

**SUSTAINABLE TOURISM DEVELOPMENT IN MUMBAI CITY DISTRICT- EXPLORING
THE TOURISTS' PERSPECTIVE**

**Dr. Samruddhi S.V. Chawan*

**Assistant Professor, ICLES' Motilal Jhunjhunwala College of Arts, Science and Commerce, Vashi, Navi
Mumbai, Maharashtra..*

Abstract:

The growth and sustainability of tourism activity lies in the overall experience of the tourist. Tourist satisfaction index (TSI) acts as an important indicator for the performance of the present tourism function of that region as well as contributes as a planning tool for future tourism development. The consideration of tourism product appraisal thus involves analyzing its two major components i.e. resources and facilities vis-à-vis tourist experiences. Taking into account the diverse socio-cultural and economic milieu of the city as well as of tourists visiting Mumbai this research paper aims to present contemporary tourism activity in Mumbai City district and explore the idea of sustainable tourism development based on the tourist's perspective.

Copyright © 2022 The Author(s): This is an open-access article distributed under the terms of the Creative Commons Attribution 4.0 International License (CC BY-NC 4.0) which permits unrestricted use, distribution, and reproduction in any medium for non-commercial use provided the original author and source are credited.

Introduction:

The World Tourism Organization accounts for tourism as one of the world's top employment creators, accounting for one in eleven jobs across the globe. (World Tourism Organization, 2015). Tourism with its increasing acceptance as an integral part of life, the number of international tourists worldwide recorded over a billion in 2015 (World Tourism Organisation, 2016). Contribution of tourism is significant in terms of environmental, social, economic concerns and inclusive and sustainable development. However tourism development is a comprehensive process which modifies the physical, social and economic setup. Moreover tourism experiences are central in shaping the future trends of tourism growth. Hence wise planning of tourism is warranted to avoid environmental and socio-economic degeneration. India is emerging as a key player in international tourism market and this places the metropolitan city of Mumbai, on the global tourist map. The surge in various infrastructural development and tourism raises concerns over the ecological integrity of the region as well as the various socio-economic transactions arising out of it. Also dynamics of tourists their experiences in relation to tourism development need to be evaluated. Considering diverse cosmopolitan population base of the city as well as of tourists visiting Mumbai this research paper aims to present contemporary tourism processes in Mumbai City district and explore the idea of sustainable tourism development taking into account the tourist's perspective.

Conceptualizing Tourism Development, Tourism Product and Sustainable Tourism:

The process of tourism development is chiefly related to geographical concentrations of touristic activity, availability of capital and entrepreneurship both local and non-resident, labour supply, nature of tourist host interactions and the institutional setup and state support (Babu, 2007). In the present discussion hence the concept of Tourism Development as rightly defined by D. Pearce is relied on which narrowly defines as "the provision or enhancement

of facilities and a services to meet it the needs of the tourists". (Pearce, 1989). Tourism Product is a comprehensive factor in promoting tourism development. Tourism Product is "a combination of tangible and intangible elements, such as natural, cultural and man-made resources, attractions, facilities, services and activities around a specific center of interest which represents the core of the destination marketing mix and creates an overall visitor experience including emotional aspects for the potential customers" customers. (UNWTO, 2019). Together, the mix of destination attractions and facilities create a set of intangible "subjective experiences" for tourists known as a tourism product - Tourism Research Group, 1992 (Smith, 2001). Thus tourism product includes all those attractions, facilities and services which together provide the tourist with a desired experience and in some way contribute to tourist satisfaction. Tourism spaces are thus created by unification of such tourism products at specific locations over a period of time. The United Nations World Tourism Organization (UNWTO) defines sustainable tourism as tourism that meets the needs of present tourists and host regions while protecting and enhancing opportunity for the future. It suggests tourism is not just a product but an ethos which brings together all the varied forms of tourist's activity and their outcomes. UNWTO empathizes balancing the needs of tourists with those of the destination are essential to meet the objective of sustainable tourism. With this backdrop the present research paper undertakes an analysis of the levels of tourism development from the tourists' perspective and highlight the areas of concern for future development of tourism in a sustainable manner.

Aims and Objectives:

- To analyse the levels of tourist satisfaction
- To bring out the factors of tourism development in the city
- To study state's role in tourism development
- To suggest measures for promoting sustainable tourism development

Data Sources and Research Methodology:

The primary data related to tourists experiences is collected through intensive field work at selected tourist sites through structured questionnaire and interview method using random sampling. Tourist Satisfaction Index method is applied to assess the levels of satisfaction of the tourists. 110 tourists were interviewed. Secondary data sources include District Gazetteer, published and unpublished tourism literature, MMRDA Regional Plan Draft Reports, MTDC publications, Tour company websites, travel guides and brochures periodicals and travel blogs.

Research Findings and Observations:

Tourism Product analysis of Mumbai City District – Tourist Satisfaction Index

The study area of Mumbai City District with its coastal location in tropical latitudes experiences moderately high temperatures with high levels of humidity. The metropolis of Mumbai is famous as the financial capital of India and has a cosmopolitan culture. It is host to variety of tourism forms given natural landscape and cultural resources such as Nature tourism, Historical tourism, Heritage tourism, Archaeological tourism, Religious tourism, Cultural tourism, Educational tourism, Medical tourism, culinary tourism, Recreational tourism, Business tourism, and Niche tourism. Tourism Product Analysis is undertaken by evaluating two major components viz. Resources and facilities to bring out the levels of tourism development based on tourists' experiences. Resource analysis reveals the share of varied natural and cultural attributes of the city district in shaping the tourism whereas facility analysis highlight the existing infrastructure and service provisions available at the sites based on which the tourism activity functions. Since both these factors play an influential role in determining the levels of tourist satisfaction for that destination, logically tourist satisfaction index (TSI) act as an important indicator for the performance of the present tourism development. The major factors which contribute significantly towards the development of tourism activity are to assess the levels of tourism development in the region Vis-a Vis the tourist experience. These include favourable weather and climate, sightseeing / attractions, accommodation, local transport, public sanitation, tourist information

services, communication facilities, overall travel, food outlets, public water provisions, cleanliness and hygiene, shopping facilities, finance facilities - banking, currency exchange, ATM's, recreation facilities, safety and security. The experience of the tourists is registered in terms of the ratings given by them from range of 0 to 10 which were corresponded to the levels of satisfaction from poor to excellent. (Table 1) These sites selected represented the best of natural and cultural tourist attractions in Mumbai viz. Gateway of India, both as a waterfront and a heritage structure; Girgaon beach, the Veermata Jijamata Udyan -Byculla zoo popularly known as 'Raani chi Baug'; Marine Drive as waterfront with precinct of aesthetic beauty; Mahalakshmi temple as a religious place and Nehru Science Centre as an educational tourist site.

Table 1: Rating of Tourist Products and Services by Tourist Respondents

Rating	Excellent	Very Good	Good	Average	Poor
Numerical Value	10-9	8-7	6-5	4-3	2-0

Analytical findings of Tourist Satisfaction Levels for Mumbai City District:

The tourist responses for the ratings are tabulated for the factors to derive the factor wise satisfaction index. The formula applied for calculating tourist satisfaction index is as below:

$$St_i = \frac{\sum M_i:N_i}{N}$$

Where,

St_i : satisfaction index for the “i”th factor

M_i : numerical values for particular level of satisfaction for the “i”th factor

N_i : number of respondents deriving particular level of satisfaction for the “i”th factor

N : total number of respondents for that factor for all level of satisfaction

Factor-wise satisfaction levels are calculated separately for domestic and foreign tourists and analyzed herein. Largest percentage with excellent level of satisfaction is observed for communication facilities (44.5%) and banking and foreign exchange, ATM etc.(42.7); very good level of satisfaction for the factors of overall travel (40.9), site-seeing /attractions (34.5%), cleanliness and hygiene (41.8%), shopping (37.3%), recreation (40%) and safety and security (40%); good level of satisfaction is observed for weather (47.3%), accommodation (56.3%) and local transport (37.1%); average level of satisfaction is recorded for the factors of public sanitation (41.8%), tourist information (31.8%), and public water provision (36.4%). The factor wise responses of the domestic tourists it is found that 12 factors have been reported as excellent level (2), very good level (7) and (3) with good level of satisfaction while only 3 factors are at average level of satisfaction of the tourist. The three factors with poor satisfaction level are the public sanitation, public water provisions and tourist information services. 80 percent tourists are quite satisfied while 15 percent have average levels of satisfaction. Final results in Table 2 shows that overall domestic tourist satisfaction index is 7.0 which is quite high.

Table 2. Factor-Wise Satisfaction Index and Ranking - Domestic Tourist

S. N.	FACTORS	S.I.	RANK	S.N.	FACTORS	S.I.	RAN K
1	Banking / Currency exchange	8.3	I	9	Local transport	6.8	IX
2	Communication facilities	8.1	II	10	Favourable weather / climate	6.8	IX
3	Safety and Security	8.0	III	11	Cleanliness and Hygiene	6.8	IX
4	Recreation facilities	7.9	IV	12	Accommodation	6.5	X
5	Food outlets	7.8	V	13	Public sanitation / restrooms	4.9	XI

6	Overall travel	7.7	VI	14	Tourist information services	4.8	XII
7	Site-seeing / attractions	7.6	VII	15	Public water provisions	4.8	XII
8	Shopping facilities	7.4	VIII		Total	7.0	

Similarly the satisfaction levels of foreign tourist in Mumbai City District and ranks are calculated. The overall satisfaction level is 'Good' as nine factors out of fifteen recorded highest percentage, while only two factors such as site seeing and attractions and banking/currency as very good. But two factors namely public water provisions and public sanitation/restrooms record average levels and cleanliness and hygiene has recorded highest percentage with poor satisfaction level. Factor wise ranking shows International travel and Site-seeing / attractions are ranked first by foreign tourists. Second in ranking are the food outlets followed by accommodation as third. However the factors of concern from foreign tourist's viewpoint are 'Tourist Information Services, Public Sanitation/restrooms and Cleanliness & Hygiene, and Public Water Provisions' that are ranked at lowest with tenth, eleventh, and twelfth rank respectively. The overall foreign tourist satisfaction index is 6.4 (Table 3).

Table 3: Factor-Wise Satisfaction Index and Ranking by Foreign Tourist

SN	FACTORS↓	TSI	RANK	SN	FACTORS↓	TSI	RANK
1	International travel	7.5	I	9	Favourable weather / climate	6.6	VII
2	Site-seeing / attractions	7.5	I	10	Safety and Security	6.6	VII
3	Food outlets	7.4	II	11	Local transport	6.5	VIII
4	Accommodation	7.3	III	12	Recreation facilities	6.4	IX
5	Banking / Currency exchange	7.1	IV	13	Tourist information services	5.4	X
6	Shopping facilities	7.0	V	14	Public sanitation / restrooms	4.6	XI
7	Overall travel	7.0	V	15	Cleanliness and Hygiene	4.6	XI
8	Communication facilities	6.8	VI	16	Public water provisions	4.5	XII
					TOTAL	6.4	

Factors of Tourism Development in Mumbai City District:

Analysis of various published and digital tourism literature reveals the following major elements of tourism development in the city district. These are variety of natural and cultural features act as tourist attractions such as scenic landscapes, coastline, waterfronts, bays, beaches, nature park, holy places, malls, shopping areas, heritage sites, monuments, architecture, food delicacies, tourist festivals, island etc. provide ample of motives for tourist visits for both domestic and foreign tourists. The tourist facilities ranging from accommodation of Private type i.e. Hotels, Resorts, Bungalows, Hostels etc., core infrastructure such as electricity, water supply, sewage disposal, transport and the tourist infrastructure such as tourist information services, tour packages, guided tours, hospitality services, etc. oversee the operations. Market oriented services such as Tourism offices, Travel agents, banks, ATM's, currency exchange, souvenir shops, exhibits etc. help in promoting tourism and redistributing its benefits to local economy. An influx of large pool of migrants provide required labour force for the tourism industry. A large number of small and medium scale local entrepreneurs deliver variety of goods and services and largely contribute to the pool of services for the exiting tourism market. The positive outlook of the local residents also present a tourist friendly image of the city thus positioning Mumbai city as one of the prominent and promising tourism destination in India and the world.

Understanding the State's role in tourism development:

With the establishment of Maharashtra Tourism Development Corporation (MTDC) in 1975, the systematic development of tourism was ensured. MTDC became the nodal agency of the state for promotion and development of tourism through the slogan 'Maharashtra Unlimited', Tourism Incentive Scheme 2000, Bed & Breakfast Scheme,

the Mahabhraman Scheme. Considering the changing trends, tourism which has also evolved in agro tourism, Bollywood tourism, village tourism, food tourism, educational tourism have been promoted to provide a unique experience to all the visitors coming from different walks of life. (MTDC, 2018). At present there are 133 approved places under Mahabhraman and 1350 approved stays under B&B state-wide (The Free Press Journal Mumbai, 2020). The government has laid certain guidelines for the conversion of No Development zone (NDZ) into Tourism Development zones (TDZ) (Dept. of Tourism & MacDonald, 2003). Special mentions in this policy stated in the action plan include development of tourism infrastructure, providing accessibility to tourism destinations and wayside amenities, development control regulation guidelines at tourist destinations, strengthening of the Bed and Breakfast Scheme, recreational facilities, public private partnership, conservation of world heritage sites, promotion of states' cultural tourism distinctive aspects, crafts, pilgrimage circuits, rural tourism, fort tourism, application of I.T., creating information kiosks at major transport terminals, crating tourism awareness, formulating safety and security guidelines, training and capacity building in co-ordination with central governments 'Athiti Devo Bhava' programme, creating special task force for co-ordination and monitoring, conducting organizational reviews for restricting the role and functions of departments, establishing nodal office in New Delhi for marketing and promotional activities, creation of Single Window system for facilitating clearances to tourism projects, developing tourist survey statistics, and conducting valuation and outcome budgeting of the tourism funds along with feasibility studies for future development. Considering the states responsibility to protect environmental resources of the tourist destinations, in 2008 the Eco tourism policy was announced which had the key mentions of formulating the Maharashtra Eco tourism promotion board, training the resident population for entrepreneurship, skill development, hospitality and management, promotion of local handicrafts and traditional forest medicines. The 2016 tourism policy can be looked upon as an appropriate and forceful tool to bring about further tourism development by harnessing the immense tourism potential of the state both in terms of resources and demand. Its bold vision is thus mentioned to 'Develop Maharashtra as a popular and sustainable tourist destination where in the state will offer vast experiences on global, regional, and local best practices and standards.' (Maharashtra Tourism Policy 2016, 2016). The key highlights of 2016 Maharashtra Tourism Policy point towards the states agenda of promoting tourisms share in employment generation, increasing new investments, creating fiscal incentives and strengthening the tourism infrastructure based on PPP model, creating tourism zones, PPP Transaction Advisory Cell, promoting sustainable tourism, theme based tourism, tourism circuits, tourism police, smart ticketing etc.

Measures for promoting Sustainable Tourism Development in Mumbai City District:

It is important to note that development and promotion of tourism is not a onetime activity. It is a continuous and ongoing process for both the established as well as new tourism destinations. Following areas of action are identified to promote sustainable tourism, these are : promoting the Multitudinal dimension of tourism environment and products in the city district, focusing on Major tourist segments – domestic and foreign and their needs, catering to diverse nature of tourist market segment, ensuring facility creation, Tourist information services, Niche tourism products, Heritage conservation and sensitization, Strengthening accommodation sector across different budget groups, facilitating Intra destination connectivity of tourist sites, City tourist circuits, Aesthetics and cleanliness, water provisions, land development regulations and above all an Integrated planning approach to destination management.

Conclusion:

It needs to be noted that overall TSI for the factors derived is largely governed by the type of tourist at the respective selected sample sites and so the concluding remarks are indicative for tourism development. However in general, tourists' perception ideally presents the state of existing factors and accordingly effective measures need to be

planned for to increase the satisfaction levels. Enhancing the tourism product in terms of quantity and quality and at the same time ensuring local socio-economic growth and ecological integrity is the key to ensure sustainable tourism development in the city district.

References:

- Dept. of Tourism, G. O., & MacDonald, D. M. (2003). Final Report on 20 Year Perspective Plan for Development of Sustainable Tourism in Maharashtra . New Delhi.
- (2016). Maharashtra Tourism Policy 2016. Mumbai: Tourism and Cultural Affairs Dept. Govt. Of Maharashtra.
- MTDC. (2018). Maharashtra Tourism Development Corporation (MTDC) associates with ND Studios to encourage experiential tourism and Artist of Talent. Retrieved from <http://www.maharashtratourism.gov.in/whats-new/nd-studios>
- Mumbai, T. F. (2020). The Free Press Journal Mumbai. Retrieved from <https://www.freepressjournal.in/mumbai/maharashtra-to-have-ten-ropeways-in-next-ten-years>
- UNWTO. (2019). PRODUCT DEVELOPMENT. Retrieved 2019, from <https://www.unwto.org/>: <https://www.unwto.org/tourism-development-products>
- World Tourism Organisation. (2016). UNWTO Annual Report 2015. Madrid: UNWTO.
- World Tourism Organization. (2015). UNWTO Annual Report 2014 . Madrid: UNWTO .
- Sustainable Tourism: <https://www.gdrc.org/uem/eco-tour/sustour-define.html>
- Pearce, D. (1989). *Tourism Development (2 ed.)*. U.K.: Longman Group.
- Babu, S. (2007). *Development of Toursim on the West Coast of India : A Case Study of Selected Beach Resorts in the States of Goa and Keralam*. Centre for Study of Regional Development, School of Social Sciences, Jawarhalal Nehru Univeristy. New Delhi: Jawarhalal Nehru Univeristy.
- Smith, K. C. (2001). *Tourism Product Development : A case study of wildlife viewing in the Squamish Valley*. Simon Fraser University. Retrieved from http://rem-main.rem.sfu.ca/theses/SmithKim_2001_MRM284.pdf

Cite This Article:

***Dr. Samruddhi S.V. Chawan, (2022). Sustainable Tourism Development in Mumbai City District- Exploring the Tourists' Perspective, Educreator Research Journal IX (Special Issues - I), March –April, 1-6.**