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Issues in socio-Economic development of tourism, with special reference to tourist spot, hot spring at Umjarain (previously Jakrem) in Mawkyrwat, South West Khasi Hills District of Meghalaya in India.

Ms. Anima Mazumder (Asst Prof)
SngapSyiemCollege, Mawkyrwat
South West Khasi Hills District

Objectives of the study

1. To identify the various issues in Socio- Economic development of the tourist spot hot spring at Umjarain in Mawkyrwat.
2. To make suggestions towards the enhancement of socio-Economic development of this area.

Abstract

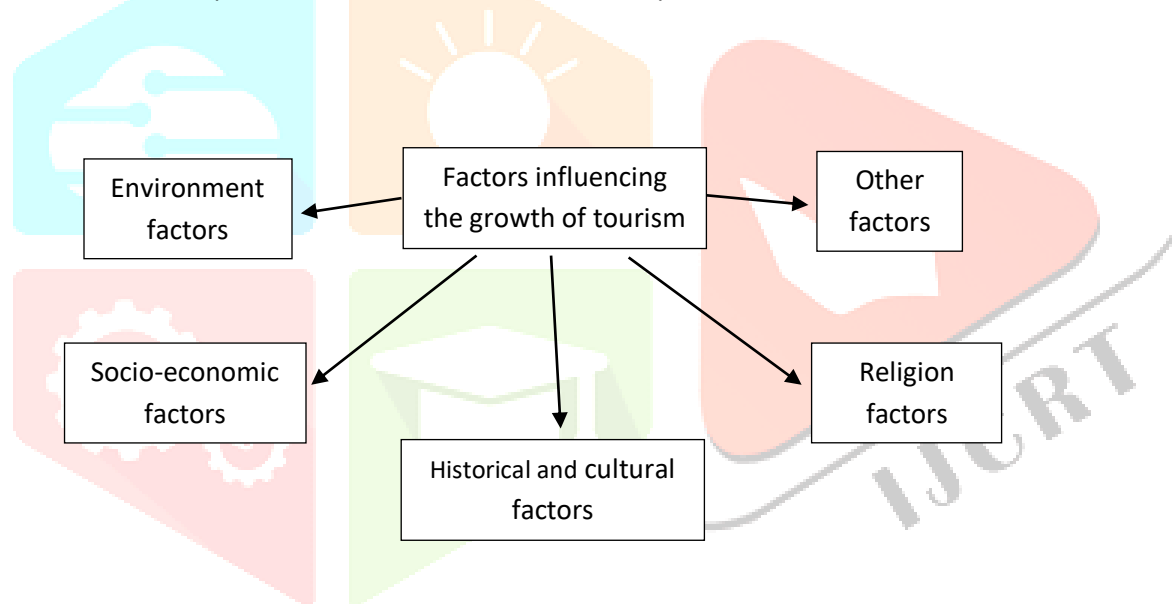
Tourism in India is important for the country's economy and it is growing rapidly. India's travel and tourism Industry outperformed its economy as a whole. Meghalaya is a little hilly state with fascinating scene, unique culture, custom and conventions. On 21st January 1972 Meghalaya the "Dwelling place of clouds" turned into state of India. Meghalaya the "Abode of cloud" is one of the most beautiful states in the North eastern Region. It is also called "Scotland of the East" in study area Umjarain village is situated in Mawkyrwat the South West Khasi Hills district in Meghalaya. From Shillong the hot spring (tourist spot) is about two and a half hours journey by bus/car. Umjarain is not densely populated like the others tourist destination in Meghalaya. Regarding tourist spot huge number of people visit this place either to enjoy its natural beauty or for picnic or to experience the health therapy provided here. As a result, this place is able to attract many tourists every year. In modern society, no tourism industry can escape for international competition due to globalization. In this situation how to enhance Socio-Economic development of this area is the biggest Challenge. It requires an overall plan to increase tourist destination and effectively using limited resource to the current environment and focus on empowerment of local women and gender equality which benefits women. This paper is based on primary and secondary data collection and its attempt to explain the issues in the Socio- Economics development in Umjarain area (hot spring tourist spot) in Mawkyrwat, South West Khasi Hills District in Meghalaya.

Key words: Tourism, Socio-Economic development Unique, Women empowerment

1.1 Introduction

Tourism means people traveling for change. It includes activities such as sightseeing, relaxation, pleasure, holiday activities, enjoyment, feeling with environment, natural scenery and so on. Tourism may be defined as “a significant social phenomenon”, involves a temporary break with normal life and routine. Tourism in-fact is a leisure activity. In modern societies work and leisure are organized as separate and regulate are of social practice. Tourism involves the movement of people to various destinations and stay there. This involves a journey and services like transport, accommodation, catering and viewing etc. With the rapid economic and social development, a tourism industry can enhance a State economic development as well as becoming sources of income for the local people. Many State are actively developing their own tourist destinations for international competitiveness.

Meghalaya is a little hilly state with a fascinating scene, unique culture, custom and conventions. Meghalaya is “The Abode of Clouds” and it one of the most beautiful state in North East India also called “Scotland of the East” offering a variety of sights, activities food and festivals to the tourists. In Meghalaya there are so many places of interest with scenic beauty which may attract tourists. The South West Khasi Hills District is having a great potential. Various tourist spots are located in Mawkyrwat and Ranikor. Hot spring in Umjarain earlier known as Jakrem is famous for Sulphur contained water Spring near Mawkyrwat. The goals of the study are to establish for Socio-economic development of tourist destinations. The management of all tourism destinations should focus on enhancement their attractiveness and quality, as well as efficiently using the limited resources in the current environment. Important factors that affect the development of tourism are as follows.



In establishing a tourist friendly destination concept, these factors are highly essential to generate a new experience and satisfaction to tourist.

Details of the factors are—

1. Environment factors viz. Good climate, Scenic Beauty View Points, etc.
2. Socio-economic factors viz. Accessibilities, accommodation, amenities, Ancillary Services, etc.
3. Historical and culture factors.
4. Religion factors
5. Other factors viz. internet facility, cashless pay, Massage Centre, Water Game, forest camping etc.

1.2 Objective of the Study

1. To identify the various issues in Socio-economic development of the tourist spot—Hot spring in Umjarain Village.
2. To Make out the suggestions towards the enhancement for the Socio-economic development of this area.

1.3 Study Areas.

Tourist spot, Hot spring which was situated in Jakrem previously. Now this village is known as Umjarain in Mawkyrwat in South West Khasi Hills district in Meghalaya.

Hot spring – Umjarain village

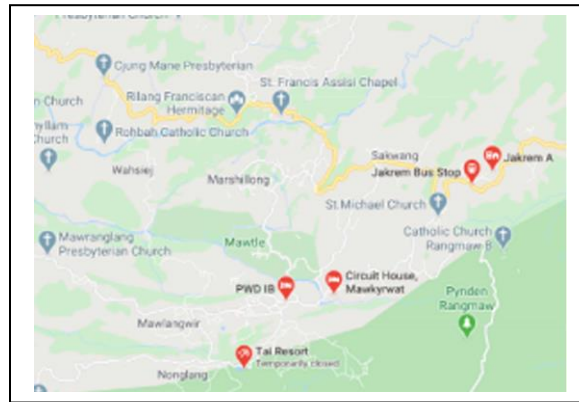
Population: 535

Place: Mawkyrwat, South West Khasi Hills District

Literacy rate: 58.51 %

No. of Households: 88

District head quarter: Mawkyrwat



1.4 Women empowerment: Woman empowerment includes the action of increasing the status of women through education, literacy, training to raise awareness, through employment opportunities and to make life determining decisions through different problems in society. Woman empowerment promoting equal rights and opportunities for a society free from gender and discrimination. The present study relates to socio- economic development of women for this particular area. Female workers are more than male workers in this particular area. Rural women workers occupy a lower position compared to their urban counter parts. Women empowerment can achieve by enhancement of their employment opportunities through Hospitality.

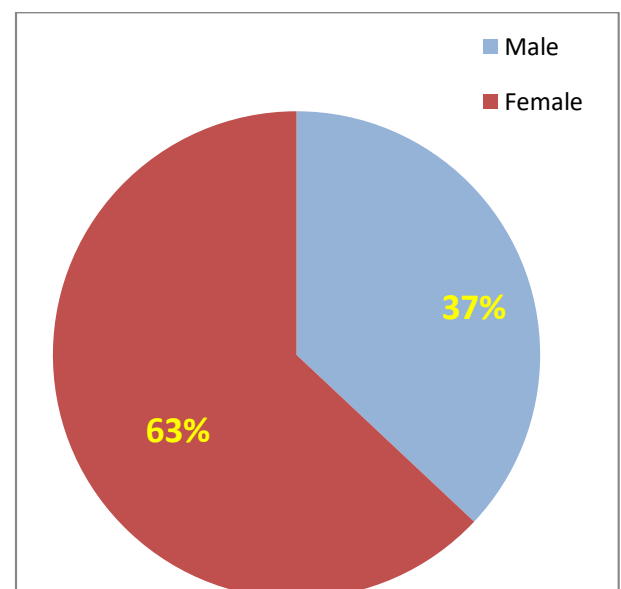
1.5 Methodology: This paper is based on primary and secondary data collection. Secondary data are collected from books, offices, headmen, website, etc. primary data are collected from respondents.

1.6 Significant of the study: To establishing a tourist friendly destination also rapid economic and social development by efficiently using the limited resources of that location.

1.7 Result and Discussion: In this study most of the respondents are the female of Umjarain village, the Hot spring tourist spot.

Table 1- Distribution of Gender Classification

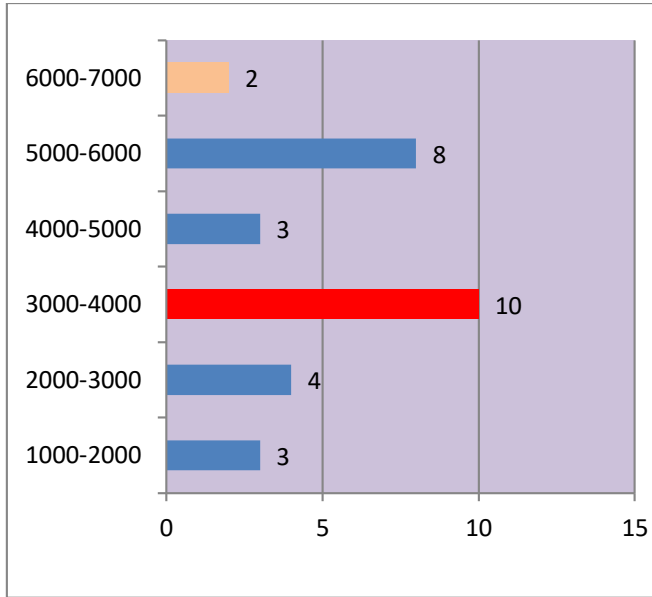
Sl. No	Gender classification	Respondents	Percentage
1	Male	11	37%
2	Female	19	63%
Total		N=30	100%



Source: Personal Survey Data

Table 2 Distribution of income of the respondents in per month

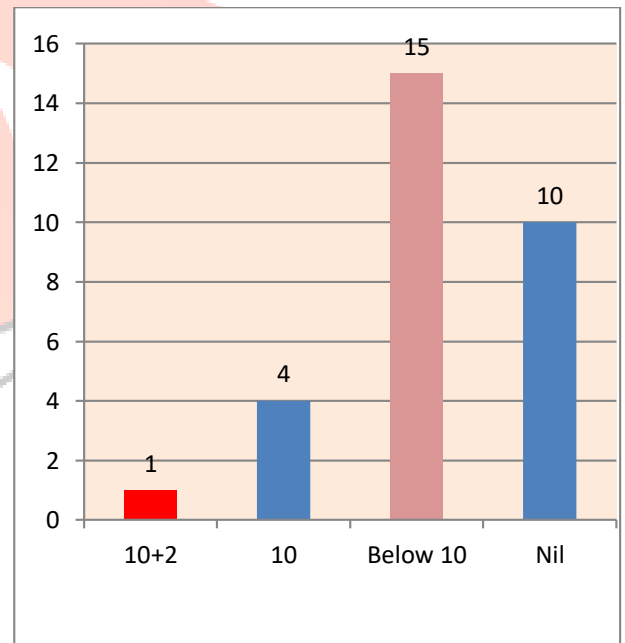
Sl.No.	Monthly income	Respondents	Percentage
1	1000-2000	3	10%
2	2000-3000	4	13%
3	3000-4000	10	33%
4	4000-5000	3	10%
5	5000-6000	8	27%
6	6000-7000	2	7%
Total		N=30	100%



Source: Personal Survey Data

Table 3. Distribution of Educational Qualification of the respondents.

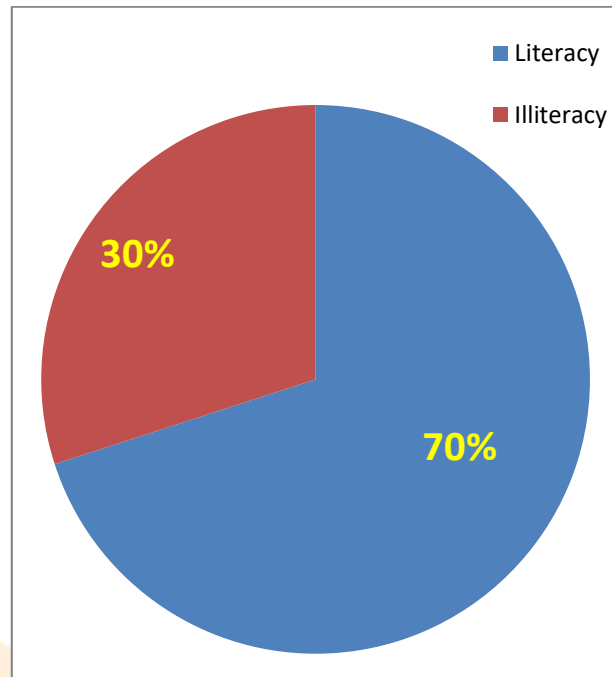
Sl. No.	Monthly income	Respondents	Percentage
1	10+2	1	3%
2	10	4	14%
3	Below 10	15	52%
4	Nil	10	34%
Total		N=30	100%



Source: Personal Survey Data

Table 4. literacy

Sl.No	Education	Respondents	Percentage
1	Literacy	21	70%
2	Illiteracy	9	30%
Total		N=30	100%



Source: Personal Survey Data

Hot Spring is located in Umjarain (Previously Jakrem) on the way to Mawkyrwat. Hot water is extremely good for the skin and the body as it contains volcanic minerals. It is managed by the private party five individual manage the hot spring. The water is channelized through pipes and gets distributed to many closed rooms for visitors to take bath. But this place needs cleaning for good hygiene. Majority of the respondents reveal that poverty is the main problem for their development of shape in the month of December and January more than fifty visitor come to hot spring. There is one resort for accommodation but is very costly. They use to take to take per night 2000/-. There is only one medical unit and that there are no proper medical facilities in that area.

1.8 Problems and obstacles: Due to the traditional pattern of local society there is a number of hurdler/problems to develop this tourist spot

1. Weather (erratic rainfall)
2. Poor tax collection rate (per ticket Rs 30)
3. Lack of finance
4. No guideline
5. Low density of population
6. Lack of motivation
7. Poverty
8. No experience about rural development issues
9. Lack of knowledge

10. Lack of infrastructure (road and communication health center)

11. Lack of cleanliness

1.9 Major findings: Majority of the respondents reveal that main problem for the development area is poverty.

1. Lack of infrastructure facilities

2. Poor qualities of food

3. No dormitories room

4. Only one resort but costly one

5. No trade mark or sign board from Shillong to Umjarain

6. Lack of knowledge about tourist spot

7. Lack of infrastructure facilities particularly poor quality of road

8. No guide for demonstration

9. No proper medical facilities

10. Lack of motivation

1.10 Suggestion: Following are the suggestion towards the Development and enhance the tourist attraction of Umjarain Hot Spring.

1. Women strengthen

2. Environmental security and maintainable advancement

3. Challenges of globalization of hot spring as a great tourist spot

4. Private authorities should be aware of the management of this tourist spot

5. Changes in environment of hot spring and innovation

6. Tourist safety is the attribute the tourist care about the most, so very few tourists would select this destination so tourist safety is very much essential. Good information and tourist services of the destination may promote the image of a tourist site

7. To provide tourist guide those who have knowledge of these official languages that is Hindi, English, Khasi

8. The government ought to be prepared to new project for the development of the area.

9. To provide good accommodation and catering facilities. A type of accommodation required by tourist depends on their live style, standard of living, capacity to spend money.

10. Empowerment of women in socially and financially.

11. For economic and social development of the tourist spot all decision makers both separate and collectively should assume liabilities for their performances.

1.11 Conclusion

A tourist destination (such as rural and urban) is no longer viewed as a place that features unique natural landscape, culture and art instead it is seen as a compound product that satisfy the tourist. The management of destination should be use limited resources to perform to maximum effectiveness for the positive evaluation by tourists. At the same, this can help decision makers to make future development programs which will help the tourists. The Government should be aware of the tourism. industry which will help for the economic development of the local people. The output from the study will be useful if the management committee do their service potentially in this area.

