

## **Sport-Tourism Development in Konkan Region: Constraints and Possibilities**

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**Abstract:-**The sport-Tourism Industry is newly developed global industry since 2001 has good opportunities in the Konkan region of Maharashtra state. This region is located on the west coast of India with a 720 k.m. long Coastline along the lush green with its dense forest is home to several wild-life sanctuaries and nature parks. The country side is equally engrossing. Dilapidated forts sitting a top the hills in the Western Ghats along the state coastline offer on the one hand great opportunity for the sport-tourism like cruise category, competitive sailing, jet skiing, water craft, Scuba Diving for sporting and on the other hand means of interior Konkan country side offer great climbs for the trek-oriented traveler alongwith a sense of history. Therefore highlighted sport-tourism haspotential in the Konkan region.

**Key words:** Sport, Tourism, WHO, IOC, WTO, Public-Private Partnership (PPP)

### **Introduction:-**

In 2001, the world has finally opened access in sport and tourism when the World Health Organization (WHO) and the International Olympic Committee (IOC) hosted a major international conference in Barcelona, Spain to define the development issues and challenges faced by the fusion of sports and tourism.

Sport-Tourism Industry is the newly developed global Industry of a first decade of 21<sup>st</sup> century. The World Tourism Organization (WTO) and the International Olympic Committee (IOC) recognize Sport and Tourism. These both organization assert for sport-tourism because both the activities and Industries are inter-related and complementary to each other in economic development and society.

In order to maintain or enhance socio-economic viability of Konkan region, there is need to encourage sport-tourism development.

As Butler, R.W. has notedthat ‘economic and social forces’ operating at the global levels is determining both the nature and forms of the rural landscape and how we value and use it. Since a Konkan region has unspoiled beaches, nature, green dense forest and hills station etc.,they are the matter of attractions for tourist and sport.

The development of tourism in Konkan region is not simply a matter of matching tourist demands with local product supply but also a matter of evaluating local suitability and acceptability

### **Literature Review:-**

Sport -Tourism as inter-related and complementary and powerful forces for economic development and development of human society since that will generate employment for rural population.

The Philippine government, under the administration of President Gloria Macapagal-Aarroyo, firmly recognizes and establishes the importance of sports tourism as a catalyst for growth.

Lisa Delpy Neirotti in her book “ Sport and Adventure Tourism “ Although sport-tourism is a relatively new concept in terms of contemporary vernacular, its’ scope of activity is far from

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a recent phenomenon .In the past five years, sport and tourism professionals have begun to realize the significant potential of sport tourism and they are aggressively pursuing this market niche. The sport-tourism is considered a redesigned marketing tool and presented as a sub-set of overall tourism, incorporating several tourism sub-categories that include adventure tourism, health tourism, nature tourism, spectator tourism, competitive tourism, recreational or leisure tourism, educational tourism and business tourism.

Dr. R. Gopal and others in their A Case Study paper published in conference on Tourism in India; stated that the development of tourism in a rural area is not simply a matter of matching tourist demands with local product supply but a matter of evaluating local suitability and acceptability. Further stated that Konkan region has 720 k.m. long coastline along the lush green with its' dense forest is home to several wild-life and nature-parks, unspoiled beaches and ancient forts.

Tourism is termed rural when the rural culture is a key component of the product on offer. Konkan region has rural games, forest and meal of its culture to boost nautical, hunting and adventure sports.

Nilambari Mane and Kalyani Vaidya in their paper, title "Need for special Tourism Zone with reference to Konkan region of Maharashtra "in May 2008 have insisted on tourism development with careful planning without affecting environmental and social-culture set-up. They also suggested Public- Private Partnership (PPP) to boost the tourism in Konkan region.

**Problem of the Study:-**

The development of Sport-Tourism in Konkan region is not simply a matter of matching sport-tourist demands with local product supply, but a matter of evaluating local suitability and acceptability.

**Objectives of the Study:-**

With the growing importance of sport-tourism, world-wide thrust needs to be given by the government to promote sport-tourism in Konkan region.

- 1) To examine the key issues involved in the development of sport-Tourism in Konkan region.
- 2) To examine challenges to be faced by sport-tourism in Konkan region.
- 3) To suggest recommendations for the success of this Industry.

**Research Methodology:-**

The research study is based on the desk research and used inductive method to draw the factual conclusions, logical inferences and generalization based on secondary data.

**Significance of the Study:-**

The study points out potential of sport-tourism in Konkan region that can generate income via seasonal sports in three different seasons viz. Rainy season for water-fall enjoyment, trekking in Winter season for agro-fish and Summer-seasons Scubadiving for enjoyment of sport lovers.

**Research Study:-**

This study encompasses the further given areas: a) sport-tourism Potential in Konkan b) Supply side of Sport-Tourism c) Demand side of Sport-Tourism d) Support needed for Sport-Tourism e) Problem to be faced by sport-tourism.

**a) Sport- Tourism Potential in Konkan:-**

Today the Indian Tourism has to face tremendous competition because of the driven global trends. The tourism industry shown that India had 367 million domestic tourist and 3.92 million international tourists. The Forex earnings from the tourism industry were 25000 crores. The tourism industry created 38.8 million direct and indirect jobs.

As per the study report of FICCI A.F. Ferguson and co. 2004, every a additional Rs. 10 lakhs invested can create 47.5 directs jobs and each direct job can create 11 indirect jobs. It also stated that every 30 million additional tourist translate into Rs. 4300 crores in revenue.

As per the study conducted by ATDC (Agri-Tourism Development Corporation) Domestic tourism has grown by more than 304 million from 63 million in 1990 to 367 million in 2005 registering a growth of 20% p.a.

The world Travel and Tourism council has rated India as one of the five fastest growing tourism economies in the world. As per ATDC- Pune, the tourism market in Maharashtra is estimated to be around 250 million domestic tourists in 2005.

Konkanregion is located on the west coast of India with a 720km long coastline along the lush green dense forest and Western Ghats and the Sahyadri mountain range and water reservoirs; There are many tourist centers in Konkan which are the supporting natural environment for the sport-tourism centers in konkan.

All the districts of konkan have a tourism potential, some of the following factors are favourable for sport-tourism in konkan.

- (i) Tourist places are already existing.
- (ii) Good communication and transport facilities.
- (iii) Konkan region can be one of the tourist destination in the world.
- (iv) A number of sport-tourist preferring non-urban tourist spot.
- (v) Konkan region climatic conditions, which provide scope for promotion of multi-location for sport-tourism.

**b) The Supply Side of Sport-Tourism:-**

To better understand the supply-side development of sport-tourism Kurtzman and Zauhar (1997) have identified five major areas: attractions, resorts, cruises, tours, and event aim to cater to the demands of the public.

1) **Attractions:-** Sport- tourism attractions are destinations that provide the tourist with things to see and do related to sports. Attractions can be natural (parks, mountains, and wild-life) or human-made (museums, stadiums, stores). The konkan region has a long coastline for nautical purpose or water related sports. Mountain hills for trekking, climbing, river for river-crossing competition, as well as sanctuaries and pilgrimage places will be the major attraction.

2) **Resorts:-** The sport-tourism resort category includes amenity and destination spas (spivale, 1997); golf and tennis resorts; water and snow sport resorts (packer, 1997); and nature retreats with a focus on outdoor adventure and exploration. Meeting and convention planners have also found sport tourism resorts to be ideal location. An extension of the sport resort category is very needed. In konkan region Alibaug, Matheran, Tarkarli, Guhaghar are the ideal places.

3) **Cruises:-** The sport- tourism cruise category incorporations all boat related trips that have sports or sporting activities. Cruise and drive programme also exist in Goa, where by tourists board private vehicles and are taken to desired sport destination. Tarkarli and Alibaug are suitable coast in konkan for such a sport-tourism.

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4) **Tours:-** Sport-tourism tours bring visitors to their favorite sport event, facility, or destination throughout the world. These tours may be self guided or organized depending upon access, location, and nature of the activity. In konkan region for those who are more inclined towards adventure, Sindhudurg offers some exciting underwater snorkeling and Scuba diving opportunities. Ratnagiri is the best place to base yourself while exploring the konkan coast. The charming port town is famous for Alphonso mangoes, coconuts, jackfruits and a long stretch of black sandy beach with a backdrop of a 15<sup>th</sup> century fort.

b) **Demand side of Sport-tourism:-**

Tourism activities revolving around large holiday home developments, big hotels, golf courses; The distinguishing feature of tourism products in sport-tourism is the wish to give visitors personalized contact, a taste of the physical and human environment of konkan and as far as possible, allows them to participate in the activities.

Since tourism is predominantly a consumer activity, most of the studies are demand driven, concentrated on visitors and their needs and motivation. Hence the attractiveness of konkanregion for Tourism and Recreation can first be associated with the image of rurality. Here rurality is closely related to the traditional idea of the “good old days” pure and simple lifestyle, intact nature and perfect integration of man in his natural environment.

The importance of tourism as a part of the overall tourism market depends on each country’s recreation/ tourism resources, infrastructure image, market access and the presence of other types of tourism products. Therefore active initiative of Govt. through Public-Private Partnership is needed to develop sport-tourism in konkan region.

d) **Supports Needed to the Sport-Tourism in Konkan:-**

For the Promotion of sport-tourism need to get involved very important stakeholders namely Ministry of Sport and ministry of Tourism Development of the State and Central Government as well as multinational corporation for Public Private Partnership, to promote domestic tourism, thrust areas need to be identified by the Government of India for the development of infrastructure, development of co-adventure sports, cultural presentations, providing inexpensive accommodation etc. Also the govt. has to realize the importance of sport-tourism. The planning commission has to give high priority to sport-tourism as an instrument of employment generation and poverty alleviation in rural and backward areas by developing the potential to sport tourism to supplement Local people’s incomes, and heritage tourism to promote regional development.

e) **Problem to be faced by sport-tourism in Konkan:-**

The Konkan has a greater potential of the development of sport-tourism centres due to the natural gift. But, there are some problems to be faced by sport-tourism industry, which are as follows:-

- 1) Lack of knowledge about sport-tourism.
- 2) Weak communication skill and lack of commercial approach.
- 3) Lack of capital to develop basic infrastructure for the sport-tourism through Public-Private Partnership with Government initiative.
- 4) Ensuring hygienic and basic requirements of urban tourist.
- 5) Possibility of damage to natural environment due tourist.

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**Conclusion:-**

In the Konkan region sport -tourism is at initial stage found mainly in Goa, Tarkarli / Malvan and Alibaug. Though potential for sport- tourism is adequate but preparing local people for adopting new way for employment opportunities, and therefore, thrust from state and central government needed to effectively implement and make locally acceptable for which Ministry of Sport and Ministry of Tourism should go hand-in-hand and boost Sports-Tourism through Public- Private Partnership (PPP).

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