



ROLE OF WOMEN IN PROMOTING SUSTAINABLE TOURISM IN THE KONKAN REGION

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ABSTRACT:

The increased significance of sustainable tourism has led to the development of a necessity to comprehend the role of women in facilitating environmentally and culturally responsible tourism practices. This study will be undertaken to discuss how women can be used to facilitate sustainable tourism in the Konkan region. The research is anchored on primary data gathered by use of respondents and subjected to statistical methods of analysis. The results show that women have a significant contribution in increasing environmental awareness, homestay management, preservation of local culture, and involvement of communities in tourism activities. The same women also take part in the waste management, keeping beach clean, promotion of local handicrafts and creation of local jobs that enhance sustainable tourism operations in the region. The research encourages social value by presenting the significance of women empowerment in tourism activities that may help to boost the local economy, cultural and environmental sustainability in rural and coastal societies.

Keywords: *Sustainable Tourism, Women Empowerment, Konkan Tourism.*

INTRODUCTION

The Konkan Region boasts of the best beaches of India, the rich biodiversity, historical forts and cultural heritage and as such, it is an essential choice as a destination to sustainable tourism in India. Sustainable tourism aims at developing the economies and maintaining the environmental resources along with conserving the local culture. In this regard, women are significantly involved in contributing towards the environmentally friendly tourism activities by engaging in homestays, participating in local handicrafts, running of traditional cuisine and small-scale tourism business establishments. Their participation does not only make the tourism experience more authentic but also leads to the development of community-based tourism in the rural areas on the coastal.

The women of the Konkan region have come out as central actors towards ensuring sustainable tourism through services in the hospitality industry, environmental conservation, and culture preservation. By means of self-help groups and micro-entrepreneurship, several women are running home stays, making local products, and leading tourists, hence earning money, but at the same time preserving the ecological balance. They improve the economies of the local areas, boost the communities, and enhance responsible tourism. Thus, they should identify and promote the role of women to ensure long-term sustainability and inclusive growth of tourism industry in Konkan region.

Also, the increased participation of women in activities related to tourism has been an important contribution to social empowerment and sustainable livelihood in Konkan Region. Women engage in community-based tourism programs to facilitate the advancement of local culture, folk arts, food, and environmental-friendly tourism activities that are appealing to well-intended tourists. They not only enhance the household income, but also promote the natural resources like beaches, forests, and marine biodiversity conservation. Thus, women empowerment will be achieved through training, financial assistance, and policy-making to enhance sustainable tourism development and ensure growth and conservation of cultural and environmental values of the region are inclusive.

REVIEW OF LITERATURE

1. **Subandh, P. & Gaikwad, K. (2024)** explored in their research study the potentiality of tribal tourism in Maharashtra's Konkan region which focuses on tribes like Katkari, Mahadev Koli, and Warli. The research support the idea that through promoting of tribal tourism it would be useful in generating income, creating opportunities for employment, as well as helping to protect the indigenous cultures if it is well managed and also emphasizing on the significance to improve infrastructure & adopt eco-friendly practices for ensuring long-term advantages for the environment & local communities.
2. **Shailendra, P., Joshi, S., et al. (2025)** investigated in their research that the main responsibility of the social networking sites is to drive sustainable tourism inside the Konkan region of Maharashtra specifically in Ratnagiri. The research highlight the sightseeing points in the regions which promotes the environmental sustainability & benefitting the local communities. The study underscore potential for the digital platforms in fostering favourable changes in the landscape of tourism especially in environment sensitive regions such as Ratnagiri in the Konkan region in Maharashtra.
3. **Parturkar, MS., Sondge, MN., et al. (2021)** conveyed in their research provides as well as overviews, studying various aspects of the products of tourism and their potentials. The tourism of Konkan is an ideal model for tourism in India. Tourism is a labour-intensive industry & the sector requires huge number of small as well as micro enterprises for fulfilling the needs of the tourism industry and thus the opportunities which are created through tourism are accessible for the poor because of the need for smaller capital, as well as low skills required relatively.
4. **Kalkar, P., Koranne, S., et al. (2020)** highlighted in their research study about envisaging the inter-relationship among the perceptions of the tourists, factors influencing satisfaction among the tourists, and expectations of the tourists' referred to a prominent touristy destination in Maharashtra, a Konkan Belt. The research indicates the current features of western coastal region of Maharashtra & adaptability to expand the functions, features and aesthetics of tourism for enhancing the experience quality of the tourist.
5. **Wanole, S., Kadam, J., et al. (2020)** examined in their research study that the main aim of this research was in studying the SWOT analysis with respect to the centers for agri-tourism in Konkan region. The findings derived from the research indicates that the main strength points for agri-tourism is reflected in it's natural resources or it's flora and fauna (waterfall, hill station, beaches) & higher value of their historical background (temples, forts, and caves) was 100%, then followed by 95% and 85% of respondents have agreement on absence of financial assistance being provided by the government, poor infrastructure of the roads and lack of skilled human resources in the form of weaknesses of agri-tourism. On the other hand, 100% respondents discovered opportunities for employment to the farmers which included the youths and the farm family members, most of the respondents (95%) were observed to have potential for increasing centers of agri-tourism in Maharashtra's Konkan region.
6. **Korlekar, V. & Desai, C. (2024)** identified in their research study that the main purpose of the research paper is to consider the complex meaning of these temples in an interdisciplinary approach, including their sustainability. Hence the temples aren't just spiritual makers but also the

actual sustainability constructs in their individual practices & communal strength in between shift in social as well as environmental situations.

Objectives

1. To examine the role of women in promoting sustainable tourism in the Konkan region.
2. To suggest ways to enhance sustainable tourism practices through women’s participation in the Konkan region.

Hypothesis

H₀: Women do not have a significant role in promoting sustainable tourism in the Konkan region.
 H₁: Women have a significant role in promoting sustainable tourism in the Konkan region.

RESEARCH METHODOLOGY

The research is descriptive and has a deductive research approach in which the researcher seeks to know the role of women in ensuring sustainable tourism in the Konkan region. The study was done using both primary and secondary data. A total of 115 women who engage in tourism related activities were used as primary data and were interviewed using a structured questionnaire whereas research articles, books and reports were used as secondary sources of data. One Sample t-test was used to analyze the collected data in order to test the significance of the factors chosen. The statistical analysis and the interpretation of the results were done using R Studio software.

DATA ANALYSIS

Table No: 1 One sample T-test

Items	t-value	p-value	Result
Eco Awareness among tourist	32.680	0.000	Significant
Cultural Promotion	27.895	0.000	Significant
Homestay Management	27.618	0.000	Significant
Local Handicrafts	28.894	0.000	Significant
Waste Management	32.471	0.000	Significant
Beach Cleanliness	31.471	0.000	Significant
Tourist Guidance	32.452	0.000	Significant
Local Cuisine	28.909	0.000	Significant
Community Participation	31.984	0.000	Significant
Resource Conservation	31.231	0.000	Significant
Heritage Preservation	31.245	0.000	Significant
Rural Tourism	32.908	0.000	Significant
Cultural Events	32.507	0.000	Significant
Local Employment	30.872	0.000	Significant

Source: Compiled from Primary Data

The t- test outcomes of the one sample t-test show that all the factors that have been selected in the development of sustainable tourism are statistically significant. The t-values of all items were high, and the p-values were below 0.05(p = 0.000), which validates the fact that the ratings of the tourists

were important in upholding these dimensions. This means that the tourists have a deep perception that the contents of eco awareness, cultural promotion, homestay management, local handicrafts, waste management, beach cleanliness, and tourist guidance are among the key elements in promoting sustainable tourism.

Moreover, such factors as local cuisine, community involvement, resource preservation, heritage conservation, rural tourism, cultural events, and local employment also prove to be important in facilitating sustainable tourism development. These results indicate that environmental responsibility, maintenance of local culture, and involvement of local communities has a critical contribution to the sustainability of tourism and enhancement of overall tourism experience.

Table No: 2 Summary of Hypothesis Testing

Test used	Results	Interpretation	Null/ Alternate
One Sample t-test	As most of the p values are less than 0.05. There is a significant Role of Women in Promoting Sustainable Tourism in the Konkan Region Thus, H0 is rejected and H1 is accepted as p(value) < level of significance 5%.	It can be therefore concluded that eco awareness, cultural promotion, homestay management, local handicrafts, waste management, beach cleanliness, tourist guidance, local cuisine, community participation, resource conservation, heritage preservation, rural tourism, cultural events, and local employment are all important dimensions that affect the role of women to promote sustainable tourism in the Konkan region. These facts show how women are playing a role in helping environmental protection, cultural preservation, as well as local economic development.	Alternate accepted

Source: Compiled from Primary Data

CONCLUSION

The paper identifies the large contribution made by women towards sustainable tourism in Konkan region. Women are playing their part in ensuring the environment is aware of issues like environmental conservation, keeping of the beaches clean, and waste disposal, thus assisting in environmental sustainability. Their participation on the management of homestay and hospitality services assists in enhancing the tourist experience of the tourists. The women are also significant in enhancing the local handcrafts, local cuisine, cultural events, and conservation of such heritage, which enhances the cultural identity of the location. They are also involved in tourist guidance and community-based tourism, which increases the development of tourism. Moreover, women also help in the creation of local jobs and enhancement of the livelihoods of the locals. Such results help to indicate that the involvement of women in tourism activities can be enhanced by training programs, policies that support women, and tourism ventures organized by women to improve sustainable tourism and help in enhancing socio-economic development of the area in general.

Figure No: 1 Women-Led Sustainable Tourism Development Model



SUGGESTIONS

There should be more encouragement of women who are involved in tourism activities in the Konkan region in order to enhance sustainable tourism. The women can receive Skill development and training programs that would assist in enhancing their abilities in hospitality services, eco-tourism practices, promotion of handicraft, and guiding tourists. The government and tourism agencies should promote women-based homestays, local cuisine, and small tourism enterprises in terms of provision of financial help and awareness campaigns. The participation of women in tourism planning and decision making in the community can also be achieved to increase local participation. The long-term sustainability will also be promoted with the promotion of environmental conservation practices, waste management, and cultural preservation. These efforts will be able to empower women and at the same time help the growth and sustainable development of the local communities economically.

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