



Identification of Tourism product in Konkan Region: A Geographical Perspective

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Abstract

Tourism product can be bundled together with a range of tourism elements such as attractions, activities, and tourism, images, climate, business, waterfalls, valleys, accommodation and many more elements to form a scalable tourism product. Konkan is known as the haven on of Maharashtra. It is one of the most beautiful place in India. It has a great history, culture and tradition. Konkan has a unique landscape including hills, valleys and coast. Therefore there are many discovered and undiscovered tourism product like temples, forts, hills, valleys, waterfalls, water sports, skuba diving, beautiful beaches, Konkani food, wildlife are the major attractions for tourists play an important role as tourism products. Tourism products satisfy the tourist needs and are the objects of the transactions between tourist and business.

Introduction

India's glorious tradition and rich culture heritage are linked with the development of tourism. Tourism products are a combination of goods and services demanded by a tourist during travel to and stay at a destination. This includes natural, cultural and manmade attraction and facilities. Tourism product satisfies the needs of tourist. In India there are magnificent monuments affect large numbers of visitors from all over the world. The country has a large treasure of natural beauty, archaeological and architectural monuments in addition there are many hill resort, beach resort, mountains and rivers. The northern part of India is a famous for its hill, Rivers and monuments eg. Taj Mahal, The Qutub minar, religious centers like Varanasi, Badrinath attracts large number of tourist. In Maharashtra there are many temples, beautiful beaches, cultural heritage, palaces, forts are found in the Konkan region. Konkan is the one of the most beautiful place in India. Tourism has begin to develop recently in Konkan. A lot of tourism products attract tourist towards themselves.

Key words - *Tourism, Tourism product, Attractions, Tourist, Konkan*

Objectives

- 1) To identify the tourism products in the Konkan region
- 2) To find out the tourism activity in Konkan region
- 3) To study the components of tourism product

Study area-

The western part of Maharashtra's 720 kilometer area is known as Konkan region. It is start from the Dahanu at the north up to Goa at the south. The total area of Konkan is



9558 Sq. Kilometre. Konkan is a coastal strip of land bounded by the Sahyadri hills on the east and the Arabian sea on the west. This region is a part of Thane, Raigad, Ratnagiri and Sindhudurga district.

Tourism product –

- According to Philip Kotler “product means anything that is offered in a market for use or consumption by the consumers as per the market requirement.”
- “A product is anything that can be offered to a market for attention, acquisition, use or consumption that might satisfy a want or need.”- Bhupender
- “Tourism product is something that can be offered to tourists a visit to a tourist destination.”
- “The products which satisfy the leisure, pleasure, religious or business needs at places other than the normal place of residence are known as tourism products.”
- “The sum of physical and psychological satisfaction it provides tourists during their travelling route to the destination is called tourism product.”

Tourism products are the primary reason for tourist to choose a destination. Tourism product focuses on the facilities and services designed to meet the needs of the tourists. It can be seen as a composite product as the sum total of a country's tourist attraction, transport and accommodation and of entertainment which result in tourist satisfaction.

Components of tourism products-

Attractions, accessibility and accommodation are the three basic components of tourism products.

1) Attractions - Attraction is the major tourism product in tourism industry. It is core product in a destination. Tourist will not be motivated to go to a particular place without any attraction. Attraction may be natural, cultural, archaeological, historical, flora and fauna, beaches, mountain, national parks, exhibition, art and music, festivals, games etc.

2) Accessibility - Accessibility plays an important role to visit the tourism product. Without accessibility tourist can't reach the area where the attractions are located. Aeroplane, ship, bus, car are the mode of transport to reach attractions. Tourism attraction must be located at the place where the transportation service it means accessibility is available till the tourism attraction.

3) Accommodation - accommodation plays an important role at the tourism destination.

Types of Tourism Products

There are natural tourism products, man-made tourism products, site tourism products, event based tourism products found around the tourist.

1) Natural tourism products - This kind of products includes most attraction that act as a pull factor for a visitor to visit a destination. Mountains, plateau, desert, hills, beaches, caves, waterfalls, Islands, wildlife, snowfall, glaciers, lakes, ponds, rivers, rocks, landforms, temperature, rain are the natural tourism products. eg. beaches at Ladghar, Diveagar, Harihareshwar. The tourists always prefer to visit to natural tourist attraction in the Konkan region throughout the year.



2) Manmade tourism products - The products which are built by humans is called man made tourism products. It is created for pleasure, leisure or business. Some of them became attraction for visitors. Man made products like historical building and monuments, temples, forts, palaces are purposely built. Music, fair and festivals, dance, political and educational institute, places of historical significance, arts and handicrafts are the manmade tourism products. eg. Shivneri, Red fort, Raigad, Gate way of India, Shaniwar Wada etc. The tourists are regularly visit to manmade tourist attractions in konkan region.

3) Site based tourism product - When the attraction is a place or site then it is site based tourism product. eg. Site of Taj Mahal, sunset at Kanyakumari, beaches at coastal region, Statue of Liberty, grand canyon, the great wall of china etc. The tourists are very eager to visit beautiful beaches in konkan coastal region for getting physically and mentally satisfaction.

4) Event based tourism product - Where an event is an attraction tourist visit the events as spectators participants or sometime for both. The events may be traditional, occasional or promotional in nature. eg. Kite festival in Ahmedabad, Khajuraho dance festival, lavni mahotsav, Kumbh Mela, Rath Yatra etc. A lot of people go to konkan to celebrate Ganesh utsav every year.

Tourism Product in Konkan region

In the western part of Maharashtra Konkan region is a gifted region with abundant forest area, virgin valley, water falls, wildlife, historical forts, old temples which are tourism product for tourist. This paper focuses on the tourism product in in Konkan region.

1) Temples - There are so many temples in Konkan regions. Siddhivinayak temple in nandgaon Suvarna Ganesh temple at diveagar, temples in Harihareshwar, Ganpati temple at Ganpatipule are the famous temple in Konkan. Ganesh utsav is very important festival celebrated by the people in the Konkan region. At the time of Ganesh utsav maximum people came at their native place in the Konkan who were scattered due to services and job out of Konkan region.

2) Beaches - The Konkan region has coastal area of Arabian Sea. There are many undiscovered and beautiful beaches along the entire Konkan coast. The beaches are very clean and beautiful with clear water and not very crowded. Most of the beaches are virgin beaches. Diveagar, Ganpatipule, Karde, Murud, Shrivardhan, Harihareshwar, Alibag, Ratnagiri, Bhatye, Malvan, Tarkarli, Vengurla, Anjarle, Lad Ghar, Kunkeshwar, Hedvi, Revdanda are the famous tourism product in Konkan. The Tourist attract towards these tourism product throughout the year.

3) Waterfalls - Konkan region is a coastal strip of land bounded by the Sahyadri hills. Due to heavy rainfall and hilly region of the Western Ghat as well as short length rivers flowing through the mountains thousands of waterfalls are found in this region. In the monsoon period waterfalls are very dangerous. Tourist attract word this tourism product and get injoy and satisfied mentally or physically. Marleshwar, Garambi, Nivali, Pandavgat, Peb, Gavlideo are the famous waterfalls in Konkan region. These tourism products are the major tourist attractions during the rainy season.

4) Forts - Fort is another tourism product in Konkan region. There are various types of force including sea forts, coastal forts, land forts and hill forts built by many rulers like Portuguese, British, French, Dutch, Siddhi and Maratha. Forts in the Konkan are the



tourist attraction for their archaeological, engineering, morphological as well as historical characteristics. This force where help to Chhatrapati Shivaji Maharaj to establish Maratha empire in Konkan region. Sindudurga, Janjira, Vijaya Durga, Khanderi, Underi, Suvarnadurga, Gopalgadh, Jaygad, Kulaba, Korlai, Ratnadurga, Kanak Durga, Purnagad are the famous tourism products in Konkan region.

5) Scuba Diving - scuba diving is a very famous tourism product recently developed in Konkan region. Malvan scuba diving offers excellent underwater visibility for scuba diving near Sindhudurg for as well as near Tsunami island of Tarkarli. When the tourist enter into the water for Scuba diving it is simply out of the world experience for its beautiful aquatic life, colourful and rich corals. Scuba diving is a major attraction for all tourist who visited to Konkan region.

6) Food in Konkan - Sea food in Konkan is also a tourism product according to tourist. Sea food dishes dominate the Konkan cuisine. Fish like Bangda, Paplate, Surmai, Gitada, Halva, Lobster, prawns, crab prepared with coconut oil, peanuts, sesame, red chilli and coriander is mouth watering. Rice, rice bhakri, Modak, kokam are also attraction of foodie. In kokani cuisine coconut is used in various forms like raw grated, fried grated, coconut paste and coconut milk. Kombadi Vada, Kurli masala, bangada curry, jhinga fry, bombil fry all the best wishes for tourist. The non vegetarian foodie tourist physical and mentally satisfied after the taste of these tourism products. For vegetarian tourist Amrus Puri, Modak, Ukdyaya tandlachi page, godi dal, patodi, Kala vataynachi bhaji, fansachi bhaji, olya kajuchi bhaji, sol kadhi, kokum juice, amba poli, Awala sharbat, kaju ladoo are the tourism product for vegetarian tourist.

Conclusion

The Konkan region is rich in natural and cultural heritage. There are various types of tourism products in the whole Konkan region like beaches, forts, temples, caves, food, culture etc. Therefore there is an immense scope for the development of adventure tourism, rural tourism, health tourism, eco tourism, geo tourism, winter tourism, disaster tourism, historical tourism. Among the tourist centers some of the tourist destinations are not discovered by the tourist. Therefore there is a great scope for the development of tourism.

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