



Assessing Mahabaleshwar Resident's Perception on Impacts of Tourism within Community

KEYWORDS

Socio-cultural impacts, economic impacts etc.

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ABSTRACT *Tourism is one of the most important activity its significance increases day by day as this activity expanding regional level to international level. In most of the countries tourism is the sector that is not very well defined and whose activities are often included under other activities. Tourism is largely analyzed for its ample potential to give rise change in the economic, ecological, social and cultural edifice up a nation. Tourism is responsible for improvement in socio-economic status of the people in that particular region, because it helps to generate employment as well as improvement in standard of living of the people. Mahabaleshwar is important tourism destination in Maharashtra. Every year 9 to 10 lakh local and international tourists visited Mahabaleshwar. It resulted in exerts pressure on socio-cultural amenities and infrastructure and further leads to the socio-cultural impact on community.*

1. INTRODUCTION

Tourism is expanding day by day at global level with significant rate. The mass movement of people as tourist is important phenomenon and varies region to region. Tourism is largely analyzed for its ample potential to give rise change in the economic, ecological, social & cultural facets of a nation. Tourism is responsible for improvement in socio-economic status of the people in that particular region, because it helps to generate employment as well as improvement in standard of living of the people.

Tourism is said to be one of the World's largest industries. The primary reason for developing tourism in most countries is for its economic benefit. There are other reason mainly socio-cultural considerations; environmental concern aspect and sustainable development also the very important factor. It is difficult to define its limit and decide what the impacts of tourism on community are.

2. IMPACTS OF TOURISM

Many researchers carried out research work basically on tourism development, economics of tourism, tourist satisfaction etc. The impacts of tourism have been reasonably well researched particularly from the environmental and economic perspectives. In recent years, researchers are also involved in discussing, and analyzing socio-cultural impacts of tourism some of the researchers involved in studying behavioral pattern of the tourist as well as the community in that particular tourist destination. Research work carried out by Mathieson and Wall (1982) suggested that, 'The social and cultural impacts of tourism are the ways in which tourism is contributing to changes in value systems, individual behavior, family relationship, lifestyle of society, safety measures moral behavior creativity, traditions, festivals ceremonies and community organizations.

Socio-cultural impacts are major considerations in developing tourism in any place. These impacts are critical in countries that still have strongly traditional societies and economies. Tourism can generate some socio-cultural problems if not well planned, developed and managed. Mahabaleshwar is important tourism destination in Maharashtra. Every year 9 to 10 lakh local and international tourists visited Mahabaleshwar. It resulted in exerts pressure on socio-cultural amenities and infrastructure and further leads the socio-cultural impact on community.

3. OBJECTIVES

Following objectives are making the study more relevant, scientific and analytical.

1. To study the economic impact of tourism on community.

2. Assess the social, cultural impact of tourism on community.
3. To study the socio-cultural problems within the community due to tourism development.
4. To suggest remedies and suggestions to solve different problems within community.

3. DATA COLLECTION:-

The entire research work is based on the primary data through observation and direct communication with respondents. The purposive sampling method is adopted to collect the data. Sampling frame was obtained through interviews and filling the questionnaires. The secondary data is collected from the various sources mainly municipality records, census of India, Gazetteer of Satara District, printed material and news papers etc.

4. METHODOLOGY:-

Social, cultural impact as well as impact on individual may be perceived or real and measurement of this is difficult task. Quantification of such kind of data is difficult hence certain set of indicators have been set as-

- 1) Economical indicators
- 2) Social indicators
- 3) Cultural indicator

5. PHYSICAL SETTINGS OF MAHABALESHWAR

Mahabaleshwar is one of the largest hill stations on the Western Ghats, which is a part of Satara district of Maharashtra state, in India. This place was established as a Health resort in the year 1829 in British Regime. Mahabaleshwar is located at 17° 55' 12" N and 73° 40' 22" E. Mahabaleshwar is located at a distance of about 53 km. from Satara in North-Western side.

Mahabaleshwar covers 26.91 Sq. Km. area. Major part of the Mahabaleshwar is situated on dissected plateau. The average height of the Mahabaleshwar is 1353 m. above mean sea level. Major part of Mahabaleshwar plateau consist steep slope on all sides. Escarpments and dissected hills and variety of landforms contribute to create undulating terrain add scenic beauty. The Krishna River is originates in East side of Mahabaleshwar. Koyana, Venna, Savitri and Gayatri are other important tributaries of Krishna also originated at Mahabaleshwar.

Mahabaleshwar is experiencing monsoon climate. Mild summers are the main attraction of the tourists. The weather during Monsoon remains wet and damp but the shower of rain enhances the beauty of the center. The thick forests of Mahabaleshwar green plateau have many commercial and medicinal trees and plants. The Western Ghats are home of

tropical and subtropical moist broad leaf forests. According to 2001 census of India, total population of Mahabaleshwar is 26017. According to 2001 census there are 808 female per thousand male and the literacy percentage is 87.6.

8. TRANSPORT AND COMMUNICATION

The Mahabaleshwar is easily accessible from the other important cities of India. The excellent road network, railway system and the air linking make Mahabaleshwar a popular travel destination of Western India. Pune airport is the nearest airport (120Km.). Satara and Wathar Stations are providing railway accessibility.

9. TOURIST VISITED TO MAHABALESHWAR

Mahabaleshwar municipal corporation records provide the numbers of tourists visited annually to Mahabaleshwar. The data reveals that number of visitors of Mahabaleshwar increasing day by day. In 2001-2002 there are 8, 38,541 tourists visited the Mahabaleshwar. In 2002-2003 it increases up to 14.41 per cent as number reaches 9,79,800 visitors. But in the 2004-2005 to 2005-2006 three years, there are number of tourists decline mainly because of heavy rain, storms and fog. In 2007-2008 on words number of tourist increases slowly and steadily. This trend is continued till date, hence 2010-2011 tourist arrival rich up to 11, 94,000.

10. ECONOMICAL IMPACT

Economic development is the basis of all kind of development. Some of the states of the world are solely depends upon tourism. The primary reason for developing tourism in most of the countries is for economic benefits. Economic, environmental and socio-cultural consideration must be well understood in order to plan, develop and manage tourism successfully.

Mahabaleshwar is important tourist destination developed only due to tourism. Physiographical constraints in agricultural and industrial development in one hand and natural beauty in other hand may play stimulating role in tourism development. This is further responsible for tourist attraction and in growing of tourism every year. Economic development further leads to improve social and cultural condition of the society. Hence, in this particular study interesting to observe that in what manner this phenomenon is progressed.

**TABLE NO. II
MAHABALESHWAR
RESIDENT'S PERCEPTION ON ECONOMICAL ISSUES**

Sr. No.	Indicators	Agree	No effect	Disagree	Mean rating
1	Spending money by visitors at destination.	87.8	9	3.2	0.79
2	Promotion of tourism resulted in increase in investment.	80	13.4	6.6	0.6
3	Tourism leads in price hike of day-to-day commodities.	80.8	15.2	4	0.66
4	It helps in employment generation.	88.2	9.8	2	0.78
5	Whether tourism benefited individual or family.	91.2	--	8.8	--
6	Spending money on facilities for tourist.	91.2	6.8	2	0.84

Source: Author

10.1 SPENDING MONEY BY VISITORS AT DESTINATION

Tourists are spending money on purchasing local arts and crafts commodities and agricultural produce like strawberries and jams, sauces, chocolates, and honey. 87.8 per cent residents agreed that tourists are spending more money while 3.2 per cent residents' perception is that, this is not an issue because they are come to enjoy and have to spend money for themselves. Respondents were asked to rate the level of impact about spending money by visitors at destination. The mean level of impact across the whole sample was 0.79, indicating a overall positive response.

10.2 PROMOTION OF TOURISM RESULTED IN INCREASE IN INVESTMENT

In recent decade, tourism activity is developed significantly at Mahabaleshwar. Eighty per cent respondents are agreed with promotion of tourism resulted in increase in investment. Tourism provides opportunities for local small business enterprises. Local entrepreneurs are investing in hotels and lodges, tourist facilities and services. About 13.4 per cent respondents disagree with the promotion of tourism resulted in increase in investment because they are not direct beneficiaries. 6.6 per cent residents have not responded they seem that individual is not interested in knowing the change. Respondent were asked to rate the impact of promotion of tourism resulted in increase in investment, the mean level is 0.6. It is higher and indicates overall positive impact.

10.3 TOURISM LEADS IN PRICE HIKE OF DAY-TO-DAY USE COMMODITIES

Tourism development boosts the economy in one hand while in other hand inflation increases significantly. In the survey of Mahabaleshwar 80.8 per cent respondent's perception about the price of commodities are increased day-by-day because the demand of the tourist is increased as tourism developing gradually. Agriculture is less developed due to geographical constraint and there is absence of industries. So, the commodities are imported from Satara, Pune, Mumbai, Kolhapur, Surat etc. Still 19.2 per cent people have responded that there is no price hike of day-to-day use commodities. In general commodities of daily use and hoteling, and food articles are very costly. The majority are agree with respect to the statement that tourism leads in price hike of day-to-day commodities as mean rating of sample is 0.66.

10.4 IT HELPS IN EMPLOYMENT GENERATION

Rapid growth of tourism may helps to increase many kinds of business and services. In these activities, many skilled, unskilled, educated, uneducated people are required. Because of tourism, comparatively more business opportunities are found in such destination. More than 150 volunteer works as a guide in the Mahabaleshwar. Though they are not making profit they earn livelihood from this activity. They are acts as linkages in between tourist's and society. About 88.2 per cent resident's perception is that tourism is responsible for the employment generation in Mahabaleshwar. Many employees are working in hotels, lodges, horse riding, boat club, guiding, and taxi driving and so on. 11.8 per cent residents have responding negatively as they are not directly concern with local employment generation. The mean rating of the sample is 0.78 indicates majority people's perception is that tourism helps in employment generation.

10.5 PEOPLE ARE SPENDING MONEY ON FACILITIES FOR TOURISTS

Public facilities are very much essential for the growth of tourism and to attract more number of tourists. People of Mahabaleshwar are keen to provide more facilities. Municipality is also taking care of providing facilities for tourists. It means that there is a need of taking initiative to spend some money in development and improvement of facilities. This ultimately helps to increase tourism.

91.2 per cent residents are interested in spending money on facilities for tourist. They know tourist activity can be expanded if there are more facilities and good services rendered in the city. Here mean rating of the sample is 0.84 reveals that the local people are unanimously in favour of statement. 6.8 per cent residents are not agreeing to spend money in developing facilities for tourist and all the public activities. These are the elements which are always found in the society and not interested in any activity.

10.6 WHETHER TOURISM BENEFITED INDIVIDUAL OR FAMILY

Tourism benefited individual or family because it provides job opportunities. Local people are also giving their private rooms on rental basis in season, such facility available as about 800 rooms. People gain certain and ample amount,

by surrender their privacy for some period. Individual's communication skill improved, mannerism, life style, clothing all are get influenced by the tourism. 91.2 per cent people are agreed that they have benefited from tourism because it influenced on the family as it helps to increase earnings and hence the standard of living, life style, food habits, clothing, communication skill. 8.8 per cent respondents are not agreed about the benefit from tourism for their individual and family life. They seem that this is not the fact; we are molding ourselves to acclimatize in such conditions.

11. SOCIAL IMPACT

The study of social impact is very important aspect in the study of any tourist destination because tourism affected the social attributes mainly creation of new settlement, language, and health, religion change in community, educational changes, and changes in life style.

**TABLE NO. III
MAHABALESHWAR
RESIDENT PERCEPTION ON THE SOCIAL ISSUES (IN PER CENT)**

Sr. No.	Indicators	Disagree	No effect	Agree	Mean rating
1.	Impact of tourism on community.	14	8.8	77.2	0.63
2.	Tourism creates integrity and proud feeling among resident.	5.2	3.4	91.4	0.68
3.	Tourism development and increase in amenities	2	15.2	82.8	0.86
4.	Excessive tourism affects use of Parks, Gardens, and Grounds for locals.	3.4	63.6	33	0.41

Source: Author

Whenever volume of tourism increases the local people are deprived from the local amenities and facilities. It is also responsible for changing people community relationship and individual's personality. It is one kind of social change brought by whenever people from different religion, linguistic group and social, cultural background come closer.

11.1 IMPACT OF TOURISM ON COMMUNITY

Tourism can create positive as well as negative impact on society. It is mainly because people from different strata's and different groups come closer at the tourist place. Naturally, tourism affects the local community. The crime pattern of Mahabaleshwar; during the 2010 year 30 incidents were reported while in 2011 year 25, it means that crime ratio and intensity decreases significantly.

More ever 77.2 per cent of respondents are in favours of tourisms, impacts on community because tourism affected their social life. Impact on community many times helps to improve over all life style of community. But 14 per cent respondents are not in favours of any kind of social change because they seem our life is not changes at all. Many tourists are use to drink wines and other narcotics. It can create problems for society, may be badly affected local young generation. This kind of responses is a part of human behavior which is not agrees directly. There are some groups in the society acts at neutrals and not interested in elaborating any kind of trend. Respondents are asked to rate the level of impact that has on their community. The mean level of impact across the whole sample was 0.63. reveals that homogeneous group of respondent's feelings about the impact of tourism on community is positive.

11.2 TOURISM CREATES INTIGRITY AND PROUD FEELINGS AMONG RESIDENT

Social cohesion is important to increase the integrity and proud feelings about the native place. Residents of Mahabaleshwar express distinct perception about the feelings. 91.4 per cent respondent's expresses proud feelings which are in favour of it and also inclined towards much integrity.

Still some residents 5.2 per cent not agreed that such feelings can increase in the community. While 3.4 per cent are not bothered about any change, their opinion is like that, "I Don't Know". Though per cent is significantly low, their opinion is noteworthy as they are part and parcel of the society. Tourism creates integrity and proud feeling; mean level of rating about this impact across the whole sample is 0.86 reveals that the mind set developed among the residents is positive and everyone integrated and feeling proud about Mahabaleshwar.

11.3 TOURISM DEVELOPMENT AND AMENITIES INCREASEMENT

Urban facilities and social amenities are very essential in the life of urbanities. Many times tourism development and these facilities are growing simultaneously. While observing the Mahabaleshwar Township, came across some striking things tourism development promotes developments of various amenities and facilities at Mahabaleshwar. A local 82.8 per cent person gives positive opinion regarding to this particular aspect.

Nearly 2 per cent people are against such opinion. According to them there is limited land area and limited electricity acts as an obstacle in such development. 15.2 per cent new residents are not aware of any kind of development process. The mean rating of the sample regarding to the tourism development is responsible for the increase in amenities is 0.68. reveals that majority are agreeing with respect to this aspect. Though the homogeneous community is residing at Mahabaleshwar, their perceptions are differing.

11.4. EXCESSIVE TOURISM AFFECTS USE OF PARKS, GARDENS AND GROUND FOR LOCAL

Parks, Gardens and Grounds are essential component of tourism. In Mahabaleshwar health resorts are in plenty of number. Tourist comes here to make health and hence these components plays vital role in tourism development. But many times these facilities mainly created for the residents they are getting deprived from it. 33 per cent resident's perception is that they are not getting the amenities in proper proportion. These amenities are not maintained as resource hence negligence reflects in the opinions of people. There is very less number of residents 3.4 per cent agree of this negation because they knowing limited availability of these amenities and they are happy with this availability.

There is a large number of 63.6 per cent of people ignore the significance of these amenities because these are not affected directly residential life style. These are not bothering of availability or non-availability of Gardens, Parks, and Grounds and their conditions. Excessive tourism affects the use of parks, gardens and grounds the mean level of rating neglected to this aspect of sample was 0.41. There are large number of people agree with not effect. It reveals the lesser impact of tourism on the use of parks, gardens and grounds.

12. CULTURAL IMPACT

Tourism can bring both benefits and problem to the local society and its cultural pattern. Cultural impacts are taking in considerations of developing tourism in any place. These impacts can be especially critical in countries that still have strongly traditional societies. Tourist from all over the country and abroad visited the Mahabaleshwar. This is the major cause that different cultural changes take place in Mahabaleshwar.

**TABLE NO. IV
MAHABALESHWAR
RESIDENT'S PERCEPTION ON CULTURAL ISSUES**

Sr. No.	Indicators	Positive	Negative	Neutral	Mean rating
1.	Supporting the tourism development	90.4	3.4	6.2	0.96
2.	Describe the direction for tourism development	21.4	13.2	7.4	53

3.	Character of Mahabaleshwar changed due to tourism	90.80	7.4	1.8	0.85
4.	Tourism promotes the development of infrastructure	75.6	19.8	4.6	0.55
5.	Tourism promote the development of business and service activities	86.2	10	3.8	0.76

Source: Author

12.1. SUPPORTING THE TOURISM DEVELOPMENT

Over all development of any tourist center is closely associated with number of tourists visited to that center. Residents are also playing important role in supporting of tourism development. Different community organization including the Red Cross and other provides services in emergency. Maharashtra police is also providing security for the safety of community and tourism.

Safety issues are always concern in tourism. At Mahabaleshwar many enthusiastic tourists try to make silly things like speedily driving of motor launches, escalating the escarpment all are risk involved issues. In Mahabaleshwar mandals are providing the assistance in accidents and mishaps. In Mahabaleshwar 45 social organizations are functioning and supporting the different events in the society.

90.4 per cent people saying, they like more development of Mahabaleshwar in diverse ways. The maximum peoples are agreed positively. But some 6.2 per cent respondent opinions are negative and accordingly these development processes of Mahabaleshwar should be limited. 3.4 per cent resident say that the development of Mahabaleshwar is already reach at peak and not necessity of further development.

12.2. DESCRIBED THE DIRECTION OF TOURISM DEVELOPMENT

Tourism development process is going through well direction. Multifaceted ways are described as components of this process; government policies, basic needs of tourists and local people, environment, cleanliness all are considered in policy frame work of tourism development.

There is a necessity of creating funds for the developing of city for tourism especially at many tourist destinations per head of tourist certain charges are fixed. This tariff is utilized for development of infrastructure and other facilities in the city. The pollution tax collected from different vehicles in different ratios. It shows in table during last 5 years. This tax is a type of revenue, utilized in development process.

TABLE NO. V
MAHABALESHWAR: TOURIST ENTRY FEE AS POLLUTION TAX
(2006-07 TO 2010-2011)

Sr. No.	Year	All Types Vehicles	Small/Medium cars	Heavy Vehicles	Total Rs.	Tourist Entry Fee
1	2006-2007	15830	78608	49634	144052	1846200
2	2007-2008	16600	54000	50400	121000	2062000
3	2008-2009	18500	79000	79500	177000	2080000
4	2009-2010	10000	14700	99000	249700	2297000
5	2010-2011	26000	89000	93500	208500	2388000

Source: Mahabaleshwar Municipal Corporation, Mahabaleshwar

The 53 per cent people are emphasizing discussed on government policies. They told that there is a need of some government policies in this area. On the other hand 21.4 per cent people have interested more in basic facilities development. e.g. Road lights, communications, 'Dharmshalas', parking etc. 13.2 per cent people said that public facilities one more important for the better development of tourism. E.g. Toilet blocks, clean water, money exchange facilities, food availability, telephone booths etc. It may be included

toilet blocks, here not available cleaning labour facility, sewage waste disposal, solid water disposal forest cleaning etc. The 4.6 per cent people are neutral because they do not like to discuss such policy issues which are not in the hands of common men but depending upon the various social bodies, political bodies, set discuss such issues.

12.3 CHARACTER OF MAHABALESHWAR CHANGING DUE TO TOURISM

Tourism plays important role in changing the character of any tourist center. Due to tourism many changes are occurred in Mahabaleshwar like road, park, gardens and such other and social amenities increased significantly even standard of living of the resident is also changes notably.

90.80 per cent respondent said that in recent five years many changes have taken place in Mahabaleshwar; mainly hotels, transportations, parks, gardens, standard of living, architectural style all are changed remarkably. It is mainly because tourism boosts the development process. Public and private investment rises to make over the urban utilities and facilities. Infrastructure as well as other tourism related activities becomes more dynamic.

But 7.4 per cent people are disagreed with change in characteristics of Mahabaleshwar. Some residents say that many problems are created due to tourism and not the development. According to them increase inflation, high transport cost, high costing of basic needs, pollution, overcrowding, traffic and stress all are made burden on the civic society. 1.8 per cent people are not interested to interpret these things. They are wanted to stay neutral.

12.4 TOURISM PROMOTES THE DEVELOPMENT OF INFRASTRUCTURE

Infrastructure is essential factor of tourism development of any tourist center. Infrastructure development motivated tourism industry. Infrastructure facilities are increased day by day. Some governmental policies are helpful in the development of infrastructure. Road, transportation facility, electricity, telecommunication facilities, parking space, toilet blocks, space for food stalls etc.

Location of car parking's space cannot prevent the problem found in Mahabaleshwar. At many destination provision of car parking space is demarcated. Total parking space accounted is 2100 sq. m. but it is not sufficient.

MSRTC provides public transportation services in Mahabaleshwar. MSRTC provided 8 buses for the sightseeing in Mahabaleshwar and 5 buses frequently travels in city, and 3 buses made available to Pratapgadh. More than 76.6 per cent people said that tourism can promote the development of infrastructure significantly. According to them road development to each of the point, electricity and telecommunication facilities, entertainment facilities are developed in Mahabaleshwar.

But 19.8 per cent respondents said that infrastructure of Mahabaleshwar is not developed as per the requirements of number of tourists visited. They said roads are in poor and narrow electric facilities are not available everywhere particularly of tourist points. This affects the tourist arrival of Mahabaleshwar. 4.6 per cent people are not want involved them in such discussions.

12.5 TOURISM PROMOTES THE DEVELOPMENT OF BUSINESS AND SERVICE ACTIVITIES

There is close relationship between tourism and business and service activity. Tourism development is depending upon the service sector of that particular destination. Business also increased significantly with the growth of tourism industry. Tourism of Mahabaleshwar is progressing rapidly and creates changes in business and service activities. The main activities get influenced includes hotel, trade, market and service, rendering activities. 16 star hotels available in Mahabaleshwar, in which 1010 rooms are available for the tourists. About

185 private Bungalows and about 1200 rooms are available seasonally. These hotels are well furnished and with boarding facilities. They possess games centers, pubs, bars, and recreational facilities.

The long markets streets occupied by garments, shoe shops and wine shops, general stores and food stuffs shops. Some economic activities like Horse riders, launch drivers, boating, photographers and guides are important activities at this station. Craftsmen are working in small scale industries mainly wood article manufacturing industries. Agro based small scale industries of Mapro, Mala's, Madhusagar are involved in producing jams, jellies, chocolates, sauces, ice creams, Honey etc. It means that this particular destination having diversified economic activities and business sector.

More than 86.2 per cent people are positively thinking that business and service sector changes noteworthy. New job, avenues are emerged due to tourism development. But 10 per cent respondent are disagreed, the tourism is responsible for development of business and service sector. They said that many problems are created due to tourism development in business and service activities. There is not such kind of drastic change found. 1.8 per cent people are neutral and staying away from the kind of cultural change of the society.

13. CONCLUSIONS

The effect of tourism on community is positive as well as negative. In recent year's socio-cultural impacts of tourism on community is noticing aspect in geographical studies. Especially perception of the residents is ignored factor and it should be discussed seriously because--

1. Tourism is responsible for the raising economy of the Mahabaleshwar and happen due to the huge amount of money spend by tourists on lodging, boarding, purchasing arts and crafts articles, processed foodstuffs, agricultural produce, and entertainment.
2. Development of tourism encourages the entrepreneurs and local residents to invest in development of the accommodation facilities as well as social facilities and amenities.
3. Tourism development boosts the economy in one hand while on the other hand inflation increases significantly. Price hike of day today commodities is a serious problem.
4. Local employment is generated mainly due to tourism. Many employees are working in hotels, lodges, agro processing industries, horse riding clubs, and as launch drivers, cub and taxi drivers, guides, photographers, hawkers, and vendors.
5. Tourism is benefited to individual as well as families because they earn livelihood through tourism.
6. Tourism affected the social life of the people. Social impact of tourism on community in reveals that improvement in standard of living, mannerism, communication skills, etc.
7. Social cohesion in the city helps to increase integrity and proud feelings about the city. At the same time some of them express concern about excessive tourism deprived use of park, gardens, and ground by the locals.
8. Everyone is keen in process of tourism development in Mahabaleshwar but according to their perception it should be in diversified ways. The huge amount of taxes incurred is utilized for development process.

9. Mahabaleshwar is changing rapidly, accommodation facilities, private transportation, architectural style, hotel facilities, retailing, are improved as private and public investment rises significantly.
10. Business and service sector is noteworthy changed. Important aspect of the change is that locals are getting job opportunities. Diversification of industries and business supported the food processing industries and craftsmen.
11. Strawberry festival, Mahashivaratri, Mahabaleshwar Festival and Urs attracts the tourists in large number. Social organizations are functioning and supporting the different events in the society and in rescue operation in mishaps.
12. The crime pattern in the city changes. Misconduct of tourists may influence the young generation is a concerning aspect.
14. Problems Facing By the Community
 1. Roads are narrow and not maintain properly. Internal roads are in bad condition.
 2. Parking space is insufficient.
 3. Vehicular traffic is creating pollution and traffic congestion.
 4. Network Congestion is routine.
 5. Public transport is not well developed in the city.
 6. Lack of Public facilities and amenities. Mainly open space, drinking water at sightseeing points,
 7. Medical facilities are not in proportion.
 8. Government policies are not in favour of the development of tourism in the city.
 9. Inward migration is more as it creates social tension in the city.
 10. Inflation is always obstacle in the community development.

15. SUGGESTIONS

1. It is essential to development of broad roads with and street light facilities for solving the problem of traffic jams and overcrowding.
2. Development of transportation and telecommunication facilities at different points and within the residential areas can motivate the tourism.
3. Increase in number of provision of parking space is necessary for benefit of both tourists and residents.
4. Government policies should be in favor of the tourism development and increase in fundamental infrastructure for tourist and local people.
5. Provision of ample drinking water, construction of toilet blocks in residential area as well as at the different tourist location is essential.
6. Cleanliness in the city helps to tourism development hence sewage water disposal, solid waste disposal should be considered on prime level.
7. Monitoring system should be developed to observe overcrowding, pollution, environment destructions.
8. Duration of strawberry festival should be increased as per necessity of local people.
9. Hospitals and medical facilities should be increased.
10. Conservation of parks, gardens and grounds with the help of local people is essential.
11. Local government authorities should take initiatives to control the price hike of commodities.
12. Traditional agriculture should be sustained in the area.
13. Collection of local taxes should be less especially for the residents it should be less.
14. There is need of modernization of police system and increase number of police for crime control.

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