

# **A Study of Tourism Business in Konkan**

**Danish Hasanmiya Sange and Dr. M. G. Mulla**

Abeda Inamdar Sr. College, Research Centre in Commerce, Azam Campus, Camp, Pune

**Abstract:** *The employment generated by the tourism business, the nature of employment, the government's efforts to create employment, the impact of policies on professionals and workers, and obstacles and problems in the creation of employment have been studied. The importance of the presented research is to see the economic and social changes caused by the development of the tourism business in Konkan. An attempt has been made to preserve the uniqueness of the research to study their impact on the rural economy in Konkan. It has been seen that the highest number of e-travellers are from five countries namely Korea, Japan, New Zealand, Singapore and the Philippines. In 2015, the highest number of e-travelers was 50371 (31.7%) from USA. It is followed by Germany and Russia. Although e-travelers from New Zealand, Japan, Singapore, Philippines have decreased, the number of e-travellers coming to India continues to increase. This is certainly a remarkable aspect in terms of tourism development.*

*Tourism is not only limited to earning the country's currency or increasing the national income of the country but is also important for the economic, social and cultural development of the country. After the Second World War, tourism developed rapidly. The main reasons for the rapid development of international tourism are the increasing standard of living of the people, technological changes in means of transportation, new techniques of tourism marketing etc. Tourism has become the need of the hour for people living under a lot of stress in today's world. Tourism is needed to get away from the daily boring busy routine. Due to the increasing number of tourists, many countries are investing a lot of capital in developing infrastructure services for tourism; Therefore, more and more tourists are attracted and in turn, the tourism business is flourishing. Even developing countries are seriously considering the development of tourism, as it is a great means of earning foreign exchange..*

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