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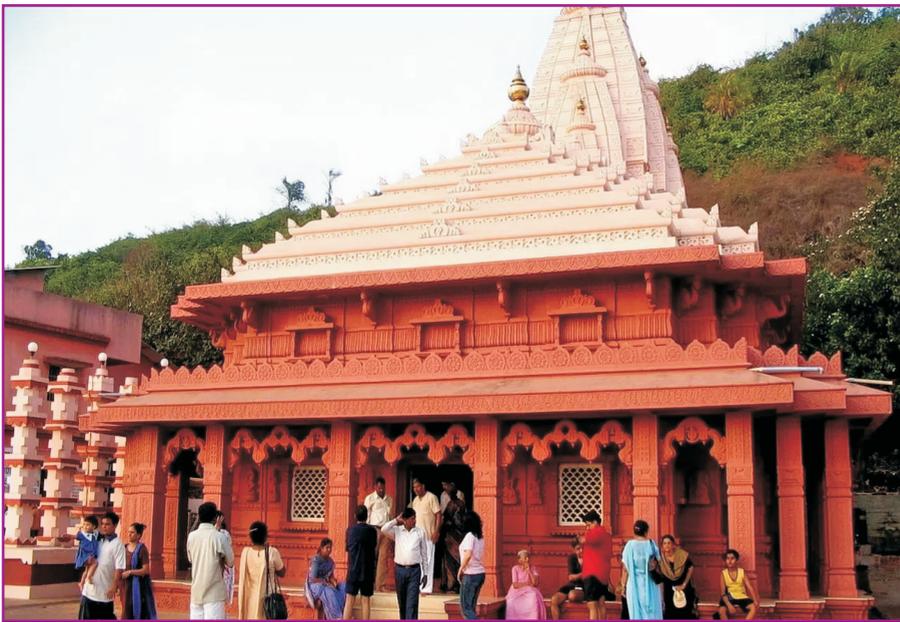
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“BEHAVIORAL PATTERNS OF TOURIST : A CASE STUDY OF GANPATIPULE”

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industries, especially the employment of the people of destination areas. This an industry requires hotels, restaurants, travel agent, tour operators, gift shops, transporter, construction firms, suppliers of food, taxi drivers, photographs, guides, hair dressers, doctors etc. and industry also supports traditional cottage industry.

STUDY AREA:

Ganpatiule is situated at 17°16' N. latitude and 73°12' E. Longitude about 15 kms North of the Ratnagiri. It is a part of Konkan on the Coast of Arabian Sea, lies in Ratnagiri tahsil of Ratnagiri district, having area of 274.64 hectares. Ganpatipule is 144 kms to the west of Kolhapur as well as 331 kms to the SW of Pune and 375 kms to the South of Mumbai.

The coastal climate is mostly hot and humid but it is health and devoid of population. Generally the temperature of the Ganpatipule ranges between 25° C to 38° C. The temp is at its peak (38° C) in the month of March. The Mansoon falls between June & October. The rains are regular here. The climate is

ABSTRACT

The present paper aims at the study of tourist's behavior at Ganpatipule. Tourism is a basic and most desirable human activity describing the praise and encouragement of all people and government. For this paper primary and secondary data have been collected tabulated and analyzed with the help of statistical techniques.

KEYWORDS: Tourism, behavior pattern.

INTRODUCTION :

Social Geography is a recent sub division developed mainly since 1947. The Geography of the Leisure

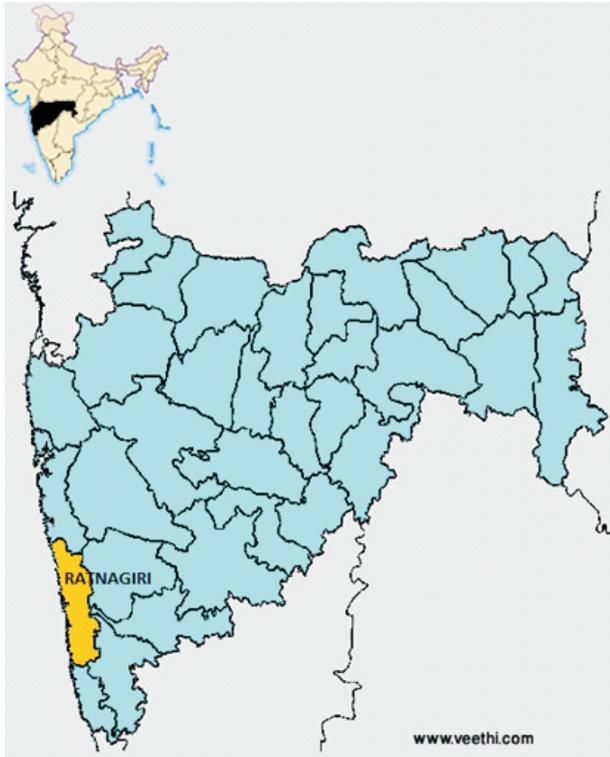
and Recreation is broad term often used synonymously with tourism. The fundamental difference between recreation and tourism seems to be travel factor.

Tourism is a basic and most desirable human activity deserving the praise and encouragement of all people and government. It is an industry concerned with attracting people to tourist destination.

As tourism is an activity, affects the economy of the destination areas, primarily a service industry in which employment is in tertiary activities. It is a labor-orientated industry provides direct and indirect employment to a large segment of population compare to other

pleasant in winter and the temperature often falls at night. Through Ganpatipule has very good weather throughout the year, advisable not to make a trip during the mansoon.

Ratnagiri District



Ganpatipule Location Map



OBJECTIVE:

To access the behavioral patterns of Tourists at Ganpatipule.

DATA AND METHODOLOGY:

- 1) Primary data is collected by visiting Ganpatipule.
 - 2) Questionnaire was prepared and filled up by tourists, resident and employers at Ganpatipule
 - 3) Interviews of few tourist, residents, employers & experts in the field were taken.
 - 4) Secondary data is collected from district census handbooks & available published & unpublished materials.
- Then collected information finally tabulated analyzed, interpreted & conclusions were drawn.

Analysis:

To know the view of tourist’s attempt has been made to collect the information regarding the behavior of the tourist’s. The opinion of tourists regarding the accommodation, transport & Darshan facilities place, behavior of the people, food facilities are collected, tabulated and analyzed.

Tourists opinion about accommodation facilities :

The views of tourists about the accommodation facilities are collected

Table 1.1 : Accommodation Facilities in Ganpatipule

Sr.No.	Accommodation	No. of Tourists	Percentage
1	Excellent	17	19.5
2	Good	50	57.5
3	Satisfactory	20	23.0
4	Unsatisfactory	0	0
	Total	87	100

Table shows 1.1 the fact that about 57.5 percent of tourist feels that accommodation facilities are good. But 20 percent tourists appreciate the facilities by excellent & 23 percent people satisfy with accommodation facilities. No one is unsatisfied with accommodation facilities.

Accommodation facilities are sufficient in Ganpatipule. They fulfilled the all types of needs of tourists.

Tourists opinion about Transportation Facility:

The views of tourists about the transport facilities are noted.

Table 1.2: Accommodation of Transportation

Sr.No.	Categories of Transport view	No. of Tourists	Percentage
1	Excellent	21	24.14
2	Good	39	44.83
3	Satisfactory	24	27.59
4	Unsatisfactory	03	3.45

Table No.1.2 shows the facts that about 44.83 percent tourists have a good opinion regarding the transport facility. Near about 24.14 percent people think transport facility is excellent about 27.59 percent tourists are satisfy with transport but 3.45 percent tourists shown their disagrees about the transportation facility.

According to them transport facilities are not sufficient. They said that the fast buses should be provided for long distance.

Tourists Opinion about the place:

The tourists view about the Ganpatipule is collected.

Table 1.3 Opinion About Place

Sr.No.	Opinion about place	No. of Tourists	Percentage
1	Excellent	45	51.72
2	Good	29	33.33
3	Satisfactory	12	13.80
4	Unsatisfactory	1	1.15
	Total	87	100

Table No.1.3 shows the fact that 51.72 percent tourist having a excellent opinion about the Ganpatipule. 33.33 percent tourists have a good opinion. 13.79 percent tourists are satisfied with the Ganpatipule. But only 1.15 percent of the tourists are unsatisfied with Ganpatipule’s available facilities. According to them facilities like Police Station, Hospital, Entertainment are less and beaches become over crowed & polluted.

Tourists opinion about the Behaviors of the Host People :

By taking interview we collected information about the behavior & attitude of the host people.

Table 1.4 Behaviour of People

Sr.No.	Behaviour of people	No. of Tourists	Percentage
1	Excellent	8	9.20
2	Good	54	62.07
3	Satisfactory	24	27.59
4	Unsatisfactory	1	1.14
	Total	87	100

Table No.1.4 shows fact that about 9.20 percent of tourists think people are excellent in Ganpatipule. About 62.07 percent are happy with the behavior of the people of Ganpatipule about 27.59 percent people are satisfied with the host people. However, about 1.14 percent has shown unhappiness about behavior of the people in Ganpatipule. They have complained against shopkeepers, they feel that during the period they sell devotional goods & articles at higher prices.

Tourists opinion about the Food & Drinking Facilities :

The view about the food facilities are collected from the tourist.

Table 1.5 Food and Drinking Water

Sr.No.	Food & Drinking Water	No. of Tourists	Percentage
1	Excellent	12	13.79
2	Good	46	52.87
3	Satisfactory	21	24.14
4	Unsatisfactory	08	09.20
	Total	87	100

Table No.1.5 shows the fact that about 13.79 percent of tourists think food & drink facilities is excellent in Ganpatipule. About 52.87 percent are happy with the behavior of the food & drinking facility. About 24.14 percent people think food & drinking facilities are satisfactory. However, 9.20 percent people unsatisfied with this facility. They have complaints about the quality of the food & water and lack of good restaurants.

The Shopping Facility :

Table 1.6 Shopping Facilities

Sr.No.	Shopping Facilities	No. of Tourists	Percentage
1	Excellent	4	04.60
2	Good	37	42.52
3	Satisfactory	25	28.73
4	Unsatisfactory	21	24.19
	Total	87	100

The views about shopping are collected from tourists. Neat about 52.52 percent people have a good opinion about shopping facility. 28.73 percent tourists are satisfied with shopping facility. Only 4.6 percent tourist that shopping facilities are excellent. But nearly 24.13 percent of the tourists have shown disagreeeness regarding the shopping facilities available in the Ganpatipule.

So there is a need of improvement is shopping facilities.

CONCLUSION:

Forgoing analysis reveals that the Ganpatipule is religious place as well as natural attraction. The accommodation facilities are satisfactory. Facilities for safety of tourist are unsatisfactory. Other infrastructure

facilities are comparatively less. Therefore it is suggested that the facilities showed be improved. The most of the shops are at devotional foods. The sea beach is attractive but crowded & polluted. Therefore it is suggested that care should be taken to reduces crowed & pollution at the beach. Some water games can introduce to attract tourist. Through the Ganpatipule at present less developed, need to strengthen the infrastructural facilities to increase the number of tourists.

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