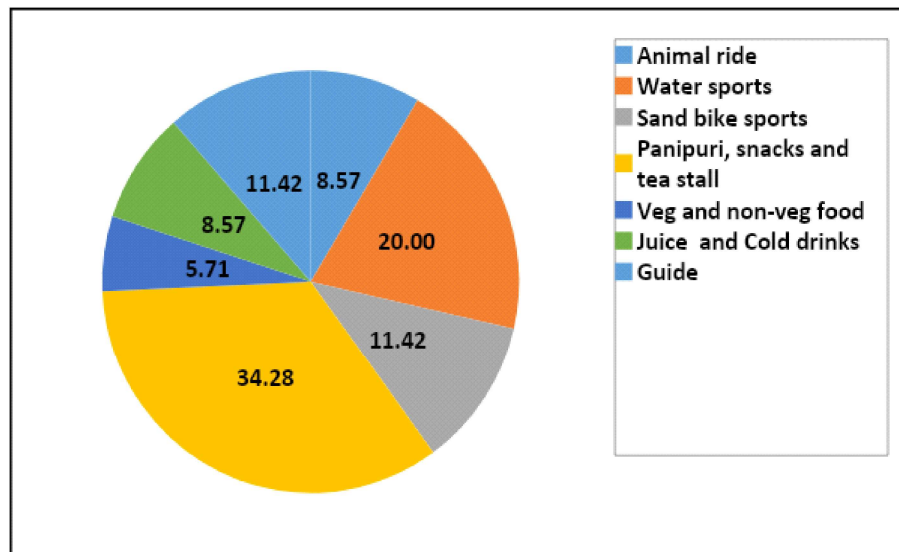


Fig 1. Types of services provided by local stakeholders at the Murud beach

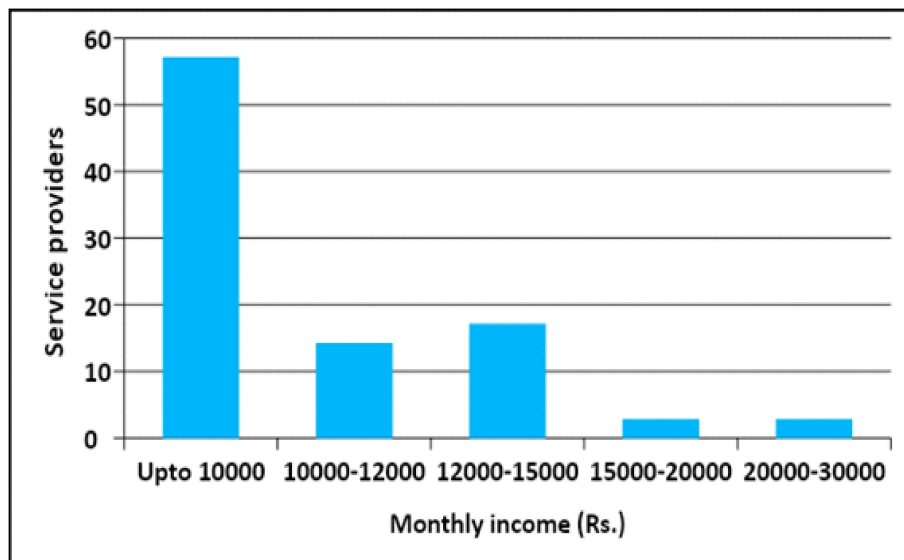


Fig 2. Monthly income of service providers from Murud beach

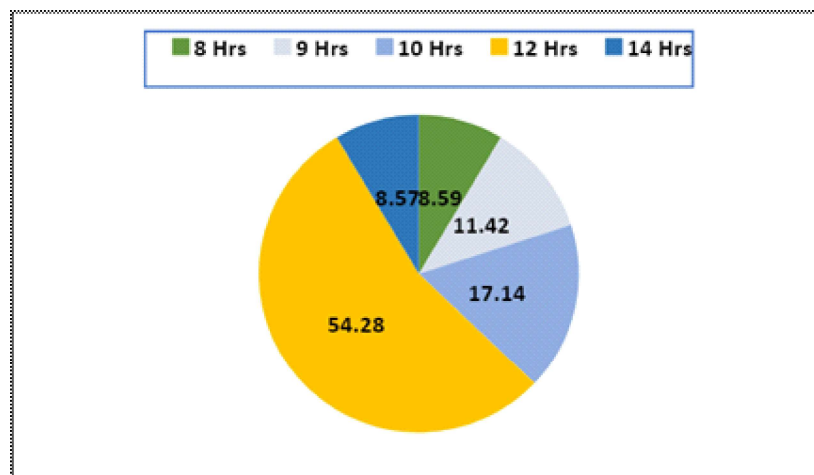


Fig 3. Distribution of the respondents according to their working hours at Murud beach

(8.57%). Majority of the service providers possessed bicycles (34.42%). Only 11.42 per cent service providers were having motorcycles before working at the beach whereas the number increased to 22.85 per cent with difference of 11.43 per cent after association. The number of service provider possessing cars before association was 2.85 per cent and this number increased to 8.57 per cent.

It was observed that after working at the Murud beach the educational level of service providers had increased with a difference of 34.28 per cent. Increase in healthcare facilities was noticed by 2.96 per cent. Loan/credit borrowed and family income recorded an increase of 17.14 per cent and 11.43 per cent respectively. Regular savings increased by 3.00 per cent due to generation of employment at the Murud beach. Similar findings are reported by Narkar et al (2017).

Economic impact

The ranking of impact parameters according to the opinion of service providers is presented in Table 3. All the respondents (100.00%) reported that due to tourism at the Murud beach there was an increase in the price of land and in tax/revenue and also created jobs for local people in the area. These three

parameters were ranked first with a total score of 105. It indicates that continuous tourist flow had positive influence through enhanced employment opportunities and new business activities in this area. Tourism created pollution in the area ranked second rank with a total score of 101 indicating that tourists did not follow cleanliness.

In Indian context, health, educational and sanitation facilities should be available to every household and has significant socio-economic importance. Parameters related to these facilities were all tied at third rank thus indicating that people perceived tourism as a vehicle for local development.

The issues like improved investment, development and infrastructure and people in Murud beach area live better because of tourism improved local economy were placed at fourth rank (score 94) clearly showing the underlying impetus of tourism on business, infrastructure and local economy. However other impact parameters viz increase in prices of food, development of community, increased demand for culture and historical exhibits and enhanced crime in the area were ranked V, VI, VII and VIII respectively.

Table 3. Economic impact on local service providers (n= 35)

| Statement | Respondents | | | Weighted sum | Rank |
|--|-------------|------------|------------|--------------|------|
| | Agree | Neutral | Disagree | | |
| People in Murud beach area live better because of tourism improved local economy | 27 (77.14) | 5 (14.28) | 3 (8.57) | 94 | IV |
| Tourism has created jobs for local people in the area | 35 (100.00) | - | - | 105 | I |
| Development took place in the community because of tourism | 25 (71.42) | 5 (14.28) | 5 (14.28) | 90 | VI |
| The visit by tourists to the area raised the prices of food items | 24 (68.57) | 9 (25.71) | 2 (5.71) | 92 | V |
| The price of land in the this area has gone up because of tourism | 35 (100.00) | - | - | 105 | I |
| Increased tax/revenue | 35 (100.00) | - | - | 105 | I |
| Improved investment, development and infrastructure | 29 (82.85) | 1 (2.85) | 5 (14.28) | 94 | IV |
| Increased demand for culture and historical exhibits | 20 (57.14) | 10 (28.57) | 5 (14.28) | 85 | VII |
| Increased health, educational and sanitation facilities in the area | 28 (80) | 4 (11.42) | 3 (8.57) | 96 | III |
| Tourism created pollution increase in the area | 30 (85.71) | 2 (5.71) | 3 (8.57) | 101 | II |
| Tourism enhanced crime in the area | 7 (20.00) | 7 (20.00) | 21 (60.00) | 56 | VIII |

Table 4. Level of impact on service providers of Murud beach (n= 35)

| Impact level | Respondents | |
|-------------------|-------------|------------|
| | Number | Percentage |
| Low (<25) | 1 | 2.85 |
| Medium (25 to 30) | 24 | 68.57 |
| High (>30) | 10 | 28.57 |
| Total | 35 | 100.00 |

Level of impact

Table 4 shows that maximum number (68.57%) of the service providers had experienced medium impact of tourism on them. There was high impact of tourism on 28.57 per cent of the service providers and low impact on 2.85 per cent.

It can be concluded from these findings that tourism had proved successful in creating positive socio-economic impact on all the stakeholders of the area. These results corroborate the findings of earlier similar studies of Narkar et al (2017), Rout et al (2016), Mochechela (2010), Rhaman (2016) and Kozhokulov et al (2019) but are not in accordance with the findings of Shivaraju and Kumar (2015).

CONCLUSION

Tourism has become the rapid growing field of modern India with the increasing statistics of foreign and domestic tourism. Nowadays it is one of the dynamic economic activities in creating socio-economic changes across the world which has been increasingly important. The service providers from Murud beach were better in respect of possession of houses and utilities, household appliances, vehicles and other facilities. Tourism had proved successful in creating

positive impact on local stakeholders and played an important role in raising the standard of living and in reducing poverty of local communities.

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