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### Tourism in Devgad Tehsil: An Exploratory Study of Local Perspectives and Challenges

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#### Abstract

Tourism is one of the major primary activities in coastal Maharashtra along with fishing. Devgad is one of the major districts in Sindhudurg which is known for alphonso mango, fishing and also for its beautiful gifted nature for tourism. But tourism in Devgad tehsil is not as booming as in Malvan and Goa. Hence, the main aim of the present research paper is to analyze the local perspectives and challenges of tourism in Devgad Tehsil. The research paper is mainly

based on primary data. The collected data have been analyzed using MS Excel software. The study reveals that tourist prefers only coastline's locations for visit. Some of the tourist places are not known to various tourists. Poor roads and road connectivity, lack of water sports, lack of standard hotels and modern staying facilities, poor mobile network etc. are the major problems for tourism in Devgad Tehsil.

**Keywords:** Tourism, Coastline, MS Excel Software, Taramumbhari Beach

#### Introduction

Konkan region has a rich cultural heritage and scenic beauty along with beautiful coastline. Ganpatipule, Guhagar, Ratnadurg Fort, Tarkarli, Malvan, Sindhudurg Fort are some of the key attractions in Southern Konkan. Widening of NH-66 has improved road connectivity. Also, Konkan Rural Tourism Development Program helps to promote homestays and agro-tourism enhance the tourism in Southern Konkan. (Maharashtra Department of Tourism, 2026) <sup>[11]</sup> Ministry of Ports and Shipping also tries to link coastal towns via sea routes focussing on cruise tourism development. (Press Information Bureau, Dec 2025) <sup>[14]</sup> Also, establishment of World Heritage Desk by Maharashtra Government for research and conservation of petroglyphs in Ratnagiri helps to boost tourism development. (Times of India, 2026) <sup>[18]</sup> Devgad is a tehsil in Sindhudurg district of Maharashtra in Konkan region. It is popular for alphonso mangoes and also various tourism spots. Tourism business has provided a means of livelihood to some families in Devgad. In this research paper, an attempt has been made to analyze the local perceptions and challenges related tourism in Devgad.

#### Study Region

For the present research work three major tourist places in Devgad tehsil namely Vijaydurg, Kunakeshwar and Devgad Windmill Garden and Beach have been selected as a study region. Latitudinal and longitudinal extent of the study region is 16° 19'33.57" north to 16° 33'44.20" north and 73° 18'40.52" east to 73° 26'33.29" east respectively. An elevation of the study region from MSL is between 29 meter and 144 meters.

#### Aims and Objectives

The main aim of the present research paper is to analyze the community perceptions and issues related tourism in Devgad Tehsil. However, the specific objectives are as given below.

1. To study the economic status of tourism professionals.
2. To know tourists' opinions related tourism activities.
3. To study the problems of tourists and tourism professionals.

### Brief Review of Research work related to the topic

Various researchers have addressed tourism related issues, its development, challenges, recent trends in tourism in India. (Venkatesh & Mukesh, 2015) [20], (Venkatesh, Dr. Joseph, & Michal, 2016) [19], (Dr. Deshpande & Deshpande, 2019) [5], (Swetha, Ansari, Kishore, & Jawaharshreenath, 2022) [16]. Also, in Maharashtra some researchers have done research on tourism (Dr. Naik, 2019) [6], (Khulge & Naik, 2018) [10], (Butake & Dr. Kirad, 2016) [2], (Wanole, Kadam, & Sawant, 2020) [21], (Dr. Vardam, 2020) [7].

### Research Methodology

#### Methods of Data Collection and Data Analysis

The present research work is based on the primary data and it is collected with the help of a schedule. An interview technique & observation method is used as support to the questionnaire. Total 63 tourists and 16 tourism professionals have been interviewed with the help of schedule. Besides primary data, secondary data has been collected from various websites, Government reports, books, journals, etc. The collected data have been tabulated using MS-Excel and graphs have been prepared.

### Analysis for Tourists

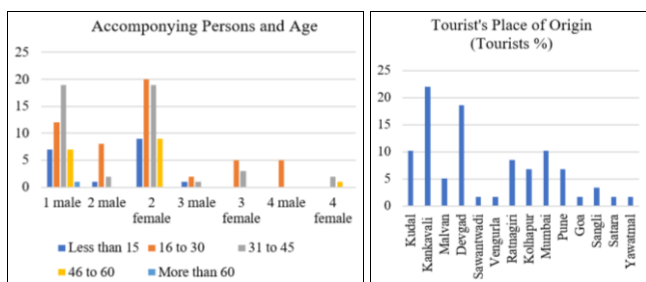


Fig 1

Most of the accompanying persons are having the age between 16 to 30 and 31 to 45. That indicates the majority of youth. Apart from Devgad; the tourist had come from Kanakavli, Ratnagiri, Mumbai, Kolhapur, Kudal, Pune. While some of the tourists are from Goa, Satara, Sangli, Yavatmal too (Fig 1). It indicates the tourists not only come from the Sindhudurg district but also, they come from outside of the districts to visit Devgad.

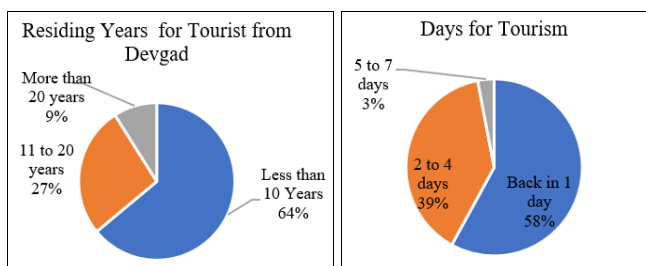


Fig 2

64% of tourist who had come from Devgad Tehsil have been living the period of less than 10 years in the region; while 36% tourists are living in Devgad Tehsil for more than 10 Years. 58% of the surveyed tourists came for 1 day tourism. While remaining 42% tourists came for more than 2 days for tourism (Fig 2).

Most of the tourists have the knowledge about the tourist places such as Kunkeshwar Temple, Vijaydurg Fort, Windmill Garden and Devgad Beach, Fort. Fig 3 displays the regarding details while Fig 4 and 5 indicates the visited places and most liked places.

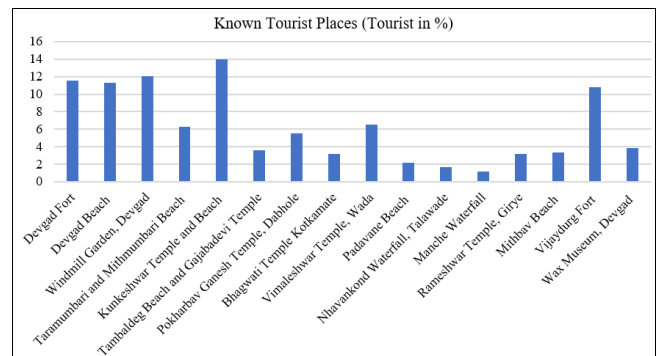


Fig 3

While few tourists have the information about Taramumbhari Beach, Pokharbav Ganesh Temple and Vimalleshwar Temple. Most of the tourist don't have any information about Tamaldeg beach, Padavane Beach, Bhagwati Temple, Nharvankond and Manche waterfall, Rameshwari Temple, Mithav beach and Wax Museum (Devgad).

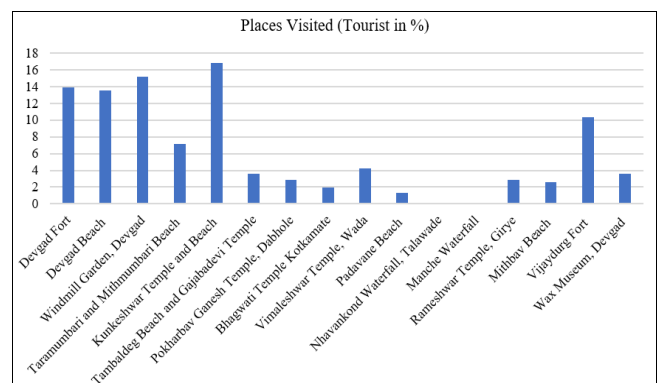


Fig 4

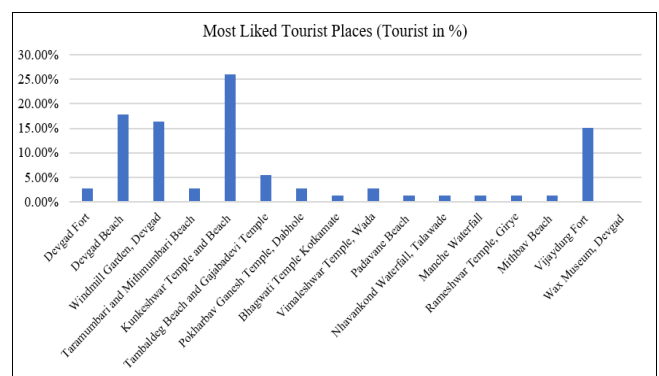


Fig 5

Kunkeshwar temple, Windmill Garden, Devgad Beach and Fort and Vijaydurg fort are most visited as well as the most liked tourist places recorded by most of the tourists. 35% tourists had got information about the tourist places on social media, while 48% tourists came here on the information or insistence by friends and relatives.

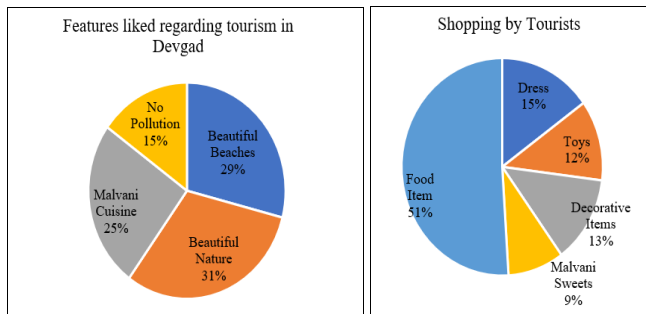


Fig 6

Beautiful Nature, Beaches and Malvani Cuisine are the major attractions for the tourists. While Food items consumption and shopping of Malvani sweets and toys are notably stated by the outsider tourists (Fig 6).

#### Analysis for Tourism Professionals/ Venders

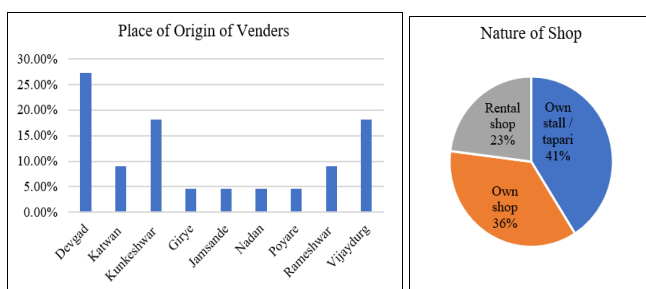


Fig 7

Majority of venders are from Devgad, Kunkeshwar and Vijaydurg; while there are some venders from Katwan, Girye, Rameshwar, Jamsande, Nadan and Poyare. 77% of the venders have own stall or shop and remaining stalls and shop are taken on rent. Fig 7 displays the details regarding venders' origin place and nature of shop and Fig 8 indicates workforce with age and years in business.

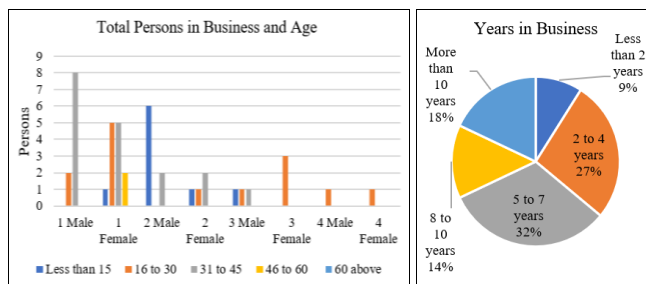


Fig 8

Among the vender, male aged 31 to 45 are seen in large numbers. Also, men under the age of 15 are seen in large numbers as many of them are the children of the business owners who helps their parents in free time. 36% professionals have newly set up their business as they have less than 4 years of experience of the business. While 32% professionals have been in business more than 8 years. Most of them are local.

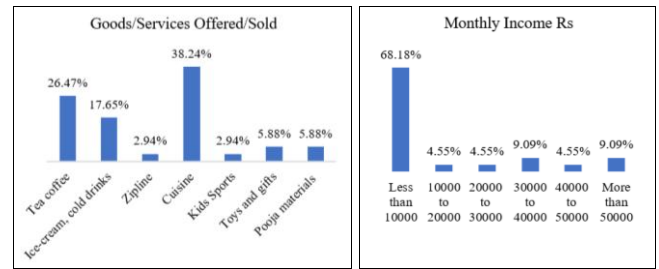


Fig 9

Most of the vendors are selling tea, Coffee, Ice cream, cold drinks and Cuisine. While Pooja materials shops are especially seen in Kunkeshwar. Majority of professionals have noted their monthly income less than 10000 Rs. While there are 9.1% professional reported monthly income between 10 to 30 thousand Rs. and 22.73% professionals have got monthly income more than 30000 Rs. (Fig 9).

#### Problems Related Tourism

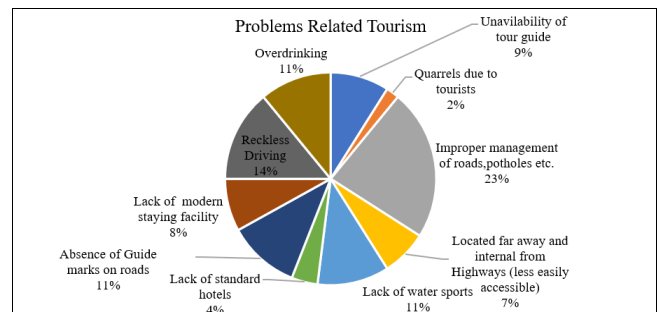


Fig 10

Improper management of roads, potholes, lack of water sports, tour guide and guide marks on roads, rash driving and over drinking (alcoholic beverages) by tourist, lack of modern staying facilities, poor mobile network at various places are some of the major problems noted by the surveyed vendors and professionals (Fig 10).

#### Conclusions

Among the local tourists, there are more tourists with a stay of less than 10 years in Devgad. Kunkeshwar Temple, Devgad Windmill Garden and Beach, Vijaydurg Fort were known tourist spots in Devgad. In term of tourism people like beautiful beaches, beautiful nature to a greater extent. Padavane Beach, Nhawankond Waterfall (Talwade), Manche Waterfall, Mithbav Beach were found to be little known tourist spots. Non availability of tour guides, lack of guide signs, improper roads, excess drinking by tourists, lack of water sports etc. major problems were realised. It is necessary to establish good quality accommodation for the tourists coming to the tourist places. Road transport facilities to tourist places must be of good quality. Roads leading to tourist destinations should have quality signposts. Less familiar tourist places should also be promoted to visit. Providing good facilities, water sport facilities, good mobile network is needed.

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