

CHAPTER - 1.

INTRODUCTORY

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Chapter 1

INTRODUCTORY.

1.a :- Introduction.

Tourism is an essential and the most enjoyable human activity. Tourism is the second largest service industry, generating a number of social and economic benefits. Tourism attracts many people to various destinations moving them from one place to another and entertaining them in different ways. Tourism is the pleasure activity for the tourists for which tourists have to spend time and money. Tourism development in India is faster today than it was was a decade ago.

Tourism promotes national integration and international understanding. It provides a forum for exchanging ideas and culture and it is a means to boost up country's economy. But India contributes only to 0.3 % to the World tourism.

Hotel industry plays an important role as it can absorb and attract tourists from various places. The role of hotels has a great impact on tourism. It is necessary to make the role of hotel industry more positive and constructive.

1.b :- Aims and Objectives of the Study :

- 1) To study the recent trends in Tourism in India in general and in Panchgani in particular.
- 2) To examine the overall growth of Panchgani as a tourist resort.
- 3) To study the working pattern of hotels at Panchgani hill station with special reference to their organisation, ownership and management.
- 4) To study the impact of residential English medium schools on local economy, hotel industry and markets etc.
- 5) To highlight the difficulties faced by the tourists in respect of transport facilities, water, electricity and municipal taxes etc.
- 6) To make suggestions regarding the growth of tourism and hotel industry on the basis of study.

1.C :- Hypothesis of the Study.

The economic development of a nation depends mainly upon industrial and agricultural growth. Especially, the economy of rural sector entirely depends upon agriculture. But the hill stations situated in rural and hilly areas are exception to this. The development of hill stations depends on the growth and development of tourism. The increase in the number of tourists gives more and more business to hotels, local people and generate employment opportunities.

A study of tourism development of Panchgani has two important aspects.

- 1) The quantitative aspect that deals with the numerical growth of tourism and hotel industry.
- 2) The qualitative aspect that deals with impact of tourism, residential schools and hotels on the economy of Panchgani in terms of benefits derived by the local people.

As far numerical growth of tourism is concerned, there has been a sizeable increase in the number of tourists visiting Panchgani during a decade. So, the tourism has helped developing the economy of Panchgani. The local people are benefited in several ways.

There has been an effective increase in the number of tourists visiting Panchgani. The middle class tourists also pay visits to the Panchgani hill station. Majority of the tourists are businessmen and professionals. Most of them come from cities in Maharashtra as well as from cities in Gujarath. To stay in hotels at Panchgani hill station is a costly affair and therefore the tourists have to spend more on lodging and boarding. This has restricted their period of stay at Panchgani hill station.

The hotels in Panchgani remain open throughout the year, though they get less business during off season. The economy of Panchgani is a school based economy and the hotels as well as local markets get a substantial business due to English medium schools.

1.d :- Methodology of the Study.

A study of various aspects of tourism needs a factual and first hand information. Statistical data is of two types; primary data and secondary data. I have tried to collect the necessary information and data myself.

For the purpose of collecting such information, I had to use survey or questionnaire method. Detailed questionnaires were prepared and cyclostyled for the purpose of getting them filled in from the concerned.

A detailed questionnaire for tourists was prepared to collect the information regarding tourists. Cyclostyled questionnaires were given to a sample of hundred tourists who visited Panchgani during the year 1990-91. Such tourists were guided to fill in the questionnaires. All the tourists were approached at the Table land and also in hotels at Panchgani. Most of the tourists interviewed were not in favour of giving their personal information and therefore I had to persuade them to extract the information.

In Panchgani, there are about fourteen medium sized hotels and twelve small sized hotels. All these hotels were taken for the study. The questionnaires for the hotels were prepared and

typed questionnaires were given to hotel owners and they were requested to fill in and filled questionnaires were taken back. The secondary data has been collected from Muncipal Council and Maharashtra Tourism Development Corporation and it's hotel Five Hills.

The detailed questionnaires for the schools was also prepared to collect the information from various schools. There are about fifteen English medium residential schools and all the schools were taken for the study.

1.e :- Scope of the Study.

The present study is limited to the Panchgani hill station. Panchgani has been an important hill station attracting tourists from various places. It has been famous for the English medium residential schools of an international character.

Thousands of tourists visit the Panchgani hill station every year. Taking into consideration such a great number, I have taken a sample of hundred tourists who visited the Panchgani hill station during the year 1990-91. A sample study of tourists relates to as to from which place do they come, their period of stay, expenditure as well as their difficulties.

The study also extends to the English medium residential schools with a view to assess their impact on tourism and local economy.

1.f :- Utility of the Study.

It is expected that the study will help in understanding some problems of the Panchgani hill station. Particularly, it will throw light on the following issues.

- a) The extent to which tourism is gaining importance and is in a position to attract the tourists.
- b) How and to what extent tourism and hotel industry promote the local economy and markets.
- c) The working of the hotels and their business at the Panchgani hill station.
- d) The management of English medium residential schools and their impact on local economy.
- e) How far and to what extent tourism has helped the development of Panchgani hill station.

Such study will be of great use to all concerned. The Municipal authorities can plan the future development of the Panchgani hill station on the basis of information regarding the various difficulties of tourists. The Municipal Council can plan in such a way that more and more tourists will be attracted by maintaining original character and natural beauty of the Panchgani hill station.

1.g :- Limitations of the Study

The present study has certain limitations. Being an individual, I could not study the whole universe coming under the project. The study limits itself to a sample selected for the convenience of study. However, the findings made here will be of some use oto the concerned.

In my study, the hotel owners and tourists did not disclose all correct information as far as financial matters were concerned. Tourists remained silent on points of financial matters.