"Alibaug's Coastal Charms: A Double-Edged Sword for Raigad"?

GROUP 31



PRESENTATION OUTLINE

TOPICS TO DISCUSS

1. Introduction
2. Summary of literature
3. Gaps addressed
4. Statement of research questions and objectives
5. Methodology used
6. On field findings and analysis
7. Concluding remarks

INTRODUCTION

Coastal tourism plays a pivotal role in economic development and environmental conservation.

Our study focuses on Alibaug as a compelling case study for understanding the multifaceted impacts of tourism.

Through a combination of primary and secondary research methods including multiple stakeholders, we aim to explore the economic, environmental, social and historical dynamics of coastal tourism in Alibaug.



WHY DID WE CHOOSE COASTAL TOURISM?

Address the economic, environmental, historical and cultural impacts.
Incorporating sustainable tourism practices to ensure long term viability of coastal destinations





WHY DID WE CHOOSE ALIBAUG?

Alibaug’s developing economy offers unique insights into coastal tourism dynamics, presenting a valuable opportunity for our research.
The significant surge in tourism in Alibaug necessitates comprehensive analysis.

SUMMARY OF LITERATURE REVIEW



The article on Metal Pollution Assessment in the Soil and Surface Water of Alibaug Mangrove Forest published in the 1st International Conference on Environmental Crisis and its solutions has added on to the historical site visits and threats posed to the forts. (Lotfinasabas et al., 2013)

While reviewing the Socio- Economic Status of Raigad District in Maharashtra before going on field in the International Journal of Research in Social Sciences, the interdependence of tourism on economy was already known. However, the gap generated due to the development of sunny side markets in terms of status remained untouched. Therefore, this helped create a contrast on the bridges between the two. (Jagannath K., 2019)



The journal of food and sciences on the other hand highlighted the effects of airbnb and provided a rough ratio of the tourist population utilising these resources. The numeric values provided were helpful on the field while evaluating parameters such as employment generation, market analysis and livelihood expenses (Shahane & Sangode, 2022).





While planning our itinerary, going through the International Journal for Indian Studies which talked about Fisheries and Ecology Portrayed in Konkani signified how fish markets serve as the main component of tourism (Harad, 2021). As a result we had visited the fish market to gather relevant information about the same.

WHAT WAS MISSING IN THE EXISTING LITERATURE THAT WE COVERED?

Identified gaps across economic, environmental, cultural, and methodological dimensions, needing targeted strategies for improvement.





ENVIRONMENTAL IMPACT ASSESSMENT

Lacked detailed methodologies. Proposed solutions: Assessment indicators, planning field surveys, and engaging stakeholders for comprehensive data collection. Recommendations also entail formulating structured measures for sustainability and conservation.

HISTORICAL SITE DEGRADATION

We proposed solutions involving conducting site-specific research to justify focus, examining unique architectural and historical features, and proposing tailored conservation plans.

WHAT WAS MISSING IN THE EXISTING LITERATURE THAT WE COVERED?

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SOCIO-ECONOMIC DISPARITIES

Lacked methodological clarity in assessing the status impact of the development of sunny side markets. Proposed solutions: socio-economic analyses, involving stakeholders for validation, and documenting findings for future reference.

DEVELOPMENT AND PRESERVATION

Lack of clarity in analyzing the relationship between development and preservation. Proposed solutions: Utilizing impact assessments and forecasting models to inform policy recommendations for sustainable development.

STATEMENT OF RESEARCH QUESTION AND OBJECTIVES

Impact on Natural Landscapes and Ecosystems:
Investigate effects of tourism on Alibaug's natural landscapes and ecosystems.
Determine need for protective actions.

Challenges in sustainability due to infrastructure development:
Identify sustainability challenges from tourism-driven infrastructure growth.
Analyze impacts on land degradation and water pollution
Propose strategies for responsible tourism practices.

Economic Impact on Local Community Dynamics:
Examine tourism's economic impact on Alibaug's local community.
Evaluate effects on employment, small enterprises, and social/cultural dynamics.
Assess overall socio-economic welfare of the community.

Transition from History to Beach Tourism:
Investigate Alibaug's transition from historical legacy to popular beach destination.
Address concerns regarding cultural heritage maintenance.
Highlight importance of preservation amidst changing tourism patterns.

Sustainable Tourism Strategies:
Incorporate environmental conservation, community involvement, and stakeholder cooperation.
Propose projects like awareness building, waste disposal programs, and asset preservation effort**s.**

1 RESEARCH METHODOLOGY

TOURISM



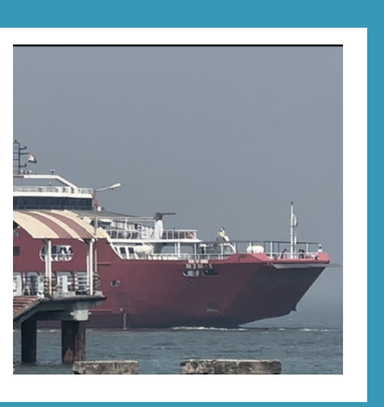
HISTORICAL SITES



ENVIRONMENTALLY CONSCIOUS PRACTICES



LOCAL ECONOMY



INFRASTRUCTURE

THIS COMPREHENSIVE STUDY AIMS TO UNDERSTAND HOW TOURISM IMPACTS :

- HISTORICAL SIGHTS
- ENVIRONMENT
- LOCAL ECONOMY
- INFRASTRUCTURE

SITE SELECTION :

- BEACHES
- KOLABA FORT
- MURUD JANGIRA FORT
- BIODIVERSITY GARDEN
- LOCAL MARKETS

SURVEYS AND QUESTOINNAIRES



2 THE APPROACH TO RESEARCH SUMMARY



LOCALS

Divided into 6 subtopics, personal, perception of coastal tourism, economic impact, environmental concerns, community engagement, and future outlook. We aim to seek perspectives on tourism and employment generation and if these are the only earnings they are reliable on and also get an viewpoint on the regulations and efforts made by the government.



TOURISTS

Through requesting input on trip specifics, encounters, significance, and suggestions, we aim to fully understand their awareness on sustainability and if they are taking the required measures for it. Divided into 4 subtopics, trip details, experiences, impact, and recommendations.



GOVT OFFICIALS/TRAVEL COMPANY/INSTITUTE

Divided into 4 subtopics of company details, industry trends, impact and sustainability, and future development. This catered questionnaire will help gather insights from experts into the various aspects of Alibaugs coastal tourism industry. Obtaining a thorough grasp of the existing situation and the influences on the direction of tourist development in the area

4 BEACH CLEAN DRIVE



We organized a beach clean-up drive at Mandwa Beach as part of our initiative to address environmental concerns and promote sustainable tourism practices. This event provided us with invaluable insights and firsthand experiences into the challenges faced by coastal areas, particularly in terms of waste management.

LIMITATIONS

SAMPLE SIZE & REPRESENATION CHALLENGES

Despite efforts to encompass a wide range of perspectives, the research acknowledges limitations in capturing the full spectrum of community and stakeholder viewpoints.
The sample size and the potential underrepresentation of marginalized groups may introduce gaps in the data, affecting the comprehensiveness and accuracy of the findings.

DATA QUALITY & EXTERNAL FACTORS

The reliance on self-reported data through surveys and interviews bring forth challenges related to the reliability and validity of the findings. Important to use caution when interpreting the data. Language and cultural hurdles are also recognized as important constraints that could have affected the breadth and caliber of the research, in addition to accessibility problems to important stakeholders.









ON-FIELD FINDINGS & ANALYSIS

TOURISM: A DOUBLE-EDGED SWORD

- **A Pillar of the Economy:** Tourism is the lifeblood of Alibaug's economy. It generates revenue for hotels, restaurants, shops, and local businesses.

- **Employment Opportunities:** Tourism creates employment opportunities for locals in various sectors, such as hospitality, transportation, and handicrafts.

- **Cultural Exchange:** Tourism fosters cultural exchange, allowing visitors to experience Alibaug's unique traditions and way of life

- **Infrastructure Development:** Tourism revenue can be used to invest in infrastructure development, improving roads, sanitation, and other public services.

- **Challenges and Considerations:**
  - Uneven distribution of economic benefits: Not all businesses or residents benefit equally from tourism
  - Strain on natural resources: Increased tourist influx can put pressure on Alibaug's water supply and waste management systems.
  - Potential for cultural homogenization: Unmanaged tourism development can lead to the erosion of local customs and traditions.



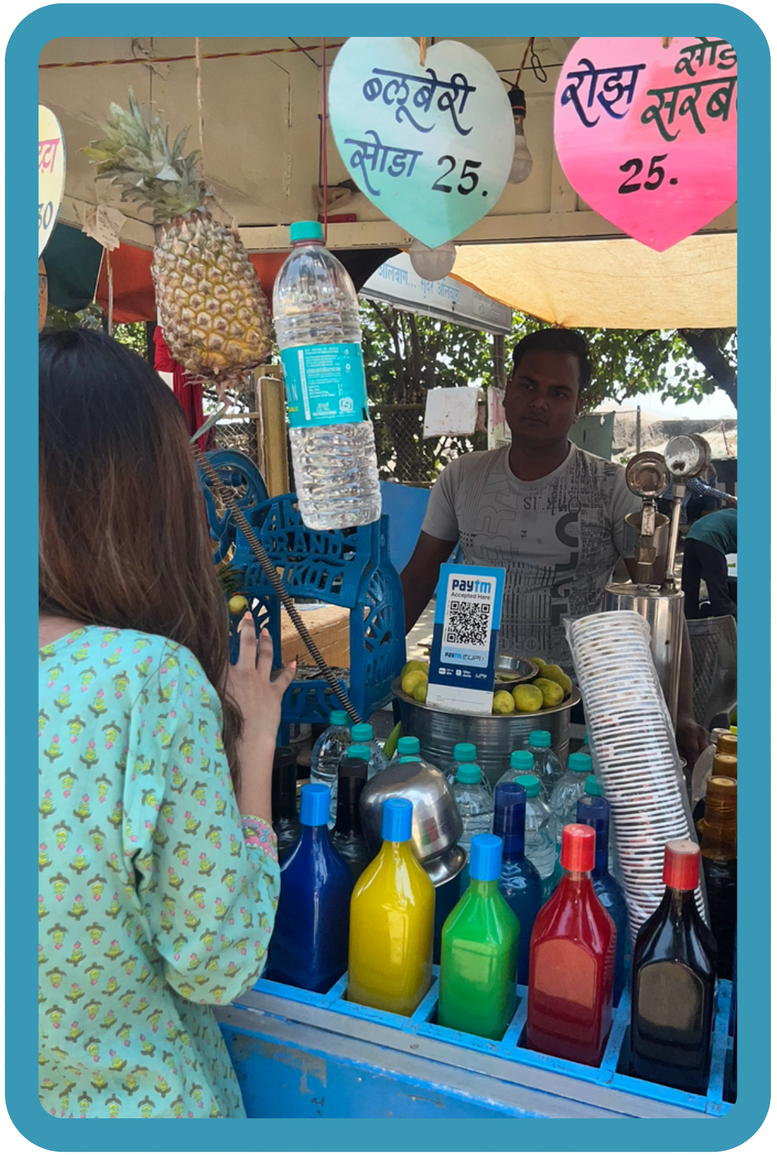
ECONOMY: A DELICATE BALANCE

- **Economic Growth:** Tourism has undeniably contributed to Alibaug's economic growth.

- **Focus on Sustainability:** A sustainable tourism model is crucial to ensure long-term economic benefits. This involves responsible use of resources and equitable distribution of benefits among the local community

- **Supporting Local Businesses:** Promoting locally-owned businesses and encouraging tourists to purchase local handicrafts can contribute to a more inclusive and sustainable tourism economy.

- **Investing in Infrastructure:** Investments in infrastructure development, such as improved transportation networks and waste management systems, are essential to support tourism growth without compromising the environment or local way of life.



HISTORY: A WINDOW TO THE PAST

- **A Rich Tapestry:** Alibaug boasts a rich historical heritage, evident in its majestic forts like Kolaba and Murud Janjira. These forts stand as testaments to the town's role in bygone eras.

- **Untapped Potential:** Despite their historical significance, Alibaug's forts remain under-promoted and suffer from neglect. High costs associated with accessing the forts, like boat rides, deter tourists, hindering awareness about Alibaug's historical legacy

- **Preservation and Promotion:** Efforts are needed to revitalize Alibaug's cultural heritage. Promoting historical sites through affordable access and informative tours can enrich tourist experiences while generating revenue for restoration and maintenance. This can create new livelihood opportunities for locals as guides and storytellers.



ENVIRONMENT: PARADISE UNDER PRESSURE

- **A Looming Threat:** Plastic Waste Management: Despite cleaner beaches compared to other tourist destinations, Alibaug faces a growing challenge of plastic waste management. Ourur research revealed a concerning apathy towards waste disposal among some locals, coupled with a lack of designated waste bins and a robust waste management system.

- **The Price of Progress:** The influx of tourists, while driving economic growth, can also exert pressure on Alibaug's natural resources. This includes increased strain on the water supply, fragile ecosystems, and potential degradation of marine life due to pollution.

- **Biodiversity Under Threat:** Alibaug's rich biodiversity, encompassing marine life, flora, and fauna, is crucial to the health of its ecosystems and a vital aspect of its tourism appeal. However, increased human activity and pollution pose a significant threat to this biodiversity.

- **Conservation Efforts:** Initiatives like the Phansad Sanctuary and the Native Biodiversity Garden showcase Alibaug's commitment to environmental conservation (As per your report). The Native Biodiversity Garden, in particular, serves as a valuable educational resource and a potential eco-tourism destination. However, underinvestment and lack of promotion hinder its ability to achieve its full potential.



CONCLUSION





Environmental concerns

Alibaug's nature faces risk from tourism growth and increased water pollution.

Sustainability

Tourism driven infrastructure development for sustainability poses challenges like rising land prices and water pollution from tourist littering near beaches and water bodies.



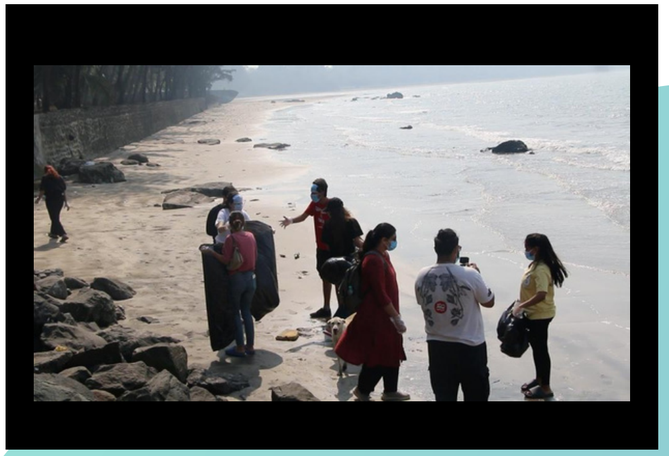
Cultural shift

Alibaug's shift from historical to beach tourism highlights the need to balance development and cultural preservation efforts.



Economic Impact

Tourism in alibaug has mixed economic effects, aiding development and creating jobs while causing social and cultural changes. Studying these impacts is vital to assessing the community's overall well-being.



Sustainable Tourism

Our study has incorporated environmental conservation, community involvement, and stakeholder cooperation.Our research shows locals are unaware of tourism's environmental impact.



Concluding Remarks

Educating them will enable them to inform tourists about these concerns. Our research sheds light on tourism development in Alibaug, emphasizing sustainable practices for balanced growth in economy, environment, and socio-cultural well-being.


THANK YOU!