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Potential, Problems and Prospects of Agro- Tourism Development in South Solapur Taluka

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Abstract:

Urban population is increasing day by day in the India. Today the urban people's world is restricted in the closed door flats, offices, clubs, television, video games, spicy fast food, computer, and internet and so on. They can see nature only on television or screen of the computers. Moreover, some people living in the cities do not have relatives in villages and them never visit or stay in villages. These peoples want enjoy rural life but there is problem of such type of facilities. Hence, it is opportunity to the farmers for development of the agro-tourism centers and serves them and creates additional income sources. Today the concept of traditional tourism has been changed. Some new areas of the tourism have been emerged like agro-tourism. Promotion of tourism would bring many direct and indirect benefits to the people. Agro-tourism is an innovative agricultural activity related to tourism and agriculture both. South Solapur is one of the major tourist centers and there is large scope and great potential to encourage farmers to establish small and viable business such as agro-tourism in rural area.

Solapur district have few agro-tourism centers and South Solapur is well known pilgrimage villages such as *Hattarsang Kudal* and *Bahndrkavathe*. The *Sangmeshwar* Temple of *Hattarsang Kudal* and *Pir-Mahashidha* Temple of *Bhandarkvathe* attract Hindu pilgrims. Both two villages are situated near about 45 km from the Solapur City on *Bhima* River Basin. Agriculture is well developed in these villages, villagers plant some medicinal plant, varies types of vegetable, fruits etc. doing traditional and advanced forming and some small old temples which are best example of good architecture. If some facilities provide at both two villages they will develop as agro-tourism center and generate some income for villagers. The present study is limited to potential, problems and prospects of agro-tourism business in South Solapur Taluka. The study includes their benefits and problems as well as it includes appropriate framework regarding to establish the agro-tourism centers in the South Solapur Taluka.

Key words: Agro-tourism development, Problem and Prospects.

Introduction:

Geography is fundamental to the study of tourism, because tourism is geographical in nature. Several countries have transformed their economies by developing their tourism potential. Tourism has great capacity to generate income sources. Agro-tourism is the practice of attracting travelers or visitors. Today the concept of traditional tourism has been changed. Some new areas of the tourism have been emerged like Agro-Tourism. Promotion of tourism would bring many direct and indirect benefits to the people. Agro-tourism is an innovative agricultural activity related to tourism and agriculture both.

Importance of the Study:

Agriculture is a most important occupation in the India. But, today it has becomes unprofitable due the irregular monsoon, prices fluctuations of Agro-products and some internal weakness of the agriculture sector. Hence, there is need to do some innovative activities in the agriculture, which will

help to farmers. Agro-Tourism is one of them. It is opportunity to the farmers for development of the agro-tourism centers.

Objectives:

1. To examine the importance of agro-tourism development.
2. To detect the problems of agro-tourism and suggest recommendations for to establishment of agro-tourism.

Sources of the Database:

The present study was conducted on the agro-tourism based on primary and secondary data. The data have been also furnished from the related articles, research papers, reports and 11th Plan document of the government of India. Some data have been furnished from the websites of the government of India and Maharashtra as well as Ministry of Agriculture. Some ideas have been also taken from the Tourism Development Corporation of Maharashtra.

Who Can Start Agro-Tourism Centers?:

The individual farmer can start agro-tourism who has minimum two hectares land, farm house, and water resource and is interested to entertain the tourists. Apart from the individual farmer, agricultural co-operatives institute, Non-government organizations, Agricultural Universities, and Agricultural Colleges may start their centers. Even *Grampanchayats* can start such centers in their operational areas with the help of villagers and farmers.

Requirement of Agro-Tourism Centers:

Researcher has identified the minimum requirements for the agro-tourism centre. To develop an agro-tourism on their farm, the farmer / farmers must have basic infrastructure and facilities in their farm as follows:

Infrastructure:

1. Accommodation facilities at same places or alliance with nearest hotels.
2. Farmhouse, which has the rural look and feel comfortable along with all minimum required facilities.
3. Rich resources in agriculture namely, water and plants at the place.
4. Cooking equipments for cooking food, if tourist have interested.
5. Emergency medical care with first aid box.
6. The well or lake or swimming tank for fishing, swimming
7. Bullock cart, cattle shade, telephone facilities etc.

Facilities should be provided by Agro-Tourism Centers:

1. Offer authentic rural Maharashtrian and Solapurian food for breakfast and lunch.
2. –Farmers should offer to see and participate in the agricultural activities.
3. Offer an opportunity to participate in the rural games to the tourists.
4. Provide them information about the culture, dress, arts, crafts, festivals, rural traditions and also give possible demonstration of some arts.
5. Offer bullock cart for riding and horse riding, buffalo ride in the water, fishing facility in pounds or nearest lake.
6. Offer fruits, corns, groundnuts, sugarcane and other agro-products as per availability.
7. Show local birds and animals and give authentic information about them.
8. Must provide safety to tourists' with the support of alliance hospitals.
9. Arrange folk dance programme, Bhajan, Kirtana, Lezim dance, Dhangari gaja, etc.
10. More available some agro-products for purchase to the tourists.

Other Facilities:

1. Offer pollution free environment to the tourists.

2. Try to create interest about the village culture for the future tourism business.
3. Introduce the tourists with imminent persons of your village.
4. – Employ well-trained staff or funny (comedy) persons with good communication skill to entertain
5. To have authentic information regarding ST bus time tables to facilitate the tourists.

Agro-Tourism Potential in South Solapur Taluka:

This South Solapur Taluka is located in the southeastern side of Solapur district and is bordered by [Osmanabad District](#) to the northeast, [North Solapur](#) and [Mohol Taluka](#) to the north, [Akkalkot Taluka](#) to the southeast, [Karnataka's Vijaypur district](#) to the south, and [Mangalvedhe Taluka](#) to the west. The taluka headquarters is located at [Solapur](#), which is also the district headquarters and its largest city. Mandrup, Kumbhari, Valasang, Musti and Boramani are the biggest villages in south Solapur. Total area of South solapur taluka is 1,195.3 km². The Bhima is the most significant river flowing through South Solapur Taluka. The river Bhima originates from the Bhimashankar plateau of Ambegaon tahsil in Pune district. After leaving the Solapur district, it enter into Karnataka state and meets with the Krishna river. The left tributary of Bhima is the Sina. Besides, a good number of lesser streams in the Solapur district which from the tributaries of the Bhima and Sina, are the local feeders. The Bhima and the Sina flow, roughly south easterly direction. River Sina is non perennial in nature and flow only during the rainy season. Other than nature and culture there is enough road connectivity in the rural areas of south solapur taluka. Solapur district abounds in numerous tourist attractions ranging from ancient cave temples, ancient forts and monuments, pilgrimage centre's and a rich tradition of festivals, art and culture. About two such locations have been identified in south solapur as rural agro-tourist destinations. Thus, few places of solapur have a tourism potential. Some following notable factors are helpful to the agro-tourism in the region under study.

1. Tourist places already exist to support agro tourism
2. Good communication and transport facilities
3. Green house cultivation of long stem cut flowers, vegetables, fruits etc.
4. Solapur is already established as one of the vital tourist destinations in the Maharashtra.
5. Solapur is the major producer of Jawar and Sugarcane.
6. There are an increasing number of tourists preferring non-urban tourist spots.
7. Some of the popular folk dances in rural Solapur are Lavni, Dhangari Gaja, Povadas, Kolidance and Dindi are the religious

folk dances. Culture of Solapur is very glorious with great variety. It gives a unique identity to the rural Solapur.

Problems of the agro-tourism in South Solapur Taluka:

The region under study has a greater potential of the development of the agro-tourism centres due to the good natural and climatic conditions. But there are some problems in the process of agro-tourism development. Major challenges and problems are as follows;

1. Lack of perfect knowledge about the agro tourism.
2. Weak communication skill and lack of commercial approach of the small farmers.
3. Lack of capital to develop basic infrastructure for the agro-tourism.
4. Ignorance of the farmers regarding the type of activities.
5. Presence of unorganized sector in the agri-tourism industry.
- ii. Ensuring hygiene and basic requirements considering urban visitors.

1. Lakhs of farmers have small size land holding.

Key Techniques for Success in Agro-Tourism:

Agro-tourism is a one of the business activities, so, farmers must have commercial mind and some marketing techniques for the success. For the better success in the agro-tourism, one should follow the following tips:

1. Give a wide publicity of tourism centre by advertisement means.
2. Develop contacts with the schools, colleges, NGOs, clubs, unions, organizations etc.
3. Train your staff or family members for reception and hospitality.
4. Understand about the customer's wants and their expectations and serve accordingly.
5. Charge optimum rent and charges for the facilities/services on the commercial base.
6. Develop your website and update time to time for attract tourist
7. Take their feedback and comments about the service to more development.
8. Develop a good relationship with the tourists for future business and chain publicity.
9. Develop different agro-tour packages for different types of tourists and their expectations.
10. Preserve a address book and comments of the visited tourists for future tourism business.
11. Behave sincerely with the tourists and participate with them.
12. Small farmers can develop their agro-tourism centers on the basis of cooperative society.

Conclusion and Suggestion:

Solapur has a great potential to the development of agro-tourism, because of natural conditions and different types of agro-products as well as variety of rural traditions, festivals. More

than 45 per cent of population is live in the urban areas and they want to enjoy rural life and to know about the rural life. It is a good opportunity to develop an Agro-tourism business in Maharashtra. But there is a problem of low awareness about this business in the farmers and problem of the finance and proper view in the farmers of the Maharashtra. Hence, the agriculture departments of the districts, Agriculture Universities should try to give orientation about it and provide some innovative ideas regarding the Agro-tourism. The government should try to provide optimum financial aids to the agro-tourism activities in the Solapur by the grants and institutional finance. Banks should provide optimum financial help for the Agro-tourism activities in Solapur. Union of the Agro-tourism service providers is also another need of these farmers which helps to the agricultural tourism network in the India including

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‘Tourism,’ a study!

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Abstract:

Maharashtra state is famous for historical, religious, geographical, medical tourism. Every year, 4 crore tourists from different parts of the country and about 20 lakh tourists from abroad come to Maharashtra. Mumbai, Ajanta and Verul are the first choice of foreign tourists. Among foreign tourists, there has been an increase in the number of visitors coming and going for educational purposes since 1990 and for medical treatment since 2000. The state of Maharashtra has a great legacy of historical tradition. The state of Maharashtra has been enriched by the Kailas Caves of the Satavahana period, Shiva temples, the forts of the Maratha period, especially the Jaldurgs, which are not found anywhere else outside of Maharashtra, but the Bhuikot fort built during the Peshwa period.

Keywords: Understanding of social life, Cultural exchange, Employment generation, Economic development

Introduction:

The term tourism is related to the word tour and the word tour is derived from the Latin word 'tornos'. The original meaning of the word *Tomos* is circle. From this word, the term 'circular travel or package tours' was coined. Tourism is primarily travel for entertainment and purposes. Tourism can be of many types. In domestic tourism, residents of the same country travel to different places within their own country. When residents of another country come to our country, it is called inbound or inbound tourism. Foreign tourism is when residents of your country travel to another country. It is called foreign tourism or outbound tourism. Tourism has become very popular worldwide as a means of spending leisure time. After the global recession of the late 2000s and the H1N1 flu pandemic, tourism recovered from mid-2008 to late 2009, and in 2012 the number of global tourists crossed the 100 crore mark for the first time in history. International tourism revenue rose to US\$ 1.03 trillion in 2011, an increase of 2.8% over 2010. In 2012, China became the world's largest tourism spender, surpassing the US and Germany. Tourism spending by China and emerging nations Russia and Brazil has increased significantly over the past decade.

History:

Travel has been an instinct of human nature since time immemorial. The methods and concepts of travel in ancient times are different from today's

methods and concepts of travel. In ancient times, the purpose of travel was to explore new territories, trade and visit religious places. These travellers and traders used to travel through different terrains, countries and states. Therefore, the capitals of various states, cities, ports, centres of markets, trade routes were connected with them. Different human groups and cultures came to know each other through this travel and trade. Many things were exchanged. They understood each other's social life. These factors were favourable for the growth of travel and tourism. During the Middle Ages, there were changes in the way traders travelled. The concept of travel for pleasure, entertainment, was first introduced by the Romans in Europe. During the Roman Empire, the people there went to see the pyramids in Egypt, Athens and Smarta in Greece, the magnificent urban structure, the temples of the gods, the idols, the playgrounds there. Further, due to the revival in Europe, the expansion of the colony and society around the world, the industrial revolution and the flow of wealth that started in Europe, tourism was no longer a monopoly of the rich, but the middle class also participated in tourism. It included preachers, learned writers, poets and traders. European tourists laid the foundations of modern tourism.

What exactly is tourism?

What exactly is tourism has been defined in different terms by scholars all over the world. Some

have linked tourism with human emotions, some have linked tourism with social systems, many have defined tourism with economics. Although tourism may seem to be a modern term, it came into use in the thirteenth century. The original meaning of tourism was to travel from one place to another and return to the original place within a certain period of time.

According to Herman Shuller, an Australian economist, tourism is the arrival, residence, visit and departure of a foreigner to a country.

For recreation by one person or group of people from one place to another. Travel for study, work is tourism.

Tourism is travel for entertainment, leisure or work. The World Tourism Organization (WTO) defines tourists as 'people who travel to a place outside their local area and stay for less than 1 consecutive year for recreation, work or other purposes.

Purpose of tourism:

The main purpose of tourism is entertainment. Tours are organized to give relaxation to the human body and mind. Maximum information about those places is obtained from tourism. Therefore, the purpose of tourism is to increase knowledge. Biodiversity is recognized through tourism. Acquaintance with the great cultures of all over the world will enrich the knowledge of the amateur tourists. Employment is obtained through tourism. Business is also the purpose of tourism. Tourism directly benefits the economy by developing factors such as restaurants, shops, transport system, entertainment places etc.

Importance of Tourism:

Tourism is not only a leisure and recreational activity but also a business, which attracts tourists to us, entertains us, and brings income to our country. Tourism gives us the opportunity to learn new cultures, meet new people, have fun in different places and go on adventures.

1. **Economic growth:** Tourism industry helps in earning foreign exchange. It helps our country to earn foreign exchange. Every year a large number of tourists visit India and other places to visit different places, stay there and shop there. All these things contribute significantly to the foreign exchange or currency. Despite the global recession, there has been a percentage increase in tourism.
2. **Source of Income:** Tourism is a constant source of public and private income. The government levied different types of taxes is called government revenue and the income earned through these taxes is public income. A

seller who earns profit from local goods is called personal income. Tourism also helps in job creation. This led to employment opportunities in the hotel industry, hospitality industry, service sector entertainment and transportation industry.

3. **Development of Infrastructure:** Have you ever noticed that when a place is declared as a tourist destination, the place undergoes a significant transformation. Tourism improves dams, roads, connectivity, airports and helps tourists visit a place in a better way. This helps in the development of tourism infrastructure.
4. **Social Advancement:** Tourism is a great way for cultural exchange. It encourages social progress by teaching tourists to show respect, tolerance and love to each other while visiting New Progress.
5. **Cultural Heritage:** Tourism helps showcase the beauty, art, history and culture of our country. Different people from any country bring with them beautiful and cultural concepts and spread those concepts to different places. In this way, local skills, languages and arts are given scope by tourism. And cultural heritage is preserved.

Types of tourism:

In modern times tourism has become an independent local interstate national and international business. The main motivation behind tourism is to visit archaeological sites, historical and scenic places, centres of ancient art production, pilgrimage sites, industrial and other projects in the country and abroad. Tourists all over the world want to experience the beauty and magnificence of natural and man-made things. Therefore, the marginalized regions like snow peaks, beaches, dense forests came into tourism. Programs were started on him through audio-visual media. Broadly, the types of tourism are local, interstate, international, religious, historical, health sciences, agriculture, natural, sports tourism.

Local and Interstate Tourism: This trip is easy. Since it is a country within a country, there is no barrier of language, currency, documents. Especially we can plan it according to the time available to us.

International Tourism : International tourism has become easier than ever thanks to ships, trains and planes. Ships connected coastal countries. Railway lines have connected Europe. Airplanes brought the world closer together. After economic liberalization, the number of people going abroad from India and people coming to India from abroad have increased. There has been an increase in the number of tourists

coming in and out of the country for activities such as study breaks, sightseeing, business meetings, contract work, etc.) for filming of films.

Historical Tourism: It is an important form of tourism all over the world. Historical tourism tours are organized keeping in mind people's curiosity about history. In Maharashtra, forts associated with Chhatrapati Shivaji Maharaj were organized by *Durg Bhraman Yatra* by Gopal Neelkanth Dandekar.

At the Indian level, tours to historical sites such as forts in Rajasthan, ashrams associated with Mahatma Gandhi and Acharya Vinoba Bhave, sites associated with the 1857 freedom struggle are also organized.

Geographical tourism: Tourism is done to observe various geographical features. Ecotourism includes sanctuaries, Valley of Flowers (Uttarakhand), beaches, geographical features (e.g., Ranjankhalege at Lonar Sarovar Nighoj, etc.). Many tourists go there because of the desire and curiosity to observe the nature in many of these places.

Health tourism: Medical services and facilities in India are cheap and quality according to Westerners. For this reason, foreigners have started coming to India. India has abundant sunlight. Many people come to India to take advantage of it. Foreign tourists come to India for Yoga education and Ayurvedic treatment.

Agric tourism: For those who have grown up in urban culture and are unfamiliar with agricultural life, Agric tourism has gained momentum in recent times. Lately, Indian farmers have started visiting places like remote agricultural research centres, agricultural universities, countries that are developing new technologies through innovative experiments in agriculture like Israel to learn about modern farming technologies.

Sports Tourism: Sports tourism is a form that emerged in the twentieth century. At the global level there are Olympics, Wimbledon and World Chess Championships, international cricket competitions and at the Indian level the Himalayan Car Rally and at the Maharashtra level the Maharashtra Kesari wrestling competition. Going to watch these matches is sports tourism.

Occasional Tourism: People look for reasons for tourism. Many such opportunities have become available in the twenty-first century. E.g. Film festivals, conventions, international book fairs etc. in various countries around the world. People go

places for such reasons. Literary lovers of Maharashtra also go for the *Akhil Bharatiya Marathi Sahitya Sammelan* held every year.

Development of tourism

Attracting domestic and foreign tourists is the most important issue. Transport and safety of tourists, comfort of travel, availability of good quality accommodation, convenience of toilets during travel should be prioritized in tourism. In this, special attention should be paid to the needs of disabled tourists.

We need to take some care to preserve the historical heritage. Things like defacement of historical heritage sites, writing on walls or carving on trees, painting old structures in garish colors, lack of facilities in the locality which increase unhygienicness should be avoided.

There is a need to provide information booklets, guides, maps, history books in important languages of the world. The things that can be done are to provide language training to the drivers who take the tourists for a tour, to act as guides.

Conclusion:

Tourism attracts tourists to the country. It also invites to come. It helps in the economic progress of our country. It creates employment. Tourism is a great way for cultural exchange. So tourism of the country should be encouraged because tourism provides the facility to discover the beauty of the world.

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The Impact Of Tourism Development On Indian Economy – A Study

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Abstract:

From beginning and ancient times every human being is always so eager to see the new things around him i. e. new culture, new territories, new natural sceneries, new accepted changes in traditionalism etc. The only way to achieve these goals is largely possible through tourism industry. India is a country of not only various casts, creeds and religions but excellent tourists places al over the country. The millions tourists not only from India but also from all over the world visits these places , know and accept the different aspects of the culture, enjoys variety food and sometimes gives the donations for the more development of these places. The Indian tourism industry now has ruined it's feet strongly that every year this industry is making very much progress. It helps the Indian economy to minimize the percentage of unemployment. There must be certain initiatives should be taken to develop Indian Tourism sector.

Keywords: Hospitality, Pandemic, infrastructure, diversification

Introduction:

Indian tourism industry is continuously developing. The percentage of total tourists visiting in the year is increasing. The small hawkers, retailers, the employees appointed as a guide or supervisor by forests departments, tourists vehicle holders who gives the vehicles like cabs, taxi, auto, open gypsy, cars on hire, proprietors of canteens who offers variety of breakfasts, luxurious hotels who maintains quality of food and shelter for extreme comfort are some of the positive aspects of the development of Indian Tourism Industry. It is 7th largest country in the world to contribute India's Gross Potential Product (GDP). Geographical diversity is the main specialty of India. The lot of beaches, heritage sites, national parks, forest reserves is the main eras due to which tourists rush to see these tourists' places. For development of Indian tourism industry, Government of India has sanctioned 2,400 crores in 2022-2023.

After independence India has become a most famous country of tourism. Government of India has taken the significant steps for the development of tourism in India. The main motto of these steps is to attract and to keep the attention of the foreign tourists towards Indian tourism industry. Firstly in 1956 government has considered tourism industry as a major industry to boost up the Indian economy. In 1982 a national policy was announced, in 1988 the national committee on tourism, 1992 a national action plan was prepared to make all over development of Indian tourism industry. Incredible India campaign was launched in 2002. Apart from

that, in 2015 Swadesh Darshan Yojana was established by government. Indian tourism industry is really a boon for Indian economy. In March 2022 ministry of tourism has invested 5,500 crores in it.

Objective of the study: The main objective of this research is to know the importance of tourism industry in the development of Indian economy.

Hypothesis: "Tourism Industry in India is really a boon for Indian economy."

Research Methodology: Secondary sources are used to collect the important data.

Impact of Tourism Industry on Indian economy:

Indian tourism industry has made deep impact on Indian economy. Some of the important impact is as follows;

Impact on Employment :

According to World Travel and Tourism council, in 2018 Indian tourism has earned 16.91 billion dollar or 9.2% of total Indian GDP. India is the second highest country after china in the field of population. Indian tourism sector has created the large infrastructure i.e, big roads, railways and airports. Most of the people having those specific skills of construction in the above transportation tools have rewarded by handsome employment opportunities. In 2019-20, 15.34% of the total jobs created in the country in Indian tourism sector.

Impact on International Tourists:

International tourists always like to visit various Indian tourist places. It's necessary to study the total number of international tourists who visited in Indian tourism places in last five years.

Table 1.1

Months	2019	2020	2021
August	800837	19761	92728
September	751513	28167	115661
October	945017	41494	191415
November	1092440	70977	263867
December	1226398	90544	317647

Source: Bureau of Immigration, India Description: Due to pandemic situation raised in 2020, the total number of international tourists was very much declined. But in 2021, it was again raised. It was a good sign for Indian tourism industry.

Impact on transportation :

India is a country having large and diverted area. There are 28 states and 8 union territories in the country. Now there is one more new state is newly added i. e. Telangana. There are many tourist places most famous for it's special tourism characteristics. Some of those tourist places are Kutch from Gujrat, Dantewada from Chattisgarh, Alleppey from Kerala, Betla national Park from Jharkhand, Jaisalmer from Rajasthan, Puri from Odisha, Valley of flowers from Uttarakhand, Bandavgadh national park from Madhya Pradesh, Varanashi from Uttar Pradesh, Bhandardata from Maharashtra, Golden Temple from Amritsar etc. Each state has its importance due to famous tourists sports and also historical as well as spiritual identity. Many tourists from various Indian states and also from foreign countries always visits to Indian tourism places. To make them very easy to rich the particular tourism spots, Indian government has focused on diversification of roads. India has a large network of over 6215797 kilometers of roads as of 1st December 2021. There are over 200 national highways in the nation and it's length is 140 thousand kilometers. India is having 137 airports out of which 24 are international. As far as the Indian railway is concerned, it runs 13169 passenger trains daily concerning 7325 stations across the country. Due to these government extreme initiatives, the percentage of national and international tourists is always increasing.

Impact on foreign exchange :

The percentage of total international visitors visited in India is increasing. After arrival in India they have to convert their foreign currency into

Indian currency. The tourists from the foreign countries are always a good source of getting foreign currency. That's why the total deposits of Indian Monetary Fund department are increasing. Indian Monetary Fund receives the foreign currency in various forms- some of those are Dollars, Euro, Yen, Canadian dollars, GBP etc.

Table 1.2

Year	Foreign Exchange Earnings (In U. S. Dollars)
2017	27.69
2018	28.59
2019	30.06
2020	6.96
2021	8.8

Source: Indian Statistical Bureau

Description: The foreign exchange earnings from 2017 To 2019 is continuously increasing. But, due to Covid 19 pandemic, there is a huge decline in the foreign exchange earnings in 2020. It has slightly raised in 2021.

Impact on India's Gross Domestic Products (GDP) :

Indian tourism industry has made a great contribution in Indian Gross Domestic Product (GDP). Before Covid 19 pandemic situation, the Indian GDP was about 8 % to 9%. But, due to pandemic situation raised in India, it was decreased about 4% to 5% i. e. below 4%. Now it is estimated that, up to 2025 the Indian GDP rate will cross the level of 10%. Some Indian economists has estimated that, it will be the fact that, Indian tourism sector will contribute the more than 25 % in the Indian total GDP. Indian tourism industry has made tremendous comeback after Covid 18 pandemic. It has made a great impact on various sectors of Indian economy. To know whether this fact is write or wrong, it is necessary to test the hypothesis.

Testing of the Hypothesis: In this research the following hypothesis was taken;

"Tourism Industry in India is really a boon for Indian economy."

India is a country of various casts, creeds and religions. Spiritual and cultural differences in various eras is one of the another special thing of India. To see, to accept and to enjoy the Indian tourism many tourists from various states and even foreign countries gives visits to Indian tourist places. Indian tourism industry has offered the lot of employment opportunities. In 2019-20 15.34% of the total employment was created by Indian tourism sector. The table 1.1 clearly indicates that, In December 2019, 12,26,398 foreign tourists were visited in India. But due to covid 19 pandemic, it

was very much decreased i.e. 90,544 and again after pro-pandemic period it was boosted upto 3, 17,647.

The large cement roads and national highways in various states, Increasing number of national and international airports and big railways tracks throughout the country has developed Indian tourism industry in a large extent and due to which various employment opportunities in different sectors are also developed. The received of foreign currency from foreign tourists is slightly increasing after pandemic situation. But it yet to arise in huge quantity. This all information indicates that, the Indian tourism sector is continuously developing. and it is in real sense a boon for Indian economy. By the above information it is clear that, the hypothesis taken in this research proves true.

Conclusion:

Indian tourism industry is rapidly growing and has made deep positive effects on Indian economy. As India is a country having specific specialty in every state, Indian tourism is divided into various types. Some of those are Eco tourism, Cultural tourism, Sports tourism, Wildlife tourism, Agro tourism, Industrial tourism etc. No doubt Indian tourism is proved as a boon to Indian economy. But due to lack of marketing strategies, lack of planning process, totally neglected historical places, corruption in tourist places, heavy taxes in tourism industry, question of maintain and give the full security to the tourists, manmade disaster, profit making policies of travel agencies, lack of renovation policies related to old forts and vaastus, are the major problems facing by Indian tourism industry. Central as well as state government has to chalk out the new issues to solve this problem. For

this they have to make the strategic planning along with tourism marketing campaign. The government should chalk out a specific norms which has to follow by all the private tourism agencies so that they should not loot the more rent from the tourists. The government should set up a chain of luxurious hotels in cheap rates and attractive facilities. This will definitely restrict the monopoly of private hotel owners. There must be a cell establish to take care of tourist. There must be a customer care services rendered to solve the various doubts of tourists regarding fare, services etc. These initiatives will definitely help to boost the Indian tourism industry and will help our economy to make all over development of all the sectors.

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Adventure Tourism Is Emerging Trend in India to Develop Nation through Tourism

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Introduction

Adventure tourism is tourism that involves any kind of activity or adventure. It especially relates to those that involve risk, or requires extensive planning. The Adventure Travel Trade Association defines it as a tourist activity that includes physical activity, cultural exchange, or activities in nature. Meanwhile, Sung et al describe it as: the sum of the phenomena and relationships arising from the interactions of adventure touristic activities with the natural environment away from the participant's usual place of residence area and containing elements of risk in which the outcome is influenced by the participation, setting, and the organizer of the tourist's experience. HH Sung is an academic who has researched this branch of tourism in great detail. Ultimately, adventure tourism is all about ADVENTURE! It is a pretty broad term really and many would argue that it is subjective (what I deem to be adventure, you may not). Nonetheless, this is a big part of the tourism industry and whilst it is an example of niche tourism, the sector is growing fast! There are lots of types of activities and types of travel that come under the umbrella term of adventure tourism and I will outline these for you shortly.

Adventure tourism is a new concept in the tourism industry. Tourism industry adopted adventure tourism, but there is not any specific definition of adventure tourism. Most commentators concur that adventure tourism is a niche sector of the tourism industry, but there are many other niche sectors in tourism which have same characteristics that overlap with adventure tourism such as ecotourism, activity tourism or adventure travel. One of them can confuse.

Definition of Adventure Tourism

Adventure tourism is a complicated and ambiguous topic. Some important definitions of adventure tourism are following as:

According to the Adventure Travel Trade Association, "adventure tourism is a tourist activity that includes physical activity, cultural exchange, or activities in nature."

According to Sung, "adventure tourism is the sum of the phenomena and relationships arising from the interactions of adventure touristic activities with the natural environment away from the participant's usual place of residence area and containing elements of risk in which the outcome is influenced by the participation, setting, and the organizer of the tourist's experience."

According to UNWTO "Adventure tourism can be domestic or international, and like all travel, it must include an overnight stay, but not last longer than one year."

History of Adventure Tourism

Humans are traveling from ancient time for the searching for foods, and for many survival

reasons. Humans have been engaging in adventurous travel for hundreds of year via exploration. People traveled in ancient time for exploration of sea roots, new destination, or even a new country. However, commercial adventure travel is a new phenomenon, in which travelers hire a professional guide to provide a range of technical support and equipment, as well as cultural and nature interpretation. In the mid-1800s, adventurers began to push the limits of mountain climbing and river rafting, with the **first ascent of the Matterhorn in 1865** and **descent of the Colorado River in 1869**. Shortly thereafter, two key institutions were formed. **The National Geographic Society** and **Explorers Club**. These institutions are supporting adventures tourism continuously. In the mid- 1950s, many first ascents and descents attracted global attention and inspired many people to attempt their own expeditions. **Maurice Herzog's ascent of Annapurna in 1950**, **Sir Edmund Hillary and Tenzig Norgay's ascent of Mount Everest**, and other successes were hailed in the media around the world. This was the takeoff of modern adventure tourism.

Today, adventure tourism is a vibrant, dynamic, and fast-changing sector with new variants routinely added into the possible experience.

Types of Adventure Tourism

Adventure tourism has grown exponentially all over the world in recent years with tourist visiting destinations previously undiscovered. This allows for a new destination to market themselves as truly unique, appealing to those traveler looking for rare, incomparable experience. Adventure tourism includes various activities like caving, hiking, sailing, trekking etc. Adventure tourism categorized into **two categories**. 1. Hard Adventure 2. Soft Adventure

Hard Adventure

Hard adventure refers to **activities with high levels of risk, requiring intense commitment and advanced skills**. Hard tourism includes the activities like climbing mountains/rock/ice, trekking, caving etc. Hard adventure activities are highly risked in nature. Professional guide, advance level skills are required to perform these activities. Many tourists died during climbing mountains, caving every day. There is an interesting fact that is **for K2, world 2nd highest mountain, for every two people who submit one dies**.

Soft Adventure

Soft adventure refers to activities with a perceived risk but low levels of risk, requiring minimal commitment and beginning skills; most of these activities are led by experienced guides. Soft tourism includes the activities like backpacking, camping, hiking, kayaking etc. Soft adventure activities are low risk in nature. These activities are led by professional guides. Soft adventure is a popular category in adventure tourism.

Characteristics and Features of Adventure Tourism
The threefold combination of activity, nature, and culture marks adventure travel as an all-round challenge. Some unique characteristics and features of adventure tourism are following as:

1. Physical activity, i.e. activities involving physical exertion or psychomotor skills.
2. Contact with nature, i.e. activities bringing contact with the natural world in general, or with specific wildlife.
3. Contact with different cultures, i.e. people, faith, lifestyles
4. Journeys, i.e. vehicle-, animal-, or human-power.
5. Uncertain outcomes
6. Danger and risk
7. Challenges
8. Anticipated rewards
9. Novelty
10. Stimulation and excitement
11. Exploration and discovery
12. Contrasting emotions

Adventure Tourism Supplier

A tourism supply chain is the system of people, products, activities, and materials that get a product or service from its raw state through production and distribution to the consumer. As with any sector, volume discounts drive the mass price point, so major retailers primarily market select trips that sell in high volume. The supply chain for these mass tourism products is often very simple, comprising only transportation and accommodation elements. The adventure tourism supply chain is more complex. Niche products often require specializes in knowledge and operations. Adventure tourism's supply chain linkages go very deep, and this is one of the key reasons that adventure tourism delivers greater benefits at the local level. Supply chains vary from destination to destination.

Adventure Tourism Importance and Benefits

Adventure tourism is **one of the fastest-growing sectors** of the tourism sector, attracting high-value customers, supporting local economies, and encouraging sustainable practices. The continued growth of this sector creates net positive impacts not only for tourism, but also for destination economies, their people, and their environment. Some importance and benefits of adventure tourism are following as:

Employment Generation

Adventure tourism generates the jobs. Adventure tourism generates directs jobs to accommodation, transportation sector and for travel agencies or tour operators. Adventure tourism also provides the indirect job to tourism suppliers. Adventure tourism plays an important role in the generation of employment in the economy with the help of following features. Foreign Exchange, Economic Development, Support Local Communities, Creating Business Opportunities

Best Adventure Tourist Destinations in India

On that note, we bring to some of the **coolest destinations for adventure trips in India**, where you can undertake crazy fun-packed activities with your partner in crime. These are some of the best adventure destinations in India for an experience that will simply sail with you forever. If you're looking for adventure sports in India list, here's something for you.

Caving – Meghalaya, Roopkund Trek – Uttarakhand, Motorcycle Touring – Shimla To Leh, Parasailing – Vagamon, Fly boarding – Goa, Skydiving – Mysore, Flying Fox Adventure – Thenmala, Rock Climbing- Satpura Mountains, Bungee Jumping – Rshikesh, Scuba Diving – Andman And Malvan, Paragliding – Bir Billing, Chadar Trek – Ladakh, Kayaking – Devprayag and Aguada, Surfing- Koyalam, Mountain Biking- Sikkim, Jim Corbett Safari – Ramnagar, Skiing – Gulmarg, Hot Air Balloon –

Jaipur, Cycling – Munnar, Microlight Flying – Bangalore, Camel Safari – Jaisalmer, Camping – Coorg, Wildlife Safari – Gir National Park, River Rafting- Tons Valley, White River Rafting- Rishikesh,

Conclusion

Adventure tourism is a type of tourism in which tourists engage in adventure activities such as trekking, climbing, rafting, scuba diving, or the likes. Adventure tourism gains much of its excitement by allowing the tourist to step outside their comfort zone and enjoy their life's unforgettable movement. The main agenda to identify the such points and bring it in front of the world to enhance it for generate new economy.

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Need of Tourism Development: A Case Study of Harihar Tempal Ajanale in Sangola Tahsil of Solapur District.

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Abstract:

According to (WTO) World Tourism Organization and (WTTC) World Travel Tourism Council the travel and tourism industry is the biggest industry in the world. Tourism is most vital social force in the world today WTO states that tourism comprises “The activities of a person travelling outside his or her usual environment for less than a specified period of time and whose main purpose of travel is other than the exercise of an activity remunerated from the place visited”. Tourism involves the activities of persons traveling to and staying in the places outside their usual environment. This industry transport, storage, transport, communication, trade, accommodation, hotels and accounts around 20-22 % persons engaged in this domestic products. So Tourism is an economic, social, cultural, technology, and environmentally important industry. The importance of tourism as an instrument of economic extension and employment generation mainly in progressive tourism places. It is large scale industry for service, revenue and foreign exchange earnings.

Present study is based on primary data collected through intensive field work. It has been supplemented by secondary sources of data, collected from the Books research papers and interviews of persons etc. The analysis reveals that this new old historical temple of Harihar in Ajanale village of Sangola taluka of Solapur district. To overcome on condition, it seems to be lot of scope for extension of this tourism place in the drought prone area wherever such type of condition do well.

Introduction:

According to (WTO) World Tourism Organization and (WTTC) World Travel Tourism Council the travel and tourism industry is the biggest industry in the world. WTO states that tourism comprises “The activities of a person travelling outside his or her usual environment for less than a specified period of time and whose main purpose of travel is other than the exercise of an activity remunerated from the place visited”. Tourism is most vital social force in the world today. Tourism industry subsidizes near about 6.23% national GDP and 8.78 % employment engaged in India. Tourism involves the activities of persons traveling to and staying in the places outside their usual environment. This industry transport, storage, transport, communication, trade, accommodation, hotels and accounts around 20-22 % persons engaged in this domestic products. So Tourism is an economic, social, cultural, technology, and environmentally important industry. The importance of tourism as an instrument of economic extension and employment generation mainly in progressive tourism places. It is large

scale industry for service, revenue and foreign exchange earnings.

Since centuries nature love and the preservation morals have been an devoted part of Indian thought and societies. Trace go back to early societies of India, when people used to nurture the viewpoint of the singleness of life. The Indian tradition has always taught that, Social kind is a part of nature and one should look upon all formation with the eyes of a love and respect.

The analysis reveals that this new ancient historical temple of Harihar in Ajanale village of Sangola taluka of Solapur district. To overcome on condition, it seems to be lot of scope for extension of this tourism place in the drought prone area wherever such type of condition do well. Study area village Ajanale is known as rich and famous for the pomegranate fruit farming. Many farmers and peoples are visited in this place of surrounding villages, tehsil's, districts and also other states. This area is very ancient and attractive nice temple of drought prone area.

Objectives:

In view of the above present study is to highlights the ancient historical Harihar temple of Ajanale village of Sangola taluka and evaluate which is the vital and ancient rural tourism site in Sangola Taluka of Solapur district, which is supportive for the development of this tourism place.

Data Sources And Methodology

Present study is based on primary data collected through intensive field work and interviews of persons. It has been supplemented by secondary sources of data, collected from the Books research papers etc. The analysis exposes that this new ancient historical temple of Harihar in Ajanale village of Sangola taluka of Solapur district. To overcome on condition, It seems to be lot of scope for extension of this tourism place.

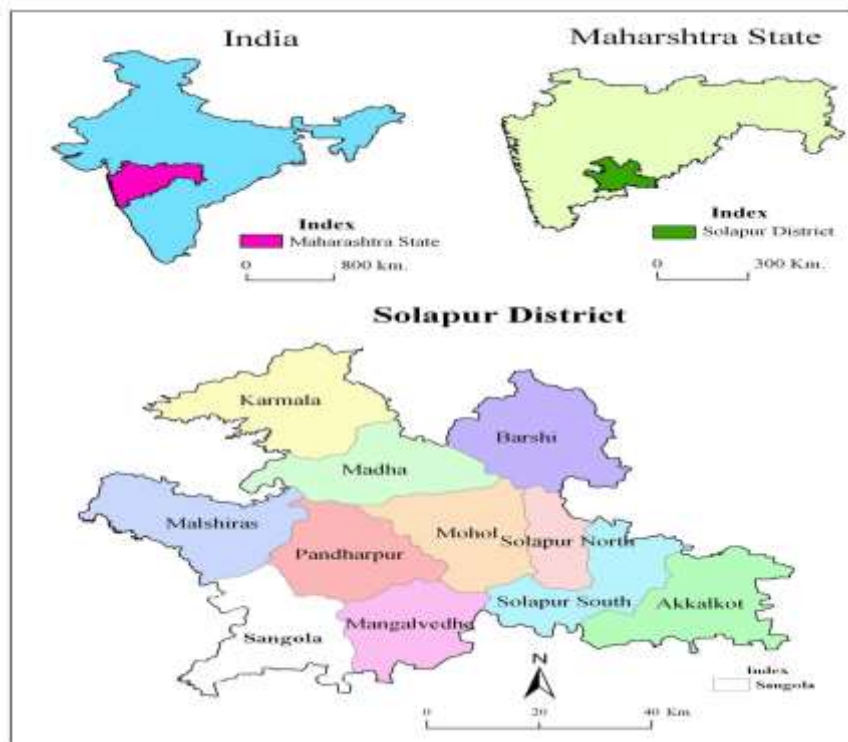
Study Region:

Sangola taluka is a core part of the drought prone area of Solapur district of Maharashtra. Ajanale village situated 12 k.m. away western side in Sangola. This place is very nearby Solapur Kolhapur highway.

(Fact finding committee 1973), Accusing south western corner of the Solapur district. The taluka is drained by Man basin. Its Latitudinal extension is from 17° 6' 17" north to 17° 40' 35" north, where as

its longitudinal extension is from 74° 51' east to 75° 20' 25" east. It is located in the eastern part of Khanapur plateau. It covers an area of 1594.10 sqkms. Comprising 1071. /. Area of the district in taluka comprises 103 villages (2011) Ajanale village situated 12 k.m. away western side in Sangola. Place is very nearby solapur Kolhapur highway so tourist come easy.

Physiographically it is a pediment plain with disacted line of Shambhu mahadev range along its south western and southern border, facing east and north east with moderate slope. Few scattered residual hills are found in the North West. The taluka gives an appearance of undulating landscape. Lithologically it belongs to Deccan trap (Gazetteer 1975). Average annual rainfall is 595.31mm. Generally this taluka obtains some assured rainfall in September and October from north east retreating monsoon winds. Usually highest temperature is recorded in April and May (over 42°C) whereas lowest is experienced in the month of January (below 16°C). The weather is generally hot and dry regarded as semi-arid. Soil of the taluka is chiefly of Deccan trap volcanic source. It exhibits a definite toposequency of very light on range, middle deep on hills and deep soil at lesser reaches of the streams.



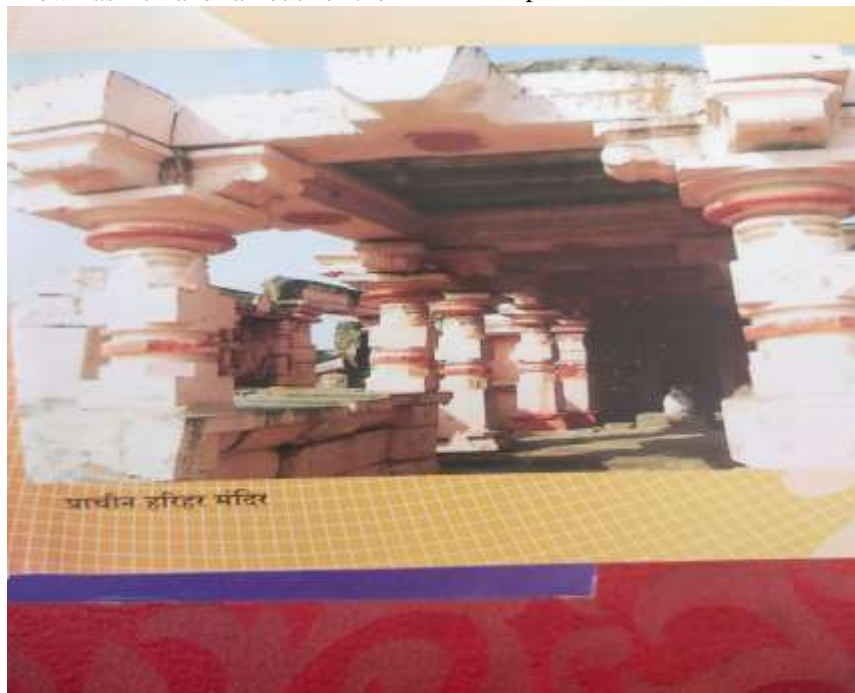
Sangola Taluka Village wise Map



Discussion

Tourism is one of the oldest human activity. It has been growing globe particularly in the previous years. Tourism involves the activities of persons traveling to and staying in the places outside their usual environment. This business transport, storing, transport, communication, occupation, accommodation, hotels and accounts. The region under investigation is located at the core part of drought prone area of Solapur district. Study area village Ajanale is known as rich and famous for the

pomegranate fruit farming .Many farmers and peoples are visited in this place of surrounding villages , tehsil's , districts and also other states . Present research paper studies Harihar temple of this village .This is situated in the north side of this Ajanale village. This temple is very ancient and famous place. In this temple celebrate festival Mahashivratri and chaitr – purnima all peoples in large scale of this village .In this ancient and famous temple There are main five Mandap's in this temple.



1. Nandi Mandap:

In entry point of this temple is called as Nandi mandap .In this area broad and nice Nandi statue found and the diameter of this place is generally 20 fit * 20 fit . It means very widespread area covered by this Nandi mandap

2. Mukh Mandap:

This mandap also covered 20 fit * 20 fit . Area and this mandap made by the sixteen (16) pillars of stepping-stone /shila. This pillars length is near about the 9.5 fit per pillar. Mukh mandap's attractive and decorative shed is sitting on this pillar's.

3. Antaral:

After the mukh mandap in the temple's area called as Antaral .This area is located 6 * 6 * fit. This place is very decorative and attractive place of this temple. It is made by wide range of stones

4. Sabha Mandap

Sabaha mandap covered 20 fit * 20 fit. Area and this is standing in sixteen rock pillars it is square sized and very nice place of this temple.

5. Ghabhara:

Ghabhara is the main place of interior of this Harihar temple. In this place have a very broad and attractive nice statue of Harihar. He also called Mahadev pind , And size of this pind or Shivaling is near by 2.5 to 3.5 fit. And area covered this Gabhara is 7.5 fit. Above this area have very nice and hard cover of boulder. In this temple above are the main places but another is located in this area like Sarswati , Ganesh , Laxmi-Vishnu and this statue under garuda is sit down nice position Different flowers and small statues found in this Harihar temple . Wide stones compound also found in this area and this compound is place to place looking damaged. Persons says that this temple is old age and the after observation of this temple have prince Chaluky age 11 -12 centuries characteristics found in this temple .So this temple is very old and very nice place for the tourist ,and some development is needed for tourists attraction .

Conclusion:

Travelers are always interested for the travelling new and wonderful area. This area is very ancient and attractive good temple of drought prone area. this temple place is very nearby Solapur Kolhapur highway near Sangola city so tourist come easily .There is need of spread the importance and information of this temple. There is also need of some changes and built the damaged part construction of this temple. People awareness interest is also needed for this temple development. Government, tourism department helping careful will be essential for study area development.

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Effects of Agro Tourism on Rural Development

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Abstract

Agro-tourism is a modern way of sustainable agricultural development. This tourism helps multi activities in rural areas and also helps to generate the new job opportunities in rural areas. This new agriculture technique is creates agricultural occupations published local products, traditional foods in national and international markets. Moreover, this activity brings visitors closer to nature and rural activities in which they can participate, be entertained and feel the pleasure of touring. Agro-Tourism is helpful to the both farmers and urban peoples. It has provided an additional income source to the farmers and employment opportunity to the family members and rural youth. But, there are some problems in the process of the development of such centers. Hence, the government and other related authorities should try to support these activities in Maharashtra for the rural development and increase income level of the farmers. The farmers should also try to establish their co-operative society for the development of agro-tourism centers in rural areas. The agro-tourism may become a cash crop for the farmers in Maharashtra and also an instrument of the rural employment generation.

Keywords: Agricultural Development, Sustainable Growth, Job opportunities.

Introduction

Agro-tourism is an innovative agricultural activity related to tourism and agriculture both. It has a great capacity to create additional source of income and employment opportunities to the farmers. Maharashtra is one of the major tourist centers in the India and there is large scope and great potential to develop agro-tourism. Tourism is now well recognized as an engine of growth in the various economies in the world. Several countries have transformed their economies by developing their tourism potential. Tourism has great capacity to generate large-scale employment and additional income sources to the skilled and unskilled. Today the concept of traditional tourism has been changed. Some new areas of the tourism have been emerged like Agro- Tourism. Promotion of tourism would bring many direct and indirect benefits to the people.

Objectives

1. The objectives of this paper are follows:
2. To study the effects of agro tourism on rural development.
3. To identify the actual concept of agro tourism and job opportunities in rural areas.
4. To study the importance of agro tourism for sustainable rural development and identify the problems of the agro tourism in rural area.

Research Methodology

In this research we used primary and secondary data. Data was collected from observation and randomly talking with locals, published articles,

journals, books, newspapers and other published sources. Personal interviews were taken remotely by random peoples of various age group irrespective of their gender.

Concept of Agro-tourism

A term 'Agro-Tourism' is a new face of tourism. An agro-tourism is farm based business that is open to the public. These specialized agro-tourism destinations generally offer things to see, things to do, and produce or gifts to buy, and are open to the public. Agro tourism is defined as "Travel that combines agricultural or rural settings with products of agricultural operations – all within a tourism experience". According to Tavares Agro-Tourism is that Agri-Business activity, when a native farmers or person of the area offers tours to their agriculture farm to allow a person to view them growing, harvesting, and processing locally grown foods, such as coconuts, pineapple, sugar cane, corn, or any agriculture produce the person would not encounter in their city or home country. Agro-tourism is a way of sustainable tourist development and multi-activity in rural areas through which the visitor has the opportunity to get aware with agricultural areas, agricultural occupations, local products, traditional food and the daily life of the rural people, as well as the cultural elements and traditions. Moreover, this activity brings visitors closer to nature and rural activities in which they can participate, be entertained and feel the pleasure of touring.

Benefits of Agro-Tourism

1. Agro-Tourism has the potential to change the economic face of traditional agriculture. The benefits of agro-tourism development are manifold. It would bring many direct and indirect benefits to the farmers and rural people. Some of the benefits are following:-
2. Employment opportunities to the farmers including farm family members and youth
3. Additional income source for the farmers to protect against income fluctuation.
4. Cultural transformation between urban and rural people including social moral values
5. Farmers can improve their standard of living due to the contacts with urban people.
6. Agro-Tourism Centre Easy accessible by Bus/Train Near of the historical place Near of the Dam near of the pilgrimage Away from City
7. Benefits to the urban people, they can understand about the rural life and know about the agricultural activities.
8. It support for rural and agricultural development process.
9. Help to the reduce burden on the other traditional tourist centers.

Difference in Agro-Tourism and Traditional Tourism

1. Agro-tourism also a tourism business but it is different from the traditional tourism because it has a base of agriculture and rural lifestyle. Generally tourism has provided to see and enjoy the natural places as well as some heritages. But, agro tourism has a tourism with includes experience, education and cultural transformation. It varies special from general tourism in the following manner:
2. It provides pollution and noise free sites for travel and tourism at rural background.
3. The cost of food, accommodation, recreation and travel is minimum in agro tourism
4. Agro-tourism can satisfy the curiosity of urban peoples about sources of food, plants, animals, and industrial agro-raw materials.
5. It provides information about the rural handicrafts, languages, culture, tradition, dresses and lifestyle.
6. A family environment at the tourist place, is one of the most important characteristics in the agro-tourism
7. In the agro-tour, tourists not only see and watch agriculture farms but they can also participate in the agricultural activities and experience the farming.
8. It provides natural situations for watching birds, animals, water bodies etc
9. Agro-tourism creates awareness about rural life and knowledge about agriculture

10. It also provides opportunity for education through experience of farming and knowledge about the rural life including entertainment. Agro-tourism is an instrument of urban-rural connectivity through the tours.

How agro tourism helps sustainable development

In addition to promoting the socio-economic growth of different parts of the world, tourism sector also promotes international peace. It offers a chance to discover new cultures and to expand one's view of the world. It also helps to conserve the tourist destinations' cultural heritage and natural wonders and supports the locals with a means of livelihood. For this reason, on September each year, the United Nations celebrates World Tourism Day to promote tourism on a worldwide scale and to demonstrate its socioeconomic implications. So let's look at some of the factors of agro tourism that helps in sustainable development in case of rural area:

1. Economic development in agriculture

Since the days before independence, agriculture has played a major role in the Indian economy. However, the country's agricultural economy has deteriorated in recent years due to the rise of industrialization and the entry of manufactured products into the market, causing the nation's farmers a great deal of trauma. Agro tourism, in the face of these challenges, is one of the saviors of agriculture as it encourages the protection of rural India's agricultural lands and highlights them as wonderful tourist destinations. In addition, farming also allows travelers to buy fruits, vegetables and other crops directly from producers, maximizing their income and offering them with social sustainability.

2. Social Inclusion, Reducing Poverty and jobs generation

On wing to the lack of contact between the two, the farming culture of the country is frequently ignored by those living in the cities. Agro tourism inspires the urban population to explore India's farms in order to fully appreciate the work that goes into producing the food we eat. This experience creates appreciation for the painstaking farmers of our country in the hearts of people and this knowledge encourages them to help the farmers in all potential ways. Travelers who purchase products manufactured locally help the rural economy prosper.

3. Capital quality & conservation of the environment

The judicious use of natural resources, whether water or fuel, is encouraged by most agribusiness centers in the world. These farms follow environmentally friendly practices, such as the production of compost from organic waste, the recycling of paper and plastic

products, and the harvesting of rainwater. They not only teach visitors about the conservation of the environment, but also help conserve the local ecosystem. It is these centres of agro tourism that prevent the destruction of agricultural land and surrounding forests by giving the recognition they deserve to these locations.

4. Traditional Inheritance and Plurality Preservation

In addition to encouraging the protection of the environment, farming centres often illustrate local customs and rituals and familiarize visitors with the region's traditional culture. This helps to maintain rural India's earthy culture due to the promotion of craftsmanship, performance, foods, literature, and songs by the attractions of agro tourism. Village fairs and exhibits, as well as cultural activities at these farmhouses, allow visitors to envy and appreciate rural India's rich cultural heritage. In our multi-faceted country.

Conclusion

We discussed the agro-tourism phenomenon in this paper in order to make an initial contribution to this discussion on sustainable development for rural areas. In particular, we introduced an original methodology to deepen the reach of the agro tourism phenomenon in a region and to examine how agro tourism can facilitate sustainable development to become the center of rural agro tourism. The results of the survey demonstrate that agro-tourism operations, even if not spread between farms, provide valuable income to farmers as an alternate option to sell goods and services to farmland. The findings of the survey contrast: they affirm, on the one hand, the value of setting up agro-tourism activities for both farmers and the rural population as a way of revitalizing local communities through such a sustainable development strategy.

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Maharashtra Government's Policy on Tourism: A Comprehensive Analysis

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Abstract

Tourism is one of the key drivers of Maharashtra's economy, with the state attracting millions of visitors every year. The Maharashtra government has recognized the importance of tourism for the state's economic growth and has implemented various policies to promote and develop the industry. This article provides a comprehensive analysis of Maharashtra's tourism policy, examining the objectives, strategies, and initiatives implemented by the government to promote tourism.

Introduction:

Maharashtra is a state in western India that is known for its diverse culture, heritage sites, natural attractions, and vibrant cities. The state has a rich history and offers a range of tourism experiences, including beaches, hill stations, wildlife sanctuaries, religious sites, and cultural festivals. Tourism is a major contributor to Maharashtra's economy, generating significant revenue and employment opportunities for the local population.

Objectives of Maharashtra's Tourism Policy:

The Maharashtra government has identified tourism as a key sector for economic development and has set several objectives to promote the industry. The primary objectives of the state's tourism policy are:

1. To position Maharashtra as a leading tourism destination in India and the world.
2. To enhance the quality of tourism infrastructure and services in the state.
3. To diversify tourism products and experiences in Maharashtra.
4. To increase the length of stay and spending by tourists in the state.
5. To promote sustainable tourism practices and protect the environment and local communities.

To achieve these objectives, the Maharashtra government has implemented several strategies and initiatives, including:

Marketing and Promotion: The Maharashtra Government's Policy on Tourism can be promoted using various marketing and promotional strategies. Here are some ideas:

1. **Social Media Campaigns:** Social media platforms like Facebook, Twitter, Instagram, and LinkedIn can be used to promote Maharashtra's tourism policy. The government can create pages, groups, and hashtags

dedicated to the promotion of tourism in the state. They can also collaborate with influencers and travel bloggers to showcase the unique features and attractions of the state.

2. **Content Marketing:** Creating valuable and informative content like blog posts, articles, and videos can help in promoting tourism in Maharashtra. The government can collaborate with content creators and influencers to create engaging and informative content about the state's tourism policy and attractions.
3. **Events and Festivals:** Maharashtra is known for its vibrant festivals and cultural events. The government can organize and sponsor events and festivals to attract tourists to the state. They can also collaborate with private event organizers to promote tourism.
4. **Print Media:** The Maharashtra government can also use print media like newspapers, magazines, and brochures to promote tourism in the state. They can publish articles and advertisements showcasing the state's tourist destinations, accommodations, and other amenities.
5. **Trade Shows and Exhibitions:** Participating in travel trade shows and exhibitions can help in promoting Maharashtra's tourism policy to travel agents, tour operators, and other stakeholders in the tourism industry.
6. **Online Advertising:** Advertising on online platforms like Google AdWords, Facebook Ads, and Instagram Ads can help in promoting Maharashtra's tourism policy to a wider audience. The government can also collaborate with travel websites and booking platforms to showcase the state's attractions and accommodations.

7. **Tourist Information Centres:** The government can establish tourist information centres at strategic locations in the state to provide information and assistance to tourists. These centres can also promote Maharashtra's tourism policy and attractions. (Government of Maharashtra, n.d.-b)

Infrastructure and Development: Some of the key initiatives undertaken by the Maharashtra government to develop tourism infrastructure include:

1. **Development of Tourism Infrastructure:** The Maharashtra government has identified key tourism circuits and destinations in the state and is developing infrastructure in these areas to attract more tourists. This includes the development of roads, bridges, airports, and other essential infrastructure.
2. **Promotion of Private Investment:** The government is encouraging private investment in tourism infrastructure by offering various incentives and subsidies. It is also simplifying the process of obtaining approvals for tourism-related projects.
3. **Upgradation of Existing Infrastructure:** The Maharashtra government is upgrading existing tourism infrastructure such as hotels, restaurants, and other amenities to meet the expectations of tourists and provide a better experience. ("Maharashtra Tourism Policy: State to Focus on Niche Tourism Products," 2020)

Product Diversification: Maharashtra's tourism policy has focused on product diversification in the following areas:

1. **Cultural Tourism:** Maharashtra has a rich cultural heritage, with various historical and religious sites. The state's tourism policy aims to promote cultural tourism by developing new tourism circuits, enhancing infrastructure and facilities, and organizing cultural festivals and events. The state has identified various circuits such as the Buddhist Circuit, the Coastal Circuit, the Heritage Circuit, and the Wine Circuit to promote cultural tourism.
2. **Adventure Tourism:** Maharashtra offers several adventure tourism activities such as trekking, rock climbing, rappelling, paragliding, and river rafting. The state's tourism policy aims to develop and promote adventure tourism by creating new adventure sports destinations, providing training to local communities, and enhancing safety and security measures.
3. **Medical Tourism:** Maharashtra has several world-class medical facilities that offer specialized treatments and procedures at affordable rates. The state's tourism policy aims to promote medical tourism by creating specialized medical tourism packages,

enhancing facilities and infrastructure, and providing training to healthcare professionals.

4. **Beach Tourism:** Maharashtra has a long coastline with several beaches that offer various water sports and recreational activities. The state's tourism policy aims to promote beach tourism by developing new beach destinations, enhancing infrastructure and facilities, and organizing beach festivals and events. (Government of Maharashtra, n.d.)
5. **Wildlife Tourism:** Maharashtra has several national parks and wildlife sanctuaries that are home to various endangered and exotic species of animals and birds. The state's tourism policy aims to promote wildlife tourism by developing new wildlife destinations, enhancing facilities and infrastructure, and organizing wildlife festivals and events.

Sustainable tourism practices are essential for the long-term growth of the tourism industry, and Maharashtra's tourism policy has recognized this fact. The state has implemented several sustainable tourism practices to promote responsible tourism and minimize the negative impact of tourism on the environment and local communities. Here are some sustainable tourism practices implemented in

Maharashtra's tourism policy:

1. **Eco-tourism:** Maharashtra has identified various eco-tourism sites and promoted them as sustainable tourism destinations. These sites are managed by the local communities, and tourists are encouraged to follow sustainable practices while visiting these sites. Eco-tourism helps in preserving the natural environment and promotes local livelihoods. ("Maharashtra Unveils New Tourism Policy; Aims to Generate Five Lakh Jobs," 2020)
2. **Waste Management:** Maharashtra's tourism policy has emphasized waste management practices to minimize the impact of tourism on the environment. The state has implemented waste segregation and disposal systems, and tourists are encouraged to follow the "leave no trace" policy while visiting tourist destinations.
3. **Energy Conservation:** Maharashtra's tourism policy promotes energy conservation practices such as using renewable energy sources, encouraging the use of public transportation, and promoting energy-efficient technologies. (Government of Maharashtra, n.d.-b)
4. **Water Conservation:** Maharashtra's tourism policy promotes water conservation practices such as rainwater harvesting, minimizing water usage, and promoting responsible water usage practices among tourists.
5. **Community Participation:** Maharashtra's tourism policy emphasizes community

participation in tourism activities. The state encourages local communities to participate in tourism development and management, which helps in promoting sustainable tourism practices and provides economic benefits to the local communities. (Government of Maharashtra, n.d.-a)

Conclusion:

Maharashtra's tourism policy has been successful in promoting and developing the tourism industry in the state. The government's focus on marketing and promotion, infrastructure development, product diversification, skill development, and sustainable tourism practices has led to increased tourist arrivals and revenue generation. However, there is still scope for improvement in areas such as tourism regulation, safety and security, and stakeholder participation. The government should continue to work with industry stakeholders and local communities to develop a sustainable and responsible tourism industry in Maharashtra.

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Appraisal of Satisfaction Index of Tourists Visited at Nagaon Beach in Raigad district (Maharashtra)

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Abstract One of the most important criteria for the growth of the tourism industry is customer satisfaction because it has a huge impact on how customers choose their destination, use tourism services and amenities, and decide whether or not to return to that location in the future (Bhat and Qadir 2013). Tourism destinations serve as points of convergence for travelers from many countries and cultures. They belong to various age groups, professions, and educational backgrounds. Finding out how visitors perceive the natural beauty, basic comforts, and entertainment options at a site becomes quite interesting. For the development and promotion of tourism in the future, research on visitor satisfaction is vital. The current study makes an effort to gauge how satisfied visitors are after visiting the Nagaon beach of Raigad district.

Keywords: Beach tourism, tourists Satisfaction, Tourism development.

Introduction:- People are motivated to move from one place to another by tourism. The three key elements for the development of the tourism are tourists, service providers, and tourist destinations (Vengesai, Mavondo, Reisinger, 2009). The growth of tourism in any area is greatly influenced by both natural and man-made variables, such as topographical features, local flora and fauna, climate, transportation network development, available lodging options, locals' behaviour, entertainment options, and peace, safety, and security, etc (Williams, 2003). Because tourists are the consumers and locals are the service providers in the tourism industry, customer satisfaction is crucial. A list of the numerous amenities and services that are offered in tourist destinations. Therefore, the opinions of visitors are essential for maintaining the attractiveness and growth of tourism destinations. Researchers like Potdar (2003), Adavitot (2005), Jaybhaye (2007), Hajare (2012), Konde (2015), and others have examined visitor opinions to determine the degree to which various tourist attractions' amenities and services have satisfied visitors.

The Raigad district has great potential for the growth of the tourism sector. It can be because of the district's coastal location, the Sahayadri range that runs through it in a north-south route, or the area's extensive forest cover. Beautiful beaches, hill stations, waterfalls, hot springs, and wildlife reserves are just a few of the natural tourist attractions in Pimple (2014). There are 24 beaches that are important to beach tourism, including Alibag, Mandava, Kihim, Akshi-Nagaon Kashid, Murud, Diveagar, Shrivardhan, and Harihareshwer.

Discussion: -

The existing study has mainly based on Primary data. The questionnaire is intended to get opinions in the form of degree of satisfaction of tourists. The answers are like no satisfactory, satisfactory, good, and excellent. These answers are ranked in ascending order from 1 to 4. There are some tourists who have not availed some facilities and hence have given the answer 'not known' this is assigned by score value 0 (zero). Hence, the questionnaire has been circulated to get the answer from 372 tourists. The current study studies the aspects that affect tourists satisfaction about Natural Beauty of Beach, Entertainment Facilities, Behaviour of Local People and Tourist, Level of Pollution, Behaviour of Stakeholder, Accommodation, Local Food, Transportation, Sign Boards, Wash Room Facility, Security and health Facility. These answers were collected and studied according to following method after (Jaybhaye 2007) occurrence of answers for the score has been calculated as the first step this is given in the table (table No 01).

These frequency are taken as X_i

Where = f_{xi} is frequency of facility X_i

There are 13 such facilities and therefore f_{x1} , f_{x2} , f_{x3} , f_{x13} have been computed for each score from 0 to 4. The product of frequency and score value has been computed for each facility as the next step.

The sum of the product for variable one can be expressed as

$$\sum_{j=0}^4 f_{1j} * j$$

Where

F_{xij} = frequency of answer for i th facility with j th score

The sum of such products for every facility i . e. X_1 to X_{13} have been calculated and given in the seventh Column of the table. The mathematical expression of the same is given below.

$\sum f_{xij} * j$ can be $\sum f_{x1j} * j$ for first row

And subsequently,

$\sum f_{x13j} * j$ for last row Finally, satisfaction index for individual facility has calculated comparing its maximum possible score. The highest possible score is the score assuming that all the tourists maintaining the answer for specific facility show maximum score i. e. 4. For example the total number of tourists served 373 if it is assumed that all of them are fully satisfied for any facility as excellent

$$\sum f_{xij} * j = 373 * 4 = 1492$$

This means that value of j is assumed to be 4 for the highest possible satisfaction index. Thus, the satisfaction index for each x_i is the ratio of $\sum f_{xij} * j$ to maximum possible satisfaction assuming value of j as 4. This can be expressed as under

$$\sum_{j=0}^4 f_{1j} * j$$

Satisfaction index for facility $x_1 = \frac{\sum f_{x1j} * j}{4} * 100$

4

This ratio is multiplied by 100 for expressing satisfaction index in percentage as given in the last Column of table (Table No 01).

Table No: 01 - Frequency of Tourists for each score

Sr. No.	Particulars	Excellent	Good	Satisfactory	Unsatisfactory	undecided / Un known	f*sv	f*sv/ Max score*100
1.	Natural Beauty of Beach	157	196	14	5	1	1249	83.7
2.	Entertainment Facilities	49	219	87	10	8	1037	69.5
3.	Transportation	42	74	139	107	11	775	51.9
4.	Local Food	27	111	154	57	24	806	54.0
5.	Sign Boards	15	45	93	180	40	561	37.6
6.	Security	2	36	48	214	73	426	28.6
7.	Wash Room Facility	9	41	70	192	61	491	32.9
8.	Accommodation	54	166	91	33	29	929	62.3
9.	Medical Facility	16	68	61	98	130	488	32.7
10.	Behaviour of Tourist	52	198	81	32	10	996	66.8
11.	Behaviour of Stakeholder	69	187	62	37	18	998	66.9
12.	Behaviour of Local People	91	177	69	23	13	1056	70.8
13.	Status of Pollution	128	93	93	49	10	1026	68.8

Source: Field Survey

Considering satisfaction index for all facilities has been the rank from highest satisfaction to lowest one (Table No 02). Table No: 02 - Ranking of Facilities According to Satisfaction Index

Sr. No.	Particulars	Index	Rank
1	Natural Beauty of Beach	83.7	1
2	Behavior of Local People	70.8	2
3	Entertainment facilities	69.5	3
4	Status of Pollution	68.8	4
5	Behavior of Stakeholder	66.9	5
6	Behavior of Tourist	66.8	6
7	Accommodation	62.3	7
8	Local Food	54.0	8
9	Transport	51.9	9
10	Sign Boards	37.6	10
11	Wash room facility	32.9	11
12	Medical Facility	32.7	12
13	Security	28.6	13

The figures in the above table clearly displays that tourists are wholly satisfied with natural beauty of the Nagaon Beach with score of satisfaction index is more than 80% similarly the satisfaction index of entertainment and behaviour of local people is more than 70% and 69.5% correspondingly. It is noted in the field Study that the Nagaon beach have good entertainment facilities and the behaviour local people are sober and loving. It is apparent that, the tourists have mentioned the significance of these three facilities and they have responded positively for these vital aspects of tourism. It is observed speculatively that air is clean and fresh although pollution measurement for ambient air is not available. According to the opinion of tourists pollution, the status is good as satisfaction index for the same is 68.8 %. The tourists are also satisfied with behaviour of stakeholder (66.9%) The score value of (66.8%) behavior of the tourists in general seems to be very good revealed in satisfaction index. The score value of (61.4%) accommodation facilities indicates tourists are satisfied with accommodation facility available at Nagaon. The local food offered there is mostly fish while local people offer variety of fish curries and other dishes of vegetarian class of people may not find it satisfactory. Therefore, satisfaction for the facility is just 54 %. The transportation facility index is 51.9%. It means there is ample scope for enhancement similarly signs boards (37.6 %), washroom facility (32.9%), medical facility (32.7%) and security (28.6%) need to be enriched to attract the number of tourists.

Conclusion: - Thus, exercise about calculation of satisfaction index is based on observation of tourists may be beneficial for futuristic planning. As satisfaction index is fairly high for natural beauty, entertainment, and local people. The potentials for tourism development is quite high in the study area.

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Role of Agrotourism in Rural Development of India

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Abstract

Agro tourism plays a huge role in the activation of rural areas. Its position and market power affects a number of external components and mechanisms. And although its positive impact on the economic and social development rural areas is noticeable, it also reveals a number of barriers related. An important aspect is to strengthen awareness of local communities concerning benefits resulting from the development of this non-agricultural source of income. Only then it will trigger a multiplier effect that will eventually lead to reduction of unemployment, job creation in sectors serving tourists, revenue growth and will improve both living standard and working conditions of the population actively involved. Improving the visibility of rural values, processing, traditional crafts, rural buildings can become a powerful magnet for tourists, tourists looking for new unconventional forms of recreation. Benefits of the development of rural tourism can become real if there is visible involvement and close cooperation between both service providers and local authorities (government).

Key words: agro tourism, rural development etc.

Introduction

Agro tourism is an important element of sustainable development and rural transformation. As a result of decline in profitability of agricultural production and deterioration of living standards of rural residents, these activities as reported in many countries, conducted observations of the economic activity of farming families in the field of tourism is mainly a consequence of seeking additional or alternative incomes in many areas related to agriculture. A particular need to improve farming situation occurs in Poland. Market economy have posed problems of rural residents in the situation significantly reduce the possibility of disposing of agricultural production at low and unstable prices, rising production costs, relatively high unemployment, reduce the chances of advancement in life of rural youth and lower living standards.

Defining Agrotourism

In this section we look at the term of rural tourism, country tourism, and tourist country family farm (TCFF) and agro tourism as well as differences in their definition. Rural tourism is the widest term and refers to the various activities carried out in rural areas, so we distinguish the following types.

1. Country Tourism - Tourism In National Parks And Nature Parks
2. Wine Tourism - Religious Tourism
3. Culinary Tourism - Cultural Tourism

4. Hunting Tourism - Adventurous (Adventure) Tourism

5. Fishing Tourism - Medical Tourism

Rural tourism can be a professional activity as a primary activity of family farms, but also as a complementary activity which generate additional income. From the above review we see that one of the types of rural tourism is country tourism, which is somewhat narrower term and refers to the rural environment and the activities that are carried out locally (agriculture, gastronomy, cultural heritage, various traditional events, etc.). Country tourism further comprises the following subcategories -

1. tasting room - rural camp
2. excursion area - ethno village
3. rural holiday house - ethnography collection
4. rural family hotel - country events

Agro Tourism, Tourism Towards Sustainability

Although rural tourism and agro tourism are often seen as the same terms, they have their settings that differ from each other. While rural tourism is a general term, agro tourism refers to specific activities addressing leisure, organized by farmers, for different visitors. These tourist services serve as additional sources of income for farmers. Generally agro tourism features are: it includes separate accommodations at the farmers' homes; it includes activities related to maintained family traditions and customs; it allows visitors to have a

comfortable stay away from noise, experiencing the people's friendship and the tranquility of nature.

Agro tourism is more than just a tourist product as it includes many services that accompany the product. It is a way of understanding the journey as a new sensation or positive behavior in relation to the environment, the community and their culture. Agro tourism is a leisure activity and it is very successful. The possibility of enjoying the rural environment and culture extends to these different markets of tourists attractions. Agro-tourism tourists travel with family and usually come from urban areas. They show respect for the customs of the rural areas and seek information about the places they intend to visit. Agro touristic services are not for mass tourism. In addition to the benefits from accommodation, catering and other activities or direct selling, agro tourism also brings other benefits such as: recognition and assessment of architectural and cultural heritage. Thus agricultural environment is not only the manufacturer of concrete goods, but also of intangible goods, especially those relating to culture, education, food, landscapes and environment. Thus to determine the development of agro-tourism, a careful analysis should be conducted, a SWOT analysis which highlights opportunities, weaknesses, strengths and limitations.

Preconditions for Successful Development Of Agrotourism

The owners of family farms engaged in agriculture who want to be additionally engaged in agro tourism before such decisions they should assess the attractiveness of the rural area in which they live, then also attractiveness of their own farm and in the end to check are the household members enough motivated and do they have characteristics needed for kind communication with guests.

If the owners estimated that the farm is in an attractive location (preserved environment, pleasant climate, clean air and water) it is also important to enable tourists a good road connections, mobile communications and other services important for the safety and comfort of visitors (health centers, post offices, restaurants, shops, etc.). Owners should also consider could they offer tourists a variety of recreation, tours of cultural and natural heritage and enable tourists to participate in local traditional events. The characteristics of cultural heritage sites are one of the most important factors for attracting visitors and creating a tourism brand. Many world-famous cultural attractions are among the top tourist destinations. When owners evaluate the attractiveness of their farms they need to consider can they involve the guests in certain agricultural activities in the farm, such as gardening, harvesting and processing of fruits and vegetables, feeding and

milking animals etc, and also include them in the preparation of traditional foods and drinks. Regarding recreational activities most farms can offer guests hiking, jogging, bicycling and horseback riding.

The Economic Effects Of Agro Tourism In Rural Areas

All models of touristic development share dilemmas as to their positive and negative effects. Development of agro tourism in many destinations is viewed positively as an opportunity for local communities to invest, to increase revenues and responsibilities, to protect the environment. Agro tourism generates significant contributions to the process of rural development. Contributions may be in the form of: revenue growth, access to work, exchanges between rural and urban areas, multiplier effects on direct investment, strengthening the local structure through working groups, stimulating the development of physical infrastructure, the diversification of economic activities.

Conclusion

Factors that play a key role in development of rural areas through agro tourism are the following: low farm income, development and expansion of cities, redistribution of financial resources of the urban population to agro tourism facilities (and the whole villages) and local government policy. Material resources of agro tourist farms, their promotional activities, mutual cooperation between hosts, but also a departure from passive attitude and manifestation of initiative and willingness to take risks these are essential elements that co-create the discussed activity. Top-down solutions used at various levels of government, must respond to emerging opportunities and create incentives for addressing the obstacles encountered while starting agro tourism services.

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Tourism sector in India: Growth, Challenges and Opportunities

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Abstract:-

In India now a day Tourism is a sun rise industry. It is also contributing in employment generation. And it is a tool of foreign exchange for the country and an economic activity that helps local and host communities. The Tourism sector is one of the key to develop the nation and its historical places are one of the key factors for Indian Tourism. This paper makes an attempt to provide an in-depth analysis about the challenges for Indian Tourism Industry by discussing significant development as well as positive and negative impacts of tourism industry growth in India. It also helps in evaluating growth & development of tourism as a service industry in India and its impact on the overall development of Indian economy. Tourism industry is fast growing industry in India and it has vast potential for generating income, employment and foreign exchange besides giving an impetus to the country's overall economic and social development. It has a great potential to give the diversification. The main objective of the present study is to study the growth of tourism industry in development of Indian economy by analyzing the employment generation by tourism industry and the infrastructure development regarding to tourism in India. However there are pros and cons involved with the development of tourism industry in India.

Keywords:- Growth of Infrastructure, Employment, Transportation, Hotel Industry, Skill Development, Indian Tourism.

Introduction:

Tourism is the most important industry in the service sector of the Indian economy. Tourism is usually viewed as being multidimensional, possessing physical, social, cultural, economic and political characteristics. Worldwide tourism is ranked second highest revenue-generating industry. It is necessary to differentiate between different type of tourists to understand and analyze their purpose of visit. Travel and Tourism is an essential for human beings. It is a situation and process, where person from one place is visiting the other place and country for a short run period. This is the concept of tourism. Now-a-days the tourism industry is having greater importance. India has a great heritage of historical place like the Taj Mahal, Various Forts, Natural sites etc. Since 2000 tourism industry has been giving number of benefits to India. The foreign tourist visited to India which has given foreign exchange earning to the Country.

It has generated a number of social and economic benefits, promotes national integration and international understanding, and creates employment opportunities to a large number of people and foreign exchange earnings. Tourism also supports local handicrafts and cultural

activities for many developing countries, particularly the small country. They are mainly dependent upon tourism; this tourism offers a more reliable source of income. Number of factors, such as, population growth, shorter working days, larger paid holidays, increase in general awareness among people for traveling the need for recuperation from tensions of modern life, have created favorable conditions for the growth of tourism.

Objective :- of the study To understand the Indian tourism sector. To find out growth, opportunities and challenges of Indian tourism sector.

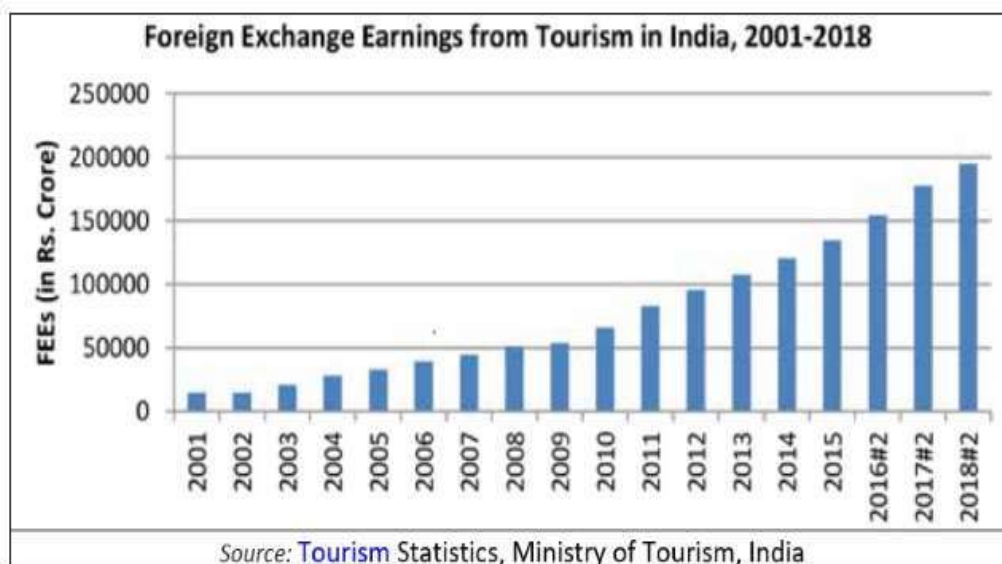
Growth of Indian Tourism:-

For a country that is surrounded by the Himalayas to the north, the Indian Ocean to the south, The Bay of Bengal to the east, and the Arabian Sea to the west, India quite hasn't tapped into the full potential of tourism. Even the tourism industry is the largest service sector in India, the tourism growth in India is something that is still a work in progress. A growth of Tourism industry in India since 2018 is continually growing in respect of number of foreign tourists' arrivals and foreign exchange earnings. According to the annual report of tourism industry of 2017-18, Foreign Tourist Arrivals (FTAs) during 2017 were 10.18 million with a growth of 15.6% over same period of the previous year. During 2016, FTAs were 8.8 million

with a growth rate of 9.7% over 2015. In the year 2016, there were 5.77 million arrivals of NRIs in India, with a growth rate of 9.7% over 2015.

Foreign Exchange Earnings through Tourism during the period 2017 were Rs.1,80,379 crore with a growth of 17% over same period of previous year. The Foreign Exchange Earnings from tourism in rupee terms during 2016 were Rs.1,54,146 crore with a growth rate of 14.0%.

During 2017, a total of 1.7 million foreign tourists arrived on e-Tourist Visa registering a growth of 57.2%. During 2016, FTAs on e-Tourist Visa in India were 1.08 million as compared to 0.445 million in 2015, registering a growth of 142.5%. FIGURE-1: Assistance to Central Agencies for tourism infrastructure development in 2017-18 Source: Annual Report, Ministry of Tourism: 2017-18



Challenges of Indian Tourism:-

Security is one of the Major Challenges of Indian Tourism. Increasing the rate of Sexual Abuse of women, Theft, Credit Card Fraud. Moreover, Identity Theft, Food Poisoning, Terrorism. Also, Public Violence is affecting Indian Tourism to a high extent. This remains a major hurdle for the development of tourism. Amenities: Amenities at various tourist locations and en route need to be improved

these include basic amenities such as drinking water, well maintained and clean waiting rooms and toilets, first aid etc. Human resource: Availability of skilled manpower is a major challenge faced by the travel and tourism industry, to sustain growth in the travel and tourism industry, trained manpower or workforce is required. Information

& communication: Though the official languages of the republic of India are Standard Hindi and English yet the government of India has given 22 languages of the 8th schedule the status of official languages. Because of such diversity in the regional languages the foreign tourist has to face the problem of communication with the locals. Security & safety: India is highly lacking on this attribute of competitiveness. The

major reasons being the internal community riots and also the terrorist attacks faced from time to time. The country is highly unsafe for females and there is poor discipline as well as political instability in the country.

Opportunities of Indian Tourism:- Tourism can contribute to sustainable development in a variety of sectors. Economic growth. Tourism generates income and creates easily accessible training opportunities and jobs, as well as sales markets for services and local products. Infrastructure.

1. Major advance for the Indian tourism industry since many foreign tourists visited for seeing the sights and to observe the CWG 2010. This is definitely a key source of income for the Government.
2. As well as development of domestic tourism is one of the factors of the growth of the tourism industry.
3. More hands-on role from the Government of India in terms of framing policies.
4. As the tourism industry expands the airline industry is also in for a boom.
5. Demand between the national and the inbound tourists can be effortlessly managed due to variation in the period of holidays. For international tourists the peak period for arrival is between September to March when the

climatic environment are suitable whereas the national tourist waits for school holidays, usually the summer months.

Yehuda Grades (eds.), *Tourism in Frontier Areas*, Lexington Books, Lanham, Maryland.

Conclusion:-

Indian tourism industry needs enhancement in terms of behavior, honesty. Foremost influential factor like politeness, humility, willingness to help and accept people has promoted their tourism. The above behavioral traits have to be strengthened and toughened in India. Indian Tourism Industry is grossly underutilized or unexploited in case of Tourism development where the Government both Centre & State may come out with a progressive policy on Tourism which helps to generate Infrastructure through the inflow of tourist to diverse regions to India's size and massive natural, geographic, cultural and artistic diversity offer enormous opportunities for the travel and tourism industry the promotion and aggressive marketing measures undertaken by the government is expected to aid arrival of tourists. India has seen a progress but the perception is changing too slowly. There has been some investment in infrastructure but infrastructure is not just airports, hotels and roads. It also includes telecommunication network, banks, healthcare etc. The Indian tourism sector needs an urgent image makeover and higher investment in development, growth and infrastructure including through Public-Private Partnership mode to capitalize on opportunities provided by overall growth in world tourist arrivals, expected to increase by Foreign Tourist Arrivals in emerging countries expected to grow faster than in advanced economies, a goldmine of opportunity in tourism is waiting for India.

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Tourism Marketing

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Abstract –

Tourism marketing is the collective name given to the various marketing strategies and sources available print media and E media used by businesses within the Travel and Tourism industry.

This includes, for example, accommodation, along with Transportation facilities such as airlines, Surface transport, Sightseeing transport arrangement, car rental services, restaurants, entertainment venues, travel agents and tour operators. Before Industrial Revolution, marketing system was very slow in its growth. After the revolution there was a steady progress. It was due to the introduction of mass production during the subsequent years. There was an increase in purchasing power of a large number of people. The growth of communication facilitated the transport of goods. This led to the adoption of a new concept example the marketing concept by the progressive and forward looking manufacturing organizations.

The purpose behind tourism marketing is to promote and develop Domestic and International Tourism in India, make it stand out from rivals, attract Domestic and International Tourist, and generate awareness of Tourism. Many modern tourism marketing strategies make use of the internet, with websites, online adverts, email and social media platforms often playing a key role in Tourism Industry. Tourism Marketing is Important because of it is one of the world's largest and fast growing industry, the tourism industry is extremely Important in each and every country. This means that businesses operating within the industry need to find different ways to stand out from rivals, promote themselves as being the best option for tourists, and highlight some of the things they provide them different, or best. Marketing is essential for achieving this and many of the best tourism marketing tips focus on helping businesses to find a ways selling point and promote it. Of course, it is also difficult that marketers keep up with the latest marketing trends, so that they can create a diverse marketing options and use the best methods for getting their message for tourist or customers.

Key Words -- Tourism, Marketing, Tourist, Business, Industry

Research methodology - The Present Research Paper is mostly based on secondary data sources. Information has been collected from various magazines, Journals, books, search engines, websites and tourism agencies and departments and internet.

Introduction –

The 'marketing concept' is not very old. I came into the scene in the 2nd half of the 20th century. In the beginning, it was linked with the number of closely associated factors for achieving volume sales.

Definition -- which reflects the latest nature of marketing is: "Marketing is a human activity directed at satisfying needs and wants through exchange processes."

"Marketing' by definition is the development of a product to meet the needs of the Tourist as Consumer and then employing the techniques of direct sales, publicity and advertising to bring this product to the consumer.

"Marketing is the management function which organises and directs all those business activities

involved in assessing and converting customer purchasing power into effective demand for a specific product or service and in moving the product or service to the final customer or user so as to achieve the profit target or other objectives set by the company". In essence the marketing concept is a customer orientation.

There are a number of definitions of tourism marketing. Tourism marketing could be defined as the "Systematic and coordinated efforts exerted by the NTOS and/or the tourist enterprises on international, national and local levels to optimise the satisfaction of tourists, groups and individuals, in view of a sustained tourism growth."

Tourism Marketing Ideas

The developments of Travel and Tourism marketing is must, but it is also essential to consider the developments.

1. Hygiene and Safety

Tourist safety has always important and has been a major concern for those in the tourism industry, but customer needs in this area have evolved after Corona. In particular, there is a

greater importance on hygiene than ever before and this needs to be reflected within tourism marketing .

This means the steps we have taken to keep and maintain up to hygiene standards. Customers need to be convinced that they are going to be safe place , so need to emphasise these concepts of hygiene and safety on website, on marketing content .

2. Capitalise on Voice Search

The rise of voice recognition technology has opened up new avenues for marketers to explore. In particular, hotels are increasingly using smart hubs to offer voice search capabilities within rooms, providing a more convenient source of tourist information. One of the best tourism marketing tips is also to use SEO principles to focus on voice search results on platforms like Google. Additionally, voice search can be used to put customers in contact with a chatbot.

3. Artificial Intelligence

The use of artificial intelligence is also growing marketing trend.

4. The Tourist Satisfaction Through Chatbots

Chatbots are increasingly used for tourist service purposes because they are able to respond to customers very quickly. This technology also allows for communication in different languages and the chatbot can be set up to attempt cross-selling and up-selling, which can potentially help you to boost revenue.

5. Technology

Tourist aware and use digital information onto real-world settings, rather than replacing them with entirely new 3D marketing environments. This can be used for Travel and Tourism marketing purposes in a number of multiple ways; typically through the use of smartphones and mobile apps.

International Tourist want to be treated as individuals, which is where personalisation marketing comes in. The basic principle is to try to target people with more relevant marketing messages, which appeal to them on an individual level. For. Exa. Sending a email , or on social media. showing them a product they might like.

6. Tourist Satisfaction

In Tourism Industry , it is important to try to keep in mind that most tourists are not really paying for products or services; they are paying for experiences and satisfaction. With this in mind, some of the most useful tourism marketing tips are important.

7. Marketing Strategy on Social Media

Content marketing is one of the best tourism marketing strategies for a number of reasons. Not only can it be used to draw attention to business and company website, it can also help to position you as a credible industry expert. Content marketing is vast and vary it includes everything from blog posts and web articles, to info graphics, e-books and videos. The key to success is to produce high-quality, genuinely useful content. Think about the expertise you have to share, keep tourists up-to-date information, and share knowledge about Tourist places attractions, accommodation ,activities and facilities .

8. Review Marketing

The Travel and Tourism industry is hugely influenced by reviews. After all, tourists are now likely to read reviews before they book a hotel room, visit a restaurant, or even decide on a broad travel destination. That is why , tourism marketing efforts must also place a focus on managing reviews, and there are several ways to do this. Reviews from tourists via email, ensuring a plenty of feedback and that the influence of bad reviews is limited. Also focus on updating profiles on review platforms.

Marketing operations --

1. It provides a clear ways for tourism marketing .
2. It coordinates the resources of the organization in order to eliminate confusion and misunderstanding and achieving cooperation.
3. Identifying various market segments.
4. Setting and prepare plans .
5. Identifying the business strengths and weaknesses.
6. mission and goals.
7. External and Internal Audit.
8. Business demands and situation analysis.
9. Objectives.
10. Effective marketing mix strategy.
11. Monitoring the plan.
12. Segment the International and Domestic tourists generating markets.
13. Identify the intermediate rs.
14. Identify the nature of demand for one's product.
15. Identify the tourists.

An effective market strategy will determine exactly what the target market will be and to attempt to reach only those markets.

Features of Marketing

1. The demand for tour package is highly elastic and seasonal .
2. Tour package is a combination of various service and facilities in tourism industry .
3. Designing, prepairing tour itinerary and marketing of tour package a number of intermediaries are involved. Bad impression or bad planning one level can spoil the entire

image of the tour itinerary package as well as the business .

4. A tourist does not only by the tour package in advance because it is consumed and felt at the same time at a particular destination.

Need Tourism Marketing --

1. **Market Deemand --** Tourist Expeoences and satisfaction depending upon tourist destinations geographical area , economic condition aim of travel and age group .
2. **Attract International and Domestic Tourist -** First identify new customers and prepare and develop plans to attract tourists .
3. **Purchase and selling services --**Making tour plan ,purchase different facilities , prepare detailed schedule of customers journey or Tour itinerary .
4. **Challenges --** Tourism industry becomes leading and competitive industry that is why its important to business stand out . A good marketing strategies should apply to achieve the success.
5. **Effective Techniques --**Using most effective research and analytical tools and techniques .Having a good marketing strategies .

Identification of markets like that of the product is crucial for any organisation which adopts the marketing concept. In fact the first step a marketing organisation will have to take is to identify its markets. The term 'market' is used in a number of ways. It may be employed to designate the place where the buyer and seller of a good or service meet and between them the exchange transaction takes place. The buyer of goods or services may be the actual buyer or the potential buyer. It may be used in connection with a particular geographical area or in connection with a particular type of service or product. The demand for business tourism is comparatively price- inelastic. The demand also tends to be largely city-oriented and the visits shorter and relatively frequent. The exhibitions, conferences, conventions, trade fairs and similar other events attract this kind of tourism. Introduction of air travel especially jet travel expanded the travel markets necessitating application of marketing techniques. Marketing in the field of tourism made its formal appearance only in the second half of the twentieth century. As the travel business expanded as a result of the introduction of air travel, it became necessary for mangers of travel to use techniques of marketing for selling the tourist product. Marketing helps to create new customers by way of first identifying their needs and then trying to satisfy these. Marketing in tourism, due to the various factors mentioned above, as compared to marketing in other industries needs a somewhat different approach. Tourist marketing to a considerable extent depends

in various market factors mentioned above. Unlike the normal consumer product or service, the tourist product is marketed at two levels.

Marketing Process And Functions

Marketing concept in the field of tourism comprises the

following major process or functions :

1. Market Research;
2. Product formulation and development;
3. Product distribution;
4. Advertising;
5. Sales promotion or support;
6. Public Relations

Coclusion

Tourism marketing, of the actual and potential demand and, on this assessment, development of facilities and services for use by customers. 'Tourist demand' can be divided into 'actual' and 'potential'; 'actual' demand represents those who actually travel to a certain tourist destination while 'potential' demand is the number of assessment The objective of marketing is the behaviour of the enterprise in relation to its markets and tourist and travel and tourism. Within the limitations given by the market situation, by the available resources and the general direction provided by the organisation's. Tourism demand is highly unstable. The demand is influenced by factors such as seasonal, economic, political, etc. The seasonal changes greatly affect the demand. Seasonality means that tourism plant is frequently used for only a limited part of the year and therefore uneconomic. Many tourist areas have short season-often as little as three months. A corollary of this seasonal usage is the seasonal unemployment, which is a serious problem.

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Development of Indian Tourism Industry in World

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Abstract:

Indian Tourism Industry is one of the highly emerging economic industry in India in last 20 years. The Indian tourism industry has been one of the most emerging economic industries in India over the past 20 years. The industry has improved in various areas. The Indian tourism industry grew due to the influx of international tourists. The number of international tourists in India increased from 2.54 billion in 2001 to 17.9 billion in 2019. The share of international tourism sector also increased. The share of international tourism sector also increased. Along with this, India's foreign exchange earnings have also increased. Indian tourism industry contributed 3.198 billion to the global economy in 2001. In 2019, it reached 30.06 billion. India has high number of hotels especially luxuries. It provide comfortable accommodation for tourist. Many travel agencies and various operators exist to serve tourists. Considering the area of India, this development is very less compared to other countries in the world.

Keyword: Development, Tourism, Industry, Tourist, World.

Introduction:

The tourism industry is one of the largest and fastest growing and non-polluting industry in the world. This industry has a major contribution to the economy of many nations. In the very short period of time tourism has become the world's largest industry, generating wealth and employment, opening the minds of both visitors and the visited to different ways of life. This industry established a certain diversity. The scope of this industry is widened. This industry is significant in the economic point of view. This industry has played an important role in the country's economy. India has strong signs of becoming one of the emerging giants in world tourism.

The tourism industry is the largest segment under the services sector in the Indian economy. Indian tourism is recognized as an important sector of economic growth. The tourism industry in India has undergone significant changes in the last 20 years. Especially accommodation, transport, agency, operation etc. After the Government of India launched the National Tourism Policy 2002, there was a sudden change in the tourism industry. The influx of international tourists to India suddenly increased, resulting in an increase in foreign exchange in India. Till 2019, India's tourism industry was on an upward trend. But due to the 2020 Covid-19 pandemic, the Indian tourism industry along with the rest of the world has suffered. Tourism industry totally collapsed.

Tourism industry declined sharply in 2020. Only 2.46 million foreign tourist arrived in India during January-June 2020 as compared to 5.29 million during January-June last year. Consequently, foreign exchange earnings from tourism declined to US\$ 6.16 billion during the first six months of 2020 as compared to US\$ 14.19 billion during in corresponding period last year. Domestic passenger traffic too dropped to 22.77 million during April-November 2020 from 95.7 million during the corresponding period last year.

Objectives:

The present study aims to understand the contribution of Indian tourism industry to global tourism. To understand the changes in the Indian tourism industry accordingly. Accordingly, understanding the changes in the Indian tourism industry and the changes in the residence, travel agency tour and operator number.

Research Methodology:

The present study is based on the secondary data published by various agencies and organizations. The present study makes use of data and information provided by, UNWTO, Ministry of Tourism, Ministry of Statistics and Programme Implementation, Newspapers, Magazines, Books and Internet etc.

India In (International Tourist Arrivals) In World:

In the last 20 years, India has contributed a lot to tourism industry at world level. Looking at the

current situation of India tourism industry, India has made great progress at the international level. Data chart between 2001 to 2020 shows India's share of International tourist arrivals worldwide. In 2001, there were 683.4 billion international tourist arrivals in various countries around the world, of which India accounted for 2.54 billion international tourist arrivals, which share was 0.37% of the world arrivals. India ranked 51st in the world in terms of international tourist arrivals that year. International

tourism arrivals in India have increased to the same extent as international tourism arrivals at the global level. This is understood from its percentage share. The world share of international tourism arrivals in 2020 was 4 times higher than in 2001. It was 1.59%. India's ranking in international tourism arrivals was 24th in 2019 compared to 51st in 2001. Over all India's share in global international tourism arrivals has increased over the last 20 years.

Share of India in International Tourist Arrivals in World, 2001-2020 Years



(Source: India Tourism Statistics at a Glance- 2021)

India in (International Tourism Receipts) In World:

India's share of the world's International Tourism Receipts (ITRs) is significant in the world. In 2001, international tourism receipts earned US\$463.8 billion in foreign exchange worldwide. India's share in that year was US\$ 3.198 billion. In worldwide percentile share was 0.69 % and rank was 36th. Under the "National Tourism Policy 2002", the Government of India launched an international marketing campaign called Incredible India to promote tourism in India to a global audience. The policy is built around the 7-S Mantra: - Swaagat (welcome), Soochanaa (information), Suvidhaa (facilitation), Surakshaa (security), Sahyog (cooperation), Sanrachnaa (infrastructure) and Safaai (cleanliness). Some of the salient features of the Tourism Policy are No approval required for foreign equity of up to 51 per cent in tourism projects. NRI investment up to 100% allowed. Automatic approval for Technology agreements in

the hotel industry, subject to the fulfillment of certain specified parameters. Concession rates on customs duty of 25% for goods that are required for initial setting up, or for substantial expansion of hotels. Till 2020, India has never looked back. Every year India reached one step higher. This policy seems to have helped improve the condition of the tourism industry. The foreign exchange earnings of the Indian tourism industry for the two years 2002-03 and 2003-04 increased incredibly by US\$ 1.36 and US\$ 1.707 respectively as compared to the previous year. Rank also jump from 37 to 26. In 2019, international tourism receipts earned US\$1465 billion in foreign exchange worldwide. In which India's share was US\$30.058 billion in percentage with 2.05 % at 13th position. In 2020, the Covid-19 pandemic affected the tourism industry in India as well as the world. The tourism industry in India seems to have grown significantly in the last 20 years with the exception of the year 2020 in the progress of tourism industry development in India.



Share of India in International Tourist Receipts (ITRs) in World, 2001-2020

(Source: India Tourism Statistics at a Glance- 2021)

Accommodation Facilities In India:

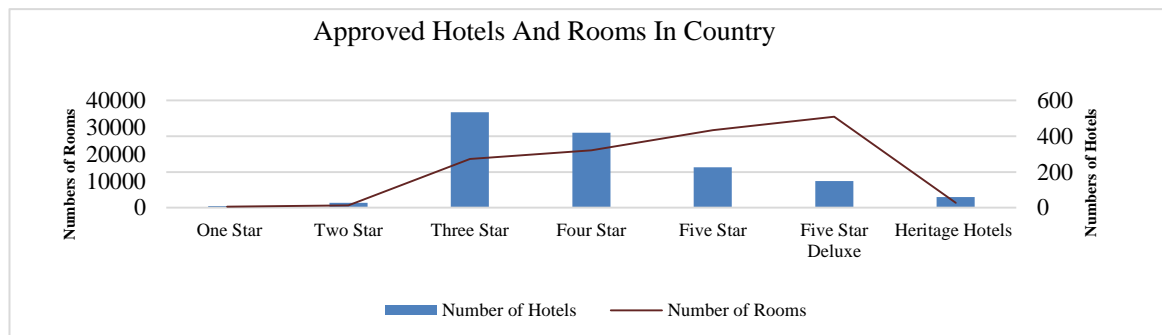
- Hotels And Hotel Rooms:**

58.2 foreign tourists visited India for Leisure holiday and Recreation in 2020. Tourists require good quality accommodation in tourist destinations. India has provided good quality of accommodation for foreign tourists. India's first luxury hotel "Taj Mahal" was built by Jamshetji Tata in 1903 in Mumbai. The Ministry of Tourism has a scheme for granting approval to hotel projects from the point of view of this suitability for international tourists. A classification committee set up by the Ministry

classifies the functioning hotels under the star system into six categories from star one to five star deluxe. India today has a total of 104,082 rooms in 533 three star, 419 four star, 226 five star, 149 five star deluxe and 59 heritage hotels. Five star and five star deluxe hotels are big considering the numbers and their number of rooms. India has huge number Of luxuries accommodation facility provide to their tourist. That is why foreign tourists prefer India for tourism.

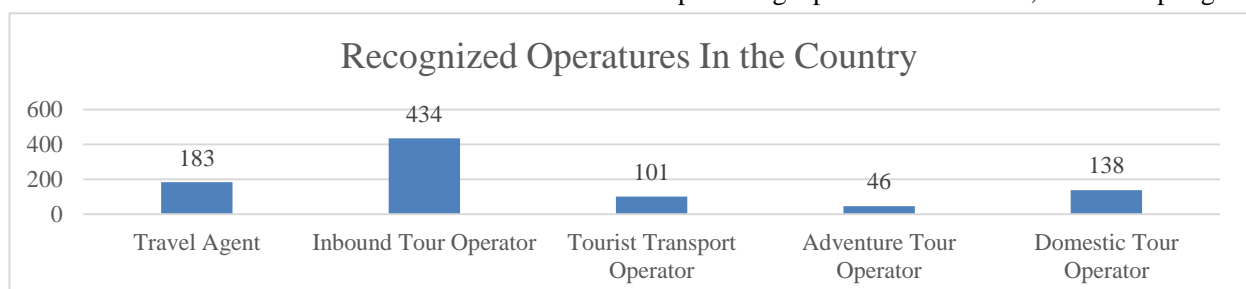
(Source: India Tourism Statistics at a Glance- 2021)

- Operators In The Country:**



The Ministry has a scheme of approving Travel Agents, Tour Operators, Adventure Tour Operators and Tourist Transport Operators, the idea being to encourage quality, standard and service in these categories so as to promote Tourism in India. This is a voluntary scheme open to all bonafide agencies. Following data chart shows number of operators in the country recognized by Ministry of Tourism as on 31-05-2021. A travel agent is one who arranges

ticket s for travel by air, rail, ship, passport, visa etc. It can also arrange accommodation, tours, entertainment and other tourism related services. SARC (1967), "Travel agency business consists of the activities involved in selling tourism products/services directly to the tourists and performs normal functions such as issuing air tickets, making accommodation and transportation reservation, providing specialised services, and accepting and



making payments." Traditionally, in the Indian intermediary that brings travel products to the end consumer. Travel agents used to receive a base and override commission. Currently there are 183 travel agencies in India. An Inbound tour operator is one who makes arrangements for transport, accommodation, sight-seeing, entertainment and other tourism related services for foreign tourists. Inbound tour operator are also known as incoming tour operators. Technically, the operators who receive guests, clients/tourists, and handle arrangements in the host country are called inbound tour operators. 434 inbound tour operators exist in India. Tourist Transport Operator Organization is one, who provides tourist transport like cars, coaches, boats etc. to tourists for transfers, sight-seeing and journeys to tourist places etc. An Adventure Tour Operator is one who is engaged in activities related to Adventure Tourism in India namely, water sports, aero sports, mountaineering, trekking and safari of various kinds, etc. In addition to that he may also make arrangements for transport, accommodation, etc. 30% of India's total area is mountainous but despite this there are only 46 adventure tour operators in India. An inbound tour operator and a domestic tour operator are similar in terms of service but the difference is that an inbound tour operator serves international tourists and a domestic tour operator serves domestic tourists. There are 138 domestic tour operators in India. Tour operator is a specialised in one or a few destinations as the nature of business is bulk. They are referred as consolidator of tourism industry. However this is not applicable to the travel agent. Travel agent deal with multiple destinations in order to aggregate the service for the tourists.

(Source: India Tourism Statistics at a Glance- 2021)

Conclusion:

India has made a lot of progress in the tourism industry in the last 20 years. India has brought many changes in the tourism sector. Positive steps have been taken to provide various services and facilities to attract tourists for tourism. The Ministry of

market the travel agent acted as Tourism has focused on attracting maximum number of foreign tourists by changing government policies related to visa, passport, transport, accommodation, tourist safety. Their efforts seem to have met with some success. The number of hotels and rooms to stay in India has increased. There has been an increase in the number of different organizations involved in trip planning such as travel agencies, various tour operators. As a result, India received a large amount of foreign exchange during the year. Therefore, the tourism industry has created a unique position in the Indian economy. India has a major contribution to the global tourism industry. India seems to have succeeded in attracting global tourists to India. However, India has unique cultural heritage. It has a vast array protected monuments spread throughout the length of the country. India has 22 world heritage (16 are monuments). Considering Indian culture, history, geographical structure, region, India's contribution to the global tourism industry is very less. India needs to do more.

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A Study of Unapdev Tourist Center And Satisfaction Index

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Abstract: In the new millennium global economy will be governed by Technology, Telecommunication and Tourism. It has great capacity to create large scale employment, tourism is interaction between people and places through movement. Tourism is acknowledged to be crucially important for development due to its multifaceted nature encompassing economic, social, political, environmental, cultural and psychological characteristics. Religion is most important aspect in respect to tourism in India.

Key words: Tourism, Economy, Physical and Religious factors

Introduction

Tourism is a major engine of economic growth and an important source of foreign exchange earnings in many countries including India. It has great capacity to create large scale employment of diverse kind –from the most specialized to the unskilled and hence can play a major role in creation of additional employment opportunities. It can also play an important role in achieving growth with equity. In the new millennium global economy will be governed by Technology, Telecommunication and Tourism. The essence of tourism is positive interaction of man with attributes of space. The element of tourism is mobility or movement of man. Thus man's movement through places becomes the subject matter of tourist activities. Hence, tourism is interaction between people and places through movement.

The word tourism is related to "Tour" which is derived from the Latin word "Tornos". Tornos means a tool for describing a circle or turner's wheel. Tourism is the fastest growing tertiary economic activity in India. Physical, location and cultural factors determine the development of tourists places. Tourism is acknowledged to be crucially important for development due to its multifaceted nature encompassing economic, social, political, environmental, cultural and psychological characteristics. (Britton, 1989). There are many types of tourism such as religious, sport, scenic beauty, and natural spots and forest reserves. Religion is most important aspect in respect to tourism in India thus the geography of religion is mainly related to ceremony aspects which are expressed geographically through temples and shrines (Paul Fickler 1962). For religion, travel is necessary part of getting from home to the holy destination and the motive of this leisure time journey is clearly religious. People visit the places

of worship and sacred shrines as well as to see the natural beauty.

Objectives:

This Research paper deals with following specific objectives:

1. To study tourism potential of the study area, Unapdev, Jalgaon district.
2. To find out Satisfactory index and problems of the study area.
3. To confine the affecting factors on tourism development of the study area.

Database and Methodology:

The secondary data is collected from various sources which include both published and Unpublished Document, Maps, Census Data, Government Publications, MTDC Publications, Private agencies Publication, and Various Web Sites. Basic data has been collected through Jalgaon District Hand Book, Jalgaon District Gazetteers, Jalgaon District Census Tables, and Indian Tourism Statistical Department etc. For the assessment of level of satisfaction of the tourist, the following formula is used.

Whereas:-

Sti = Satisfaction Index for the i^{th} factor.

Mi = Numerical values for particular level of satisfaction for the, i^{th} factor.

Ni = Number of respondents deriving the particular level of satisfaction for the " i^{th} factor.

N = Total number of respondents for that factor for all level of satisfaction.

Study Area:

$$Sti = \frac{\sum Mi Ni}{N}$$

Unapdeo is located near Adavad Village in Chopada Taluka in the scenic natural surroundings of the Satpura Range. Unapdeo location is 21.72 North Latitude and 74.44 East Longitudes. It is 25 km

from Chopada and 53 Km from Jalgoan. Like Sunapdev, Nijhardev are two other hot water breezes generated in Satpuda hills range. Its location is one of the feet of the high spur of the Satpuda range penetrating into the flat plateau in the south. The area in which Unapdeo is located is drained by the tributaries of the Tapi River, which flows in the South of Unapdeo. The place is known for its spring. All over Maharashtra hot springs are found at the base of the mountain ranges of the Sahyadri, Ajanta and Satpura ranges. The hot water comes out from a solid rock. These solid rocks form a lower part of a temple. The hot water flows through stone conduit fashioned in the form of a cow's head and collected in a small pond surrounded by a red brick walls. The important features of this spring are that the temperature at different points varies

Satisfaction Index of Tourist at Unapdeo:-

Table No. 1.1 Factor wise Satisfaction Index with Rank (Sti):-

Sr.No.	Factor	Satisfaction Index	Positional Rank
1	Accommodation	3.06	7
2	Cleanliness in the place	6.65	2
3	Food Facility	3.30	5
4	Drinking water Facility	3.91	4
5	Personal safety	6.82	1
6	Shopping Facility	3.09	6
7	Medical Facility	2.85	8
8	Parking Facility	6.43	3
9	Toilet Facility	2.75	9
10	Guide Facility	2.61	10

Source: Data Compiled by Researcher

Photograph 1.1 Unapdev Temple



The satisfaction are weighted by giving ranks to the factors (Table -1.1) It is observed that Personal safety ranks first. It means tourists are more satisfied with the Cleanliness in the place with second rank. Parking facility ranks third, drinking water facility rank forth, food facility gets fifth ranks and shopping facility receives sixth rank. Accommodation facility received seventh ranks, Toilet facility, Medical facility and Guide facility is not available in this tourist center.

Conclusion:

1. There is lot of potential in the study area to develop as a tourism center.
2. Physical factors as well as infrastructural aspects affects on tourism centers.
3. Accommodation, Toilet and medical facility is needed to avail in the study area.
4. Good food and drinking water is needful to improve in the study area.

1.2 Hot water spring



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The Tourism policy of India

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Introduction:

India's tourism sector is a significant economic multiplier and is becoming increasingly important as the country strives for rapid economic growth and employment creation. India is covered in beauty in all its nooks and corners. This nation's expansive landscape is decorated with the most diverse populations, cultures, and topographies. India also provides various geographical regions, world-class tourist attractions, and specialized travel services, including eco-tourism, heritage tourism, adventure tourism, medical tourism, etc. Planning for Indian tourism began after the country's independence. In 1945, Sir John Sargent served as the committee's chair. He was the government of India's educational advisor at the time. Following that, India underwent systematic tourism growth. The second and third five-year plans have evolved the tourism planning methodology. The sixth five-year plan strongly emphasizes using tourism as a tool for economic growth, social integration, and upholding peace. After the 1980s, the tourist sector proliferated as a source of jobs, revenue, foreign exchange, and leisure activity. The government has promoted the tourist industry through many vital actions. This paper with a brief description of the history of tourism and tourism policy development in India.

Objectives of the study:

1. To analyze the performance of tourism industry.
2. The paper will briefly explore the tourism policies of India.
3. Overview the policies for the development of tourism industry.

Methodology:

The study is based upon the collection secondary data. The data was collected from various published and unpublished records of Ministry of Tourism Government of India Different sources of publications such as Magazines, journals, Internet, Research articles and Various Economic surveys.

Tourism policy of India:

Tourism development in India has gone through many stages. The first and most important step taken to promote tourism in India after Independence was the formation of a separate Department of Tourism under the Ministry of Transport and Communication, Government of India after the time of independence in the year 1958. It also helped in marketing and promoting international and domestic tourism in the country. It delivers infrastructure, information which aims at promotion of tourist's sites in the global market. It too carries out the promotional campaigns and frames strategies for the tourism development in the country. It has offices in India as well as abroad.

Tourism policy of 1982:

Ministry for the first time presented the tourism policy which was presented in both the houses of parliament on 3 November, 1982. The policy

statement contained five main objectives of the tourism policy of the Government of India. These objectives were mainly framed for the development of tourism in the country. And these objectives were:

1. Travel is a unifying force for both national and international understanding.
2. It helps to preserve, enrich and retain the country's world view and life style, its cultural expression and heritage in all their manifestations. The prosperity that tourism brings must cause accretion and strength rather than damage to the social and cultural values and depletion of the country's natural resources.
3. It brings socio-economic benefits to the community in terms of employment opportunities, income generation, revenue generation for the states, foreign exchange earnings and in general cases human habitat improvement.
4. Both domestic and international tourism gives a proper direction and also provides opportunities to the youth of the country, so that they can meet their needs and aspirations. It thus helps to bring greater national integration and cohesion.
5. It also offers opportunities to the youth of the country not only for employment but also for taking up activities which prove helpful for nation building like sports, adventure etc.

To achieve these objectives selected travel approach and matching facilities would be Provided. With regard to the marketing strategy, the policy

statements suggested the necessity of exploring new markets and the development of tourist traffic. The policy also stressed on the need to develop a Buddhist circuit with a view to attract larger number of Buddhist travelers from East. The country is bestowed with many cultural and natural heritages which prove to be the major booster for tourism resources in the country. Another attention was given to develop backward areas having ancient monuments, natural scenery, local arts etc. The tourism policy of 1982 also stressed the need for coordination among public-private undertakings. The center would play a coordinating role for proving the support to the states where necessary, however it would be the responsibility of center to look after the international tourism. It was also clarified that sufficient incentives would be provided to the private sector to play a more dynamic role in the development and promotion of tourism.

New tourism policy of 2002:

The publication of the National Tourism Policy by the Government of India in 2002 was an important milestone in tourism planning in India. This Tourism Policy 2002 is based on a multi-faceted approach, including faster implementation or faster development of tourism projects of integrated tourism circuits, capacity building in the hospitality sector and new marketing strategies. The main objective of the 2002 National Tourism Policy was to place tourism as a key driver of economic growth. The government strives to achieve this goal by promoting domestic and international tourism, developing tourism infrastructure, developing new destinations, promoting agro-rural tourism, tourist routes, etc. new calendar and public-private partnership.

1. The 2002 National Policy emphasizes the promotion of existing tourism products and destinations. For tourism product development and destination development, the central government has supported the state government, and major projects have been funded.
2. The central government has provided funding to the state government to develop tourist routes of international standards.
3. This policy has emphasized public-private partnerships to implement large revenue-generating projects such as convention centers, golf courses, yachts and cruise ships, used by tourists and generates substantial revenue for the state.
4. This policy recognized that private financial resources as well as technology and management talent were needed for the development of tourism infrastructure. So the government provides funding to organize a

study tour in India, expo abroad, advertising, etc.

The campaign was conducted globally and received appreciation from tourism industry observers and travelers. However, the campaign was substantially criticized from some quarters. Some experts criticized it on its failure to cover several aspects of India which could have been attractive to the average tourist. In 2009, the Ministry of Tourism launched a campaign titled “Atithi Devo Bhava” meaning “the guest is equal to God” targeting the local population to educate them regarding good behavior and etiquettes while dealing with foreign tourists. “Atithi Devo Bhava” aimed at creating awareness about the effects of tourism and sensitizing the local population about preservation of India's heritage, culture, cleanliness and hospitality. It also attempted to re-instill a sense of responsibility towards tourists and reinforce the confidence of foreign tourists towards India as a preferred holiday destination. The concept was designed to complement the “Incredible India” Campaign. Also, to boost tourism in India “visit India 2009” campaign was put into effect, to boost the flow of tourists to India.

Conclusion:

The policies of India are mainly aimed for the development of tourism industry in their respective areas. And to some extent they are succeeded in it. The number of tourists has increased throughout the years, as can be seen in different reports. Both domestic and international tourists are keen to visit these places. These policies have paid great impetus for the infrastructural development of the tourist places. Major investment programmes were help in these policies. And it can be summed up that the policies are being made mainly to boost the infrastructure of the state and of the country at large, so that this industry can flourish and attract tourists. More tourists mean more economic opportunities to these places. So, the policies which are framed should be implemented in the best possible manner, only then these can prove successful to get the desired results.

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Problems and Potential of Fort Tourism in South Konkan

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Abstract-

Tourism is known as one of the important industry in world and India. In last few years new trends have emerged in tourism. Fort tourism is an ideal example of it. Konkan which is important part of Maharashtra state has a rich history, culture and heritage. South Konkan is known for the land of lord Parshurama and for its maritime history. Historical tourism is not developed in the Konkan up to its potential. Now a days young generation is coming out for trekking, mountaineering, hiking and many more adventure activities in Western Ghat or Sahyadri ranges. Most of the forts are located in the Western Ghat and in the coastal areas where the tourists are coming in large numbers. This is the good opportunity to divert such tourists towards fort tourism if the basic infrastructure has been provided to them. It will help the local people and regional development.

In this paper an attempt has been made to know the potential of fort tourism and the problems associated with Fort Tourism.

Key words - New Trends, Historical tourism, Adventure activities, Fort tourism.

Introduction

Maharashtra, the famous state of India, occupy a large portion of the Deccan plateau in the western peninsular part of the subcontinent. Maharashtra is called the gateway of India and is one of India's biggest commercial and industrial centres. It has played a significant role in the country's social and political development. Maharashtra is a 3rd largest state of India in size. Maharashtra is known for its complex range of physical diversity. Maharashtra is home to a repository of natural beauty, architectural wonders, festivals, traditions, gastronomy and glamour. Maharashtra is one word, but it speaks volume of its rich culture and diverse people. It is said that there is something for everyone. Maharashtra is also known as Trekkers paradise with green hills, doted lakes and forest. Maharashtra has unlimited tourist resources and it's seen from the campaign of Unlimited Maharashtra.

Culture of Maharashtra is amalgamation of festivals, dances, music, art and craft, food, costumes. It's important to know about history but it's the culture which defines a state in its own style, it is very true about Maharashtra. Maharashtra has a variety of tourist destinations like as beaches, forts, caves, hill stations and wildlife sanctuaries to temples and shrines, adventure sports, as well as lakes and waterfalls. It has five UNESCO World Heritage Sites i.e. the Ajanta Caves, Ellora Caves, Elephanta Caves, Chhatrapati Shivaji Terminus (CST) (previously Victoria Terminus) in Mumbai and the Western Ghats. Tourism has become one of the most important activities in most of the districts of Maharashtra. Due to the rich past history and 350

forts which are the major attractions to the tourists who visits the state. Maharashtra is divided into five geographic regions. Konkan, Western Maharashtra, Marathwada, Khandesh and Vidarbha. Konkan Which is one of the important division and extends throughout the western coasts of Maharashtra. It has 720 k.m. coastline and bounded by the Western Ghats mountain range (also known as Sahyadri) in the east, the Arabian Sea in the west, the Daman Ganga River in the north and the River Terekhol in south. In this paper an attempt has been made to identify the potential forts for tourism development and the problems associated to fort tourism.

Objective-

- 1- To know the development of tourism in South Konkan.
- 2- To understand the tourism potential in South Konkan region.
- 3- To identify the potential of fort tourism in South Konkan
- 4- To suggest the remedies for development of fort tourism in South Konkan.

Research Methodology –

The study of this research is based on primary and secondary data. Primary data is collected through the field visits and questionnaires. Secondary data is collected from the published documents such as Government reports, magazines, newspapers and internet.

Brief history of forts -

Forts were very important for primary defense in Maharashtra against enemy invasions, and had been so since ancient times. They are known in the local language as 'killa' (or 'qila' in Urdu). One of the early reference to forts in the

subcontinent occurs in the ancient political treatise, 'Arthashastra' by Kautilya, whereby Kautilya classifies the forts as Jal durg (water forts), Giri durg (mountain forts), Vana durg (forest forts), Dhanu durg (arid/desert forts located in conditions which are devoid of a ready water supply), Mahi durg (brick forts), and Nar durg (human forts), not to mention the ancient cities in kingdoms such as Mathura, Magadha, and so on which were also mentioned as being fortified settlements. The social treatise, 'Manusmriti' by Manu, also describes the advantages and disadvantages of different classifications of fort.

Due to its peculiar topography, Maharashtra has always revealed in different forms of fort constructions. Its structures and architectural designs have differed depending upon their region and location, whether these are on the plains, coastal areas, hilly terrain or in the dense forests. The forts in Maharashtra were constructed from the point at which some of the early ruling dynasties (and their vassals) held power, such as the Satvahanas, the Rashtrakutas, the Kadambas, the Chalukyas, the Yadavas, the Afghans, the Bahmanis, the Gonds in Berar, the sultanates of Ahmednagar, Bijapur and Berar, the Siddis, the Europeans (British, Portuguese), and last but not the least the Marathas. The Marathas gave tremendous importance to forts as they were their strongest defence against marauding invaders. Due to the inherent hilly terrain of the Sahyadri range, most of their forts belonged to the 'hill' category.

The Forts in Maharashtra can be divided in the following types-

1. Hill forts
2. Sea forts
3. Land forts
4. Forest forts
5. Human forts

Hill Forts

These forts are constructed on the high hills by using stone cut from the mountains. The high altitudes made these forts safe from the enemy. In the Marathi these forts are called 'Giri Durg' ('giri' means the mountain and 'durg' is the term for a fort), Raigad, Rajgad, Purandar, Sinhagad, Pratapgad, Shivneri, Rajmachi, and so on. The hill forts are most common in Maharashtra and scattered all around the Sahyadri mountains. They are located at short distances from each other and were accessed by crossing a couple of mountains. If a fort was captured by the enemy, this allowed the king and his officials to escape and easily reach the next fort. Hill forts were constructed from stones carved out of the very mountains, and were attached (depending upon the design) with the help of lime, rubble, gravel, stones, bricks (used mainly in land forts or smaller forts), molten metal and sand. Lime or mortar was

ground on the fort itself (in what were called the 'Chunyaachya ghaani', 'chuna' being the term for lime), with the help of a roller passing through a circular channel.

Land Forts

These forts were created on the plains. In Marathi they were called 'Bhuikot' (Durg), and examples include Chakan fort, Bahadurgad, Solapur fort, Ahmednagar fort, and so on.

Sea Forts

These forts were created in the middle of the sea and protected by its vicious waves. In Marathi they were called 'Jal Durg', and examples include Janjeera, Sindhudurg, Suvarndurg and Padmadurg. The Suvarnadurg fort in Dapoli is one of the few forts to be built in the sea.

Forest Forts

These forts were created amidst dense jungle, protected by the heavy tree cover, along with reptiles and wild animals. They were the 'Vana Durg', and Javali is one such example.

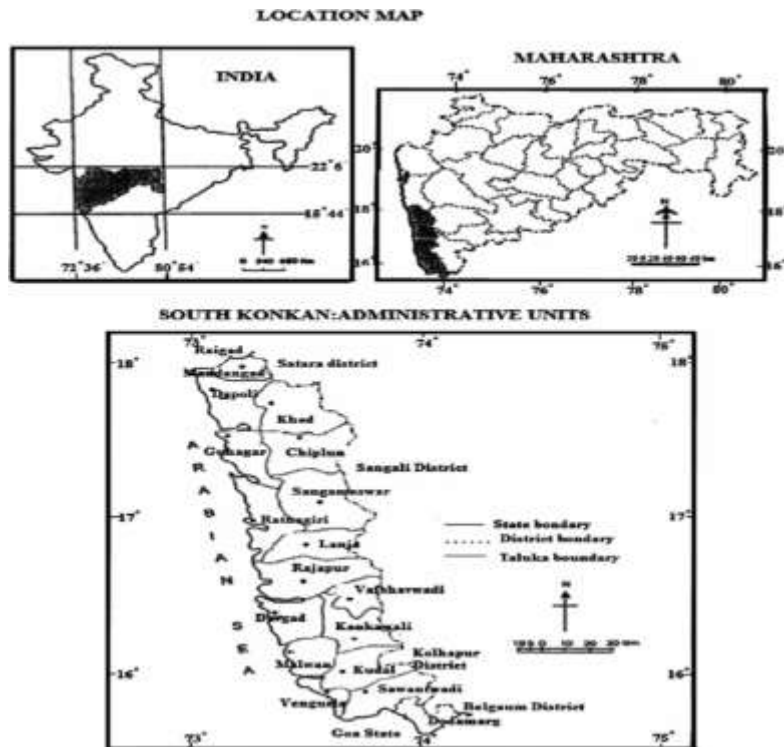
Human Forts

These formations were created as a direct result of human warfare, and encampments often resembled forts. These are the 'Nar Durg'.

Study region –

Konkan region is a naturally gifted area of the Maharashtra state. Konkan is well known for its natural beauty and is emerging as a favorite tourist destination for lot of people. Konkan's greenery, coconut trees, beautiful virgin beaches, waterfalls, mountains and lush green valleys definitely provides a rich and pleasant experience for the tourists. Tourism in Konkan is developing very fast. Tourists from Maharashtra now prefer to visit Konkan because of several reasons like close vicinity, easy accessibility due to better roads and Konkan railway. The economically cheap accommodation and overall lower costs for visiting previously unexplored places is an added attraction to the tourists. Local people depending mainly upon fishing and farming activities for their livelihood but nowadays people are shifting their livelihood with the help of growing Tourism in the region. Fort tourism is a new path for the local people in Konkan because there are nearly 129 forts. If the potential of this fort tourism is grabbed it will be better for the youth in Konkan and it will reduce the out migration of the youth. A coastal strip of land bounded by Sahyadri hills on the east and Arabian Sea on the west. Konkan region is extended from Palghar in north to Sindhudurg in south including the districts like Palghar, Thane, Raigad, Ratnagiri and Sindhudurg while Ratnagiri and Sindhudurg districts are the part of south Konkan. The latitudinal location of south Konkan is 15°37' to 18.04' north latitudes and 73.02 to 74° 13' east longitude. These two districts have total 46 forts which are sea

forts, hill forts, land forts. Some of them are very famous but most of them are not yet explored properly.



Location Map – South Konkan

Forts in South Konkan are classified as under -

1. Hill Forts – Sumargad, Rasalgad, Prachitgad, Mandangad, Padmnabhdurg/ Panhaldurg, Palgad, Govalkot, Sadanandgad, Ramgad, Bhagvantgad, Bhartgad, Sidhagad, Shivlanka, Manohargad, Mansantoshgad, Mahadevgad,
2. Sea forts – Sindhudurg, Suvarndurg
3. Land forts – Himmatgad/ Bankot, Govagad, Fattedurg, Kanakdurg, Anjanvel, Vijaygad, Jaigad, Ratnagiri, Purgad, Aanmbolgad, Yashvantgad, Vijaydurg, Devgad, Sarjekot, Rajkot, Padmgad, Nivati, Yashvantgad, Kharepatan,
4. Forest forts- Mahiptgad, Barwai, Kolkevadi, bhavanidurg, Mahimatgad, Bhairavgad, Songad, Narayngad, Hanumantgad,

Few forts which have potential as fort tourism are discussed as per following-

1 - Hill Forts -

Sumargad –

The fort is located in the mid hill range which extends in the North South direction and runs parallel to the Sahyadris in Khed Tahsil. Due to its difficulty in access, height and tough to climb. Fort has straight rock surfaces from all the sides of the fort and on the way sometimes it is necessary to do rock climbing to reach to the fort. There are some water tanks on the fort.

Rasalgad fort -

The fort is located on southern tip of a hill range that spans in the North South direction and runs parallel to the Sahyadris. Out of the three forts situated in this range, only Rasalgad is easy to reach. The fort is spread on an area of 5 acres. The fort has temples of two goddesses Solai and Waghai which are known for carvings. On the North Western side there is citadel which has a storehouse and palace. In the southern part there is one water tank in the cave having four pillars. There are canons on some bastions of the fort. The known history of the fort starts from the time of Chatrapati Shivaji Maharaj. This fort was won by Chatrapati Shivaji Maharaj from More of Javali. In 2003, Rasalgad was declared as a protected monument by Archaeological Survey of India.

Mandangad fort –

Mandangad fort is known as most ancient fort in the Ratnagiri district and was commissioned in the 12th century during the realm of king Bhoj. The fort is in ruin condition in some parts, but one can see lot of ancient relics here. Fort is classified as Giridurg and has security walls created in an expanse of 8 acres. It's wonderful to see a perennial lake created in black rock or basalt.

Gowalkot fort-

This fort is also known as Govindgad or Gowalkot fort. The fort is located 3 kms. from

Chiplun and eastern side of the village Gowalkot. This fort is surrounded by Vashishthi river from north and by Vatoli river to the southern and western sides. Due to this it looks like island style delta. This fort has been repaired by Chhatrapati Shivaji Maharaj and at the base of fort Shree Devi Kanjeshwari temple is situated.

Prachitgad fort-

This fort is also known as Uchitgad or the fort of Shringarpur. The fort is spread across 5 acres. Shringarpur is a place of in-laws of Chhatrapati Sambhaji Maharaj. It is situated in the Sahyadry ranges. Chhatrapati Shivaji Maharaj won Shringarpur and constructed this strong fort. This fort is difficult to climb so has the patience to visit.

Bhairavgad fort-

This fort is also coming in the category of Giridurg. The fort is located 45 kms. from Chiplun and from Derwan it is 12 kms. Durgwadi, Gawal villages are the base for this fort but it is convenient from Durgwadi. The fort is very difficult and challengeable to climb for mountaineers also.

Sadanandgad fort, Ramgad, Bhagvantgad, Bharatgad, Sidhagad, Vetalgad, Kharepatan, Manohargad, Mansantoshgad, Mahadevgad, are known as hill forts in Sindhudurg district.

2- Land Forts/ Coastal forts-

Bankot fort-

Bankot is a small fort located in the Tehsil of Mandangad. It was made part of the Bombay Presidency in 1756. A Greek expert Lini has mentioned this fort as Mandagir in the first century A.D. When the fort has been transferred from Portuguese to the Maratha Empire it was named as Himmatgad. Again British regime took it from Angre and renamed as Victoria. This fort has a memorial cemetery of the wife of Charles Mallet and created in the year 1791.

Bankot fort was the first residency of the British Raj in Southern Konkan. The Marathas renamed the fort as Himmatgad.

Gopalgad –

The Gopalgad fort at village Anjanvel, - Guhagar, Dist-Ratnagiri is a coastal fort with an approximate area of 7 acres. The main fort has been extended by different rulers during different times. The main central fort was constructed by the Bijapur rulers in the 16th century. Chhatrapati Shivaji Maharaj annexed this fort during his Dabhol campaign in 1660. After the death of Shivaji Maharaj in 1680, this fort was annexed by Siddi Khairat Khan in 1699. In 1744 the Maratha warrior Tulaji Angre captured this fort and added it back to the Maratha Kingdom (then Peshwa rule).

Jaygad Fort

The fort of Jaygad is located at 25 Kms from Ganpatipule and 50 kms. from Ratnagiri. The fort is still in a good condition. The fort was

primarily built for guarding the Jaygad port. This fort has erected by Vijapurkar in the Shastri river creek and is located north of the village. The fort has been designed with two areas i.e. Balekilla (the upper fort) and Parkot (the security wall). The fort has 28 fortifications.

Purnagad fort

Purnagad fort is spread in an area of 22 acres. The fort is located at the mouth of Muchkundi creek. The fort is in good condition and has some cannons in the fort. In the 18th century this fort was commissioned as desired by Peshwas. It is said that the construction of this fort was mainly from the point of the commerce.

Yashwantgad fort –

Yashwantgad fort has been erected on the banks of Jaitapur creek. It is spread over 7 acres and the creek water has from two sides. The fort was erected in the 16th century during the Vijapur Regime.

Ambolgad fort-

Ambolgad fort is 5 kms from Yashwantgad and it is in the village only. The fort can be identified from the relics of security walls of the forts. It has expanded on 5600 square meters. The security walls have been constructed with black basalt rock which indicates that it has been built around 11th century during Shilahar regime.

Goa, Fatehgad and Kanakdurga forts -

First fort is Goa fort and its security walls are still in good condition. In the left of Goa fort Fatehgad fort is situated but most of the relics of fort are lost. Kankdurg is located just close to Harnai port. This fort has sea from three sides and it is in ruin condition. The forts were built by Adilshah and later captured by Chatrapati Shivaji Maharaj in 1660. Earlier there was a tunnel connecting both the forts but now only way to go to Suvarnadurga is through a boat.

Vijaydurg –

The fort is located on Vaghotan creek and renovated by Chatrapati Shivaji Maharaj. Three sides are covered by water and from one side is land.

Devgad fort –

This fort is located near the plateau of Devgad. Sarjekot fort, Rajkot, Padmgad, Nivati fort, Yashvantgad, are the examples of land/ coastal forts in Sindhudurg district.

3 - Forest forts-

Mahipatgarh Fort

Mahipatgarh Fort is on the east of the Khed. It is one of the biggest strong hold in Maharashtra, with a range of 120 acres. The erection of fort was carried out in the regime of Vijapurkar. In 1661, Chhatrapati Shivaji Maharaj included this fort in the Swarajya. **Bhavanigad** Bhavanigad is located in Sangameshwar tehsil. There is a big temple of Goddess Bhavani, it is said that it is built in the

14th century. Shivaji Maharaj renovated this fort in 1661. The British won this fort in 1818. After a steep walk for 5 minutes, we reach towards few cisterns. In this temple, there is a bust of Shivaji Maharaj and an ancient idol of Goddess Bhavani.

Maimatgad fort –

This fort is located 20 kms. away from Devrukh on the eastern side. Nigudwadi village is the base of this fort. The fort has an expanse of 12 acres. Due to steep rising apexes on the three sides the fort has been bestowed with a natural security and from the fourth side the security wall has been constructed. The fort has a total of 8 fortifications. Apart from above forts Bhairavgad, Songad, Narayangad, Hanumantgad are forest forts located in different parts of Sindhudurg district.

4 - Sea forts –

Sindhudurg fort-

Sindhudurg fort in Maharashtra, one among the many forts built by the great Chhatrapati Shivaji, is a fusion of elegance and antiquity. The fort lies on a rocky island just off the coast of Malvan which is accessible by a boat from mainland. The district is named after the fort of Sindhudurg which means 'Fort in the Sea'. This fort was the main Maratha headquarters to prepare for wars, battles and also to provide security to Maratha people. The fort built on the orders of Shivaji took three years to complete with almost 100 architects from Portugal and a manpower of 3000. The fort is spread over an area of 48 acres with fortified walls, 12 ft thick and 29 ft high, stretch for 2 miles. Over 4000 mounds of iron were used in the casting and foundation stones were firmly laid down in lead.

Underwater passages are still a matter of skill and the brilliant tactician and monarch in Shivaji which had made it possible in the 16th century. The fort has a hidden passage in the temple.. This passage goes under the fort for 3 kilometres and 12 kilometres beneath the sea and from there 12 kilometres in to a nearby village which was used as an evacuation pathway for people.

Due to the architectural brilliance and uniqueness, this fort has its own identity in world. In the fort there are 3 temples inside which are dedicated to Goddess Bhavani, Lord Hanuman and Jarimari. One important characteristic of this fort is a popular temple which is devoted to Chhatrapati Shivaji, the only one of its kind in the world. It is also known for the hand-prints as well as footprints of Chhatrapati Shivaji which can be seen on a slab. Sindhudurg fort is undoubtedly an unique fort on various dimensions which attracts thousands of tourists.

Suvarnadurga , -

These forts are located at 17 kms. from Dapoli at Harne, The Suvarnadurg fort consists of

three subsidiary forts, Kanakdurga, Fatehgad and Goa forts, which are the land forts and Suvarnadurga is a sea fort.

Problems of fort tourism in South Konkan –

The fort tourism has a great potential in South Ratnagiri, but due to various issues the fort tourism has not reached up to its potential still. Following are some problems which have been observed during research in the study area -

- 1- Good conditioned roads
- 2- Lack of awareness among the local people
- 3- Ruin conditions of most forts
- 4- Non-availability of information about forts
- 5- Littering and garbage
- 6- Lack of Accommodation and food facilities
- 7- Irresponsible behaviour of tourists
- 8- Negligence of Government authorities
- 9- Non-availability of Signage boards and route details
- 10- Lack of basic facilities

Suggestions –

Tourism has enormous potential in Konkan, especially in south Konkan. Development of tourism in south Konkan will definitely have a positive impact on the local economy. If the fort tourism has been promoted it will be a unique identity of South Konkan all over in the state. It is observed that there is lack of information about our own maritime history, the rich legacy of Maratha Empires and the role played by all these forts in fighting with the dominance of European people. It is suggested that if these forts are maintained properly and conserved according to the tourists specially the youth who are the major part of the historical tourism, it will help to the development of tourism on a long way.

Recommendations -

Tourism is known as one of the important activity in Maharashtra. In last two years of pandemic this industry has faced tremendous loss, so if the government wants to promote, boost the industry in its back position, some new trends have to be adopted. Fort tourism is one such new type of tourism which should be promoted in south Konkan for the local development.

For the development of tourism in south Konkan some of the following facilities should be provided to the tourists.-

- 1- Detail history of the Konkan and the Maratha empires should be shown through the documentary or museums.
- 2- History of the forts and their importance, role in the history should be highlighted.
- 3- It is very important to prepare the maps showing the suitable roads, signage boards in the beginning of the travel.
- 4- Minimum basic facilities for the tourists should be provided by the local authority or the government, because these forts are inspiration

for thousands of youths regarding our past rich history.

- 5- Fort tourism will support the local people , villages, their culture through the cuisines, folk arts, dance forms and traditions which will help to conserve and protect our own culture, rich history or heritage.

In short we can say that, the development plans are associated with our maritime history, it will not help only for the regional development but also it will helpful to keep our rich history and heritage alive.

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Prospects of Medical Tourism in Nagpur

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Abstract

Tourism industry at present is one of the most emerging industries in the world Post covid-19 lockdown situation, flourish of tourism industry is more than two times Apart from other aspects of tourism, medical Tourism / Health tourism is also an emerging tourism industry. Hence, present research paper emphasis on aspects of Medical Tourism. Medical Tourism involves movement of a person with an objective to have a better treatment at destination. For present research Nagpur city was selected as a study region. Nagpur being a centre of India is well connected with all four extreme corners of the country. The major objective of the present study was to explore factors responsible for development of Nagpur as a Medical Tourism hub and future prospects. The conceptual framework itself is a self explanatory showing major significant factors playing role in flourishing Nagpur city as a Medical Tourism destination. Findings of the study reveal that more than half of the respondents were aware about Medical Tourism. They are confident that in future Nagpur will emerge as a Medical Tourism centre. The connectivity, big quality hospitals, better treatment facilities, advanced instruments are the factors which are playing and in future will play a significant role in development of Medical Tourism in Nagpur city. Overall study depicts that Nagpur city is having all the potentialities for the flourish and development of Medical Tourism industry.

Key words: Tourism, Medical tourism, Tourism concept, Nagpur city

Introduction

Tourism in general involves travelling for fun, enjoyment, peace of mind, refreshing, change in mood and much more, once in a while. Medical tourism involves one more factor i.e. travelling for treatment. Tourism is the act and process of spending time away from home in pursuit of recreation, relaxation and pleasure, while making use of the commercial provision of services (1). As per places, spots, duration, season tourism may be classified with several ways. Religious tourism, Historical tourism, International or national, short or long duration, summer tourist places and much more.

The United Nations estimated that global international tourist arrivals might decrease by 58 per cent to 78 per cent in 2020, leading to a potential loss of US\$0.9 to 1.2 trillion in international tourism receipts (2). Tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes (3)m Medical tourism (also called medical travel, health tourism or global healthcare) is a term used to describe the rapidly growing practice of travelling across international borders to seek healthcare services. Services typically sought by travelers include elective procedures as well as complex surgeries, etc. (4). Health care has become

one of India's largest sectors, both in terms of revenue and employment. Healthcare comprises

hospitals, medical devices, clinical trials, outsourcing, telemedicine, medical tourism, health insurance and medical equipment (5).

Medical tourism or health tourism is not new for the world or India. In Indian culture when *Hanuman* travelled for *Sanjeevani Butti* was also a form of medical tourism. Indian land is basically famous for Ayurveda, Meditation and Yoga health system. Medical tourism in world or India not only consist pateints and doctors, it includes other stakeholders also such as Travel agencies, Insurance company, Hotel industry, hospitality, Pharmacists, Legal fraternity, Advertising agencies, mental status of whole family and other factors.

Tourists from all over the world have been thronging India to avail cost effective but superior quality healthcare. The city of Chennai attracts around 45 per cent of medical tourist from foreign countries (6).

Objectives

The major objective of the study is to study Medical Tourism in Nagpur city. The specific objectives are-

1. The present paper analyses factor playing role in flourishing Medical Tourism in Nagpur.
2. The present paper tries to explore the future prospects of Nagpur as a Medical Tourist destination.

Methodology

The present research paper applied both primary and secondary information to fulfill the above objectives. A questionnaire containing few basic questions about Medical Tourism was randomly provided to 50 college going students to explore their ideas about Medical Tourism in Nagpur. Out of 50 samples, 34 students responded to the survey. Simple percentage and Qualitative method was used to study significant factors. Qualitative results are shown in verbatim. Conceptual flow chart (Fig-1) depicts in brief about Medical Tourism in Nagpur.

Study Area

Nagpur, the Orange city, enjoys the status of second capital of Maharashtra and approximately central position (Zero mile) in India. Nagpur was founded

by the Gond king Bakhta Buland at the beginning of eighteen century. Nagpur district is one of the urbanized districts of Maharashtra. More than two third population lives in urban area. Nagpur city is one of the most important industrial and commercial centre in Maharashtra (3).

The Nagpur city's latitudinal and longitudinal extend is 20°30'N to 21°45'N and 78°30' E to 79°30'E respectively. Fig-2 shows the location of Nagpur district and Nagpur city. On an average altitude of Nagpur is 310 m from mean sea level. Nagpur is featured by hot summer with maximum temperature reaches beyond 48⁰ C and during winter approximately 10⁰ to 8⁰ C. Seasonal monsoon weather is observed here with rhythmic four seasons.

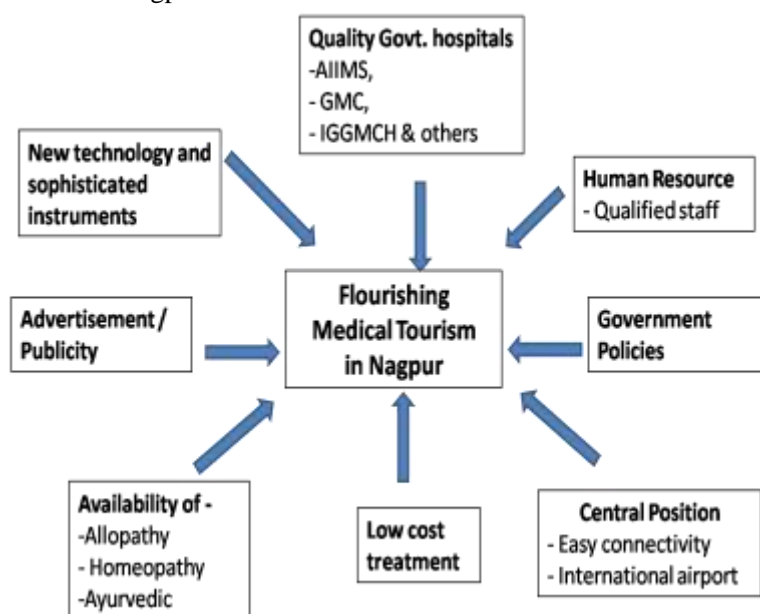
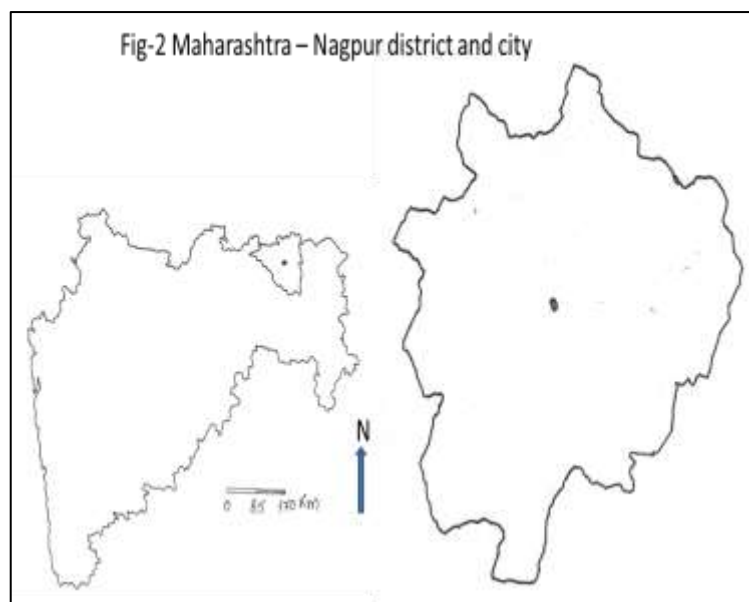


Fig. 1 Conceptual flow chart: Prospects of Medical Tourism in Nagpur



Findings and Discussion

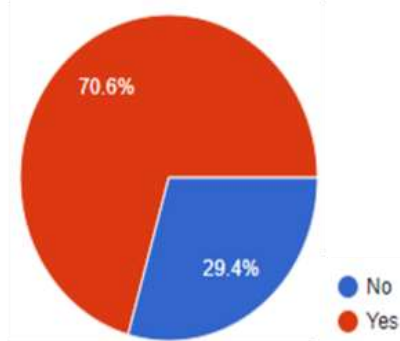
Humans move from one place to other place for several reasons such as recreation, enjoyment, peace of mind, discovering own, change in routine life, and much more. One of the reasons is for treatment also. More than half of the respondent told that for treatment people move from native place to other places because of-

1. Cost effective treatment
2. Latest and advanced instruments and technology
3. Recognized and qualified doctors
4. Few facilities at native place etc.

Responded reveals-

“Native places particular rural places unable to provide better health treatment due to lack of development. That's why people move from native place”. “For advanced and trusted facilities and also recognized and doctors”. “Due to availability of latest medical equipments, and treatments for critical illness that are not commonly found”. Though the respondents were in their teen age, but 71 per cent responded were aware about the Medical Tourism before the survey and only 21 per cent were not heard about it. It shows that young generation is very much aware about the happening in the world or surrounding region.

Heard about Medical Tourism



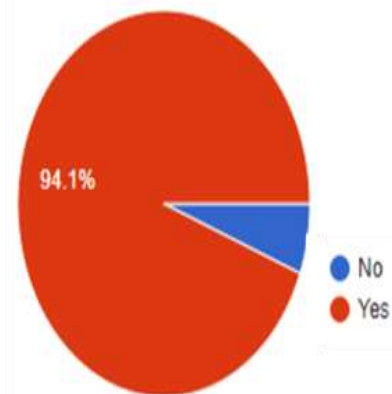
Nearly 94 per cent respondents were confident about that in near future, Nagpur will be a hub or destination for Medical Tourism the reasons given by few

respondents were-

“We have better medical facilities and colleges. Better equipments, better connectivity with other regions, development level is high, Nagpur hospitals performed very well during corona period and always be ready in any emergencies. Surplus of medicines and medical equipments, Better awareness programs, etc”. “Nagpur is the second capital of Maharashtra due to which it is

more developed. The people from places surrounding Nagpur come here for medical treatment”. “Nagpur has great hospital facilities. Highly qualified doctors and great infrastructure along with technological development can become a medical tourism in future”. “Infrastructure, medical facilities, nearness to different cities were significant factors”.

Nagpur-A Medical Tourism Hub in future



In general respondents were asked about having any history of medical travelling out of native place. Nearly 46 per cent respondents' family had medical travelling history mainly to Delhi, Bangalore, Gondia, Hyderabad, Kolkata Mumbai. At that time about 60 per cent were not aware that it is medical Tourism.

For 66 per cent respondents medical facilities are the pull factors for development of Medical Tourism in Nagpur, followed by low cost (17 %), distance from native place (9%).

“Nagpur already draws majority of its patient load, both in government as well as in private places. Nagpur as a medical hub is not only for Central India but also for entire country and even for patients from foreign countries where medicine is expensive and the patients have to wait for years for a planned surgery on a priority basis.” “Yes Nagpur” will become a hub for “Medical / Health tourism” in future because there is low cost of treatment, highly-skilled professionals and advancements in medical technology have made it the world's most popular destination for medical tourism”. “Whilst it is not of one of the best one's like Mumbai or New Delhi, Nagpur is progressing in terms of medical technological advancements and there's also availability of many medical facilities. Nagpur is a decently large city and many people still tend to seek treatment there due to low costs of the services” At Nagpur AIIMS the institute has made remarkable progress in all directions in the last three years and has emerged as the lead”.

Pull factors for Nagpur



Advantages or benefits of Medical tourism are getting advanced treatment, cost effectiveness, upto certain level a guarantee of normal life and others. Responded described the following-

“Cost-effective and affordable treatment options. High-quality medical care and treatment facilities. Immediate service. Well-connected flight and excellent communication services. Opportunity to travel”.

“One can get medical treatment and facilities of superior grade in other places where such world class facilities are offered at cheaper cost”. “Medical tourism provides better treatment. Tourism enhances the condition of mind”.

“Promotion of medical sector of that place, more earnings of medical sector, promotion of overall tourism of that particular place or city”. “Affordability and Cost-effectiveness, High-Quality Healthcare, Immediate Service, travel opportunities”.

Apart from benefits of Medical Tourism, risk factors involved in it was also asked to responded. About 40 per cent responded revealed that traveling may cause risk to patient and after surgery or operation risk of infection is there. Few observations are-

“Traveling long distances after surgical procedures can also pose certain risks, such as deep vein thrombosis (DVT) and pulmonary embolism. The risk of these adverse events can be reduced by drinking plenty of water, exercising the legs while seated, and taking a walk every 2 to 3 hours on a long plane trip”.

8.

“Injury and Infection, Legal Help in Medical Tourism, Absence of coordination among different parts in the business”.

“Traveling can cause danger to the health of ill person or delay in treatment can cause death”.

Conclusions

“Tourism” the word itself gives a feel of wellness and fun. People starts feeling to be at destination place. As per purpose or objective of traveling, tourism is categorized into various types such as religious tourism, historical tourism, natural tourism, wildlife tourism, agri tourism and much more.

One of the aspects of tourism is Medical Tourism. In this category of tourism people migrate for getting better treatment to other place. The present study focuses on the Nagpur as a medical hub. Nagpur being a winter capital of Maharashtra is having advantage for development of infrastructure. The study reveals that Nagpur is having all the potentials to become a Medical Tourism destination in Maharashtra and also in India.

The presence of AIIMS, GMC, IGGMCH and other hospitals provides the medical facilities not only for citizen of Nagpur but also for surrounding regions such as Jabalpur, Durg, Chandrapur etc. The connectivity with all four directions of India, is also a one of the advantage for Nagpur to become a Medical hub. The study depicts that better medical facilities, well equipped and sophisticated instruments, cost effective treatment are and will be the most significant factors for Nagpur to be emerge as a Medical Tourist Destination.

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Indian Tourism: As A Great Resource of Foreign Exchange Earnings

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Abstract

The present study is focused on tourism sector of India is a great source of foreign exchange Earning. The result shows that, the rate foreign tourist and foreign exchange earning rate was increased from 2001 to 2019. But after the pandemic period of Coronavirus, automatically foreign tourists can't come in India. Its affect is automatically occur on foreign Exchange earnings. Foreign exchange earning power of country is considered a biggest economic power. It also helps to develop the economy of country. Mostly foreign exchange has earned by tourism sector in India. Tourism industry is one of the major biggest service provider industries in India. Therefore, it is one of the major affecting by the pandemic Period of Covid-19. After 2019, the rate of foreign tourist was decreased in India. India's Foreign Exchange Earning rate was reached up to the 6, 61, 21, 166 crore rupees in 2019. But it rate was rapidly declined from 2020 to 2022. About 2, 74000 foreign tourists are visited in India and only about 50136 crore rupees foreign exchanges earning by India. Rate of foreign tourist and foreign exchanges earning was also declined in 2021. i.e. Only about 1, 52000 foreign tourists are visited different tourist places in India. Therefore, the GDP of India is declined; economy of India was under goes at that time, population death is these incidents are occurring at that situation. India is 54th ranked in world regarding the Economic Forum's and Tourism development index in 2021. The travel and tourism sector in India contributed around 5.8 percent to the total GDP of the country in 2021. This amounted to over 13 billion Indian rupees, and an increase of nearly 44 percent compared to the previous year. Therefore, the GDP of India is declined; economy of India was under goes at that time, people deaths are these incidents are occur at that situation. So, Coronavirus period was considered as an apetalous in world and India.

Key words: Foreign tourists, Foreign Exchange Earning, India Economy, Effect of Covid-19 on FTI and FEE

Introduction

Tourism is the world's leading service sector. It is also considered a most vital foreign exchange earner around the world. Tourism is a higher source of foreign exchange earnings. But in that process content of import is very low. Tourism is considered a one of the major service of tertiary economic activity. So, it becomes a socially useful and economically productive activity. by almost all nations in the world. The importance of tourism industry is growing day by day. It is play an important role in building of nation economy. All the countries in world try to economic benefit by developing tourist resort for attracting global tourist. The tourist industries have seen expanded in developing countries. Tourism has become a significant source of economic wellbeing of India. He earns a lot of foreign exchange from tourism. Lot of foreigners has attracted in different tourist places in India. Therefore foreign exchange earning in India is increasing day by day. But, at the pandemic period of Covin-19 foreigners cannot visited in tourist places in India. So, the foreign exchange earnings from tourism have declined day by day. Recently, India is 54th ranked in world regarding the Economic Forum's and Tourism

development index in 2021. India is expected to be among the top five business travel market by 2030. India is allowed the 100% percent FDI in tourism under automatic route. It has allowed in tourism construction projects, development of hotels, resorts and recreational facilities (Sarvesh, 2023). The travel and tourism sector in India contributed around 5.8 percent to the total GDP of the country in 2021. This amounted to over 13 billion Indian rupees, and an increase of nearly 44 percent compared to the previous year. (Keelery, 2022).

Objectives

1. To Analyzing trend of foreign exchange earnings in India from Tourism from 2001 to 2023
2. To examine the effect on foreign exchange earning of pandemic period of Covid-19.

Data collection and Methodology

Whole India has selected as study area for present research paper. The period is selected for the present study is from 2001 to 2020. The present study is entirely based on the secondary data which is collected from INDIA TOURISM STATISTICS AT A GLANCE- 2022. The collected data has been processed by using appropriate statistical techniques. The Foreign Exchange Earnings growth

from 2001 to 2020 has been computed by using Compound Growth Rate (CGR).

Result and Discussion

The table No. 1 is represent that, 2, 54000 foreign tourist was arrival in India. At that time Indian tourist places was not popular in the world;

because, lack of social media, internet facility and other advertise tools etc. They foreign tourists have spent his money on tourism in India. About 15083 crore rupees foreign exchange earnings was India in 2001. Rate of foreign tourists is increases day by day in India.

Table No. 1 India: Estimates of Foreign Exchange Earnings (FEEs) in Rs. Crore from Tourism in India, 2001-2020

Year	FTAs in India (in Million)	FEE From Tourism in India (in Crore Rupees)	Percentage (%) Change over the previous years
2001	2,54000	15083	-3.5
2002	2,38000	15064	-0.1
2003	2,73000	20729	37.6
2004	3,46000	27944	34.8
2005	3,92000	33123	18.5
2006	4,45000	39025	17.8
2007	5,08000	44362	13.7
2008	5,28000	51294	15.06
2009	5,17000	53754	4.8
2010	5,78000	66172	23.1
2011	6,31000	83036	25.5
2012	6,58000	95607	15.1
2013	6,97000	107563	12.5
2014	7,68000	120367	11.9
2015	8,03000	134844	12.0
2016	8,80000	154146	14.3
2017	10, 04000	177874	15.4
2018	10, 56000	194881	9.6
2019	10, 93000	211661	8.6
2020	2.74000	50136	-76.3

Source: Reserve Bank of India, for 2001- 2017, (RBI, 2022) Ministry of Tourism, Govt. of India, for 2018- 2020 (GOI, 2022) Source, Bureau of Immigration, Govt. of India (GoI, 2022)

It reaches up to 3, 92000 foreign tourists arrival in India for tourist and about 33123 crore rupees foreign exchanges earning by India from tourism in 2005. That foreign tourist continuously visited in India as per the purpose of tourism. That rate was reached 5, 78000, 8, 03000, 10, 93000 and 2, 74000

foreign tourist and about 66, 172, 1, 34, 844, 2, 11, 6, 61, 21, 166 and 50, 136, crore rupees foreign exchange earnings by India in 2010, 2015, 2019 and 2020 respectively.

Effect of pandemic period of Covid-19 on foreign tourist and Foreign Exchange Earning

The world first Covid-19 patient was found Hubei Province in China. A new Coronavirus disease spreads across the world. (J., 2020). The coronavirus was spread in India in January 2020. On

27 January 2020, a 20 years old female patient was firstly found in General Hospital, Thrissur in state of Kerala. After the two months, it is reached in whole in India in month of March. The Prime Minister of India Hon. Shri Narendraji Modi has announced lock down from 25 March 2020. at that time such types of situation was occur in the world. all the mode of transportation facilities are locked of that pandemic period in world. Therefore, any tourist of foreign country has not visited other country. Such types of effects were occurred on different industries, facilities and service provider industries. Tourism industry is under included in tertiary economic activity. Tourism industry is one of the major biggest service provider industries in India. Therefore, it is one of the major affecting by the pandemic Period of Covid-19. After 2019, the rate of foreign tourist was decreased in India. India's Foreign Exchange Earning rate was reached up to the 6, 61, 21, 166 crore rupees in 2019. But it rate was rapidly declined from 2020 to 2022. About 2, 74000 foreign tourists are visited in India and only about 50136 crore rupees foreign exchanges earning by India. Rate of foreign tourist and foreign exchanges earning was also declined in 2021. i.e. Only about 1, 52000 foreign tourists are visited different tourist p[laces in India. Therefore, the GDP of India is declined; economy of India was under goes at that time, population deaths are these incidents are occur at that situation. So, Coronavirus period was considered as an apetalous in world and India.

Conclusion

Thus, foreign exchange earning power of country is considered a biggest economic power. It also helps to develop the economy of country. Mostly foreign exchange has earned by tourism sector in India. Tourism industry is one of the major biggest service provider industries in India. Therefore, it is one of the major affecting by the pandemic Period of Covid-19. After 2019, the rate of foreign tourist was decreased in India. India's Foreign Exchange Earning rate was reached up to the 6, 61, 21, 166 crore rupees in 2019. But it rate was rapidly declined from 2020 to 2022. About 2, 74000 foreign tourists are visited in India and only about 50136 crore rupees foreign exchanges earning by India. Rate of foreign tourist and foreign exchanges earning was also declined in 2021. i.e. Only about 1, 52000 foreign tourists are visited different tourist p[laces in India. Therefore, the GDP of India is declined; economy of India was under goes at that time, population death is these incidents are occurring at that situation. India is 54th ranked in world regarding the Economic Forum's and Tourism development index in 2021. The travel and tourism sector in India contributed around 5.8

percent to the total GDP of the country in 2021. This amounted to over 13 billion Indian rupees, and an increase of nearly 44 percent compared to the previous year. Therefore, the GDP of India is declined; economy of India was under goes at that time, people deaths are these incidents are occur at that situation. So, Coronavirus period was considered as an apetalous in world and India.

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Entrepreneurship and Its Development in a Sphere of Religious Tourism.

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Abstract

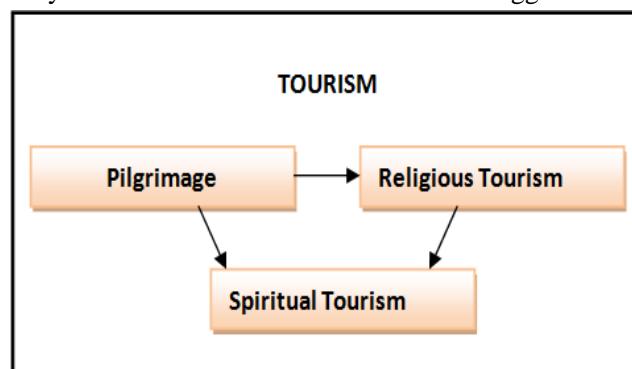
In a non-Western context, this paper demonstrates how indigenous religious entrepreneurs drive religious tourism. It explains religious tourism as a natural progression of traditional pilgrimage economy, where entrepreneurship arises from socio- cultural and ritual exchanges and knowledge of religious protocols and procedures between indigenous religious functionaries and visitors, building on the case study of Vrindavan, an emerging religious tourism destination in India. Religious entrepreneurs innovate, create new products, and expand the cultural economy of rituals and performances to meet the demands of the burgeoning tourism industry by utilizing religious hegemony, social status, and networks. The tendency to view such entrepreneurship as "informal" not only shields them from most laws and regulations, but it also undermines their contribution to the preservation of the "religious," which is religious tourism's most valuable resource.

Keywords: religious business owners; entrepreneurship; tourism in religion; pilgrimage; India; Vrindavan.

Introduction:

In both theory and practice, contemporary travel patterns to pilgrimage sites are referred to as religious tourism. According to Tomasi (2002, p. 19), "closely or loosely connected with holiday-making," religious tourism is regarded as a "specific type of tourism whose participants are motivated either in part or exclusively for religious reasons" (Rinschede, 1992, p. 52). The objective for the travel industry is by and large a holy site, a journey site or a strict legacy site. According to the pilgrimage-tourism dichotomy, it combines sacred and profane, two opposite ends of the binary (Nolan and Nolan, 1992; Smith, 1992). According to Tyrakowski (1994), the primary characteristics of

pilgrimage—the need for the trip, the mode of travel, and the sacred location—are frequently used to explain religious tourism, in which leisure and vacation activities supplement the requirement for religious travel. In addition, there is a tendency to claim religious tourism as a part of the tourism industry by utilizing external factors like tour operations, management, and the packaging of leisure-related activities alongside pilgrimage (Tomasi, 2002; 2005, Sharpley and Sundaram). However, the majority of academics agree that religious tourism is multifaceted and involves trips with multiple uses and functions (Kaur, 1985; 1992, Nolan and Nolan). It is both a "niche" market and one of the biggest contributors to tourist traffic.



European nations have produced the majority of religious tourism literature (Nolan and Nolan, 1992; 1992 Rinschede; 1994 (Bywater) Problems with the term's definition and theoretical conceptualization,

as well as empirical evidence from religious tourism destinations, are the subjects of these studies. In this literature, Olsen and Timothy (2006, p. 6) identify four main themes: separating the tourist

from the pilgrim (the tourist-pilgrim dichotomy); the travel habits and characteristics of religious tourists; religious tourism's economics; and the harm that tourism does to religious sites and events. According to Timothy and Olsen (2006), the economic aspects of religious tourism have piqued a lot of interest, but little research has been done on them. A few studies have looked into the economic significance of religious tourism, the size of this small market, the major players in the market, and how religious tourism revitalizes sites. Bywater (1994) makes the observation that religious travel in Europe is a niche market that largely falls outside the purview of traditional travel agents and tour companies. It is characterized by a significant domestic presence with little seasonal variation, and religious authorities and their qualified tour guides serve as specialist suppliers. Cultural and heritage tourism also overlap with religious travel. According to Bywater (1994), for instance, half of Rome's annual visitors fall into the religious or religious heritage tourist categories.

The multipurpose nature of religious tourism presents management of sacred sites with a number of challenges, but it also presents entrepreneurs with numerous opportunities. However, the extent and types of entrepreneurial activity in religious tourism remain under surveillance. Given that religious tourism is closely linked to and nested within specific religious, cultural, and social contexts, this neglect is surprising. This is even more problematic in the non-Western world, where the term "religious tourism" has become commonplace but only partially resembles western-style religious tourism.

There are five sections to this paper. In the first section, I look at entrepreneurship and how it applies to religious tourism. The second section provides a comprehensive overview of Indian religious tourism. In the third section, I explain how the religious tourism destination of Vrindavan illustrates these broader patterns. The fourth section discusses the emergence of novel forms of entrepreneurship in Vrindavan. In the concluding section, we see how entrepreneurship provides fresh perspectives on religious tourism.

The Indian Context

According to Madan (2004), there has been "a period of religious creativity" in India since the 1970s, characterized by the "emergence of Hindu religious movements that revolve around solving the stresses and strains of contemporary life" for middle-class and upper-class Indians and the expansion of Indian religious movements to the west. The rise of religious renewal and the increasing number of charismatic gurus who provide a "religion of choice" for satisfying the spiritual needs of this class reflect the new climate

of uncertainty and alienation, search for self-identity, sense of fulfillment, and "spiritual striving" among the well-off urban middle class (Warrier, 2004, p. 14). The new religiosity of the Hindu middle classes and the business of religious devotion are also fueled by new mass communication technologies. Traditional practices like virtual temples, virtual pilgrimage rituals, and virtual blessings have been revived and transformed by television, print media, and the Internet (Rinehart, 2004).

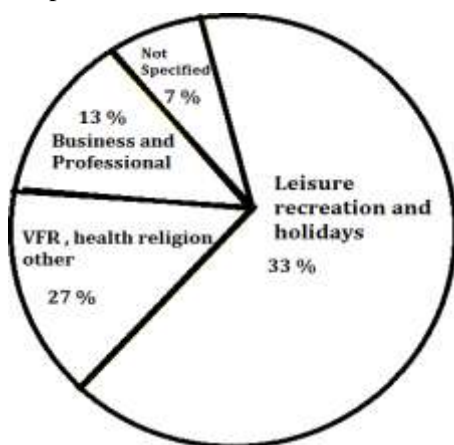
The development of religious tourism and the nature of pilgrimage travel in India have been significantly altered by these new religious trends. More than 100 million people traveled to various religious events, temples, and pilgrimage sites, according to the findings of the Indian government's Ministry of Tourism's Domestic Tourism Survey, which was conducted in 2002–2003. Short-term trips by middle- and upper-income groups now account for a significant portion of travel to sacred sites, according to the survey.

According to NCAER, 2003, p. 33, nearly half of package tours and nearly 20% of one-day trips are for religious and pilgrimage purposes. This trend has been accompanied by qualitative shifts in the number of visitors and the way the tourism industry is structured (Kaur, 1985). According to Shinde (2008) a, new developments in the pilgrimage industry and a higher degree of consumerism and hedonistic behavior that is typical of tourists are reflected in Thomas Cook's foray into the domestic pilgrim travel market of India with the promise of three-star comforts for its clients, the provision of insurance policies for pilgrims, and the establishment of hotel chains in holy cities. With catchphrases like "deluxe moksha [salvation]" and "instant nirvana," hundreds of tour operators offer comfortable and frequently luxurious package deals for pilgrimage tours to some of India's most popular circuits. The new examples of movement by upscale customer base, including youthful experts, rich non-inhabitant Indians and outsiders reflect the rising utilization of inns and resorts and administrations presented by the travel industry undertakings.

New demands have brought about the emergence of new suppliers. In religious tourism, at least three distinct but related submarket segments can be identified, according to Nolan and Nolan (1992). Religious travel, spiritual tourism, and cultural tourism. The similarities and differences between these can be explained by utilizing psychological and organizational parameters (Tomasi, 2002; Reader, 2007), but entrepreneurship is one feature that clearly distinguishes them. The cultural experience that people want to get from

going to a religious site, festival, or religious performance is the focus of cultural tourism. Numerous administration the travel industry organizations and confidential visit administrators participate in the bundling of visits around journey

It is clear that "religious travel" and "spiritual tourism" are distinct concepts. An otherworldly mission and chipping in for self-improvement are fundamental in profound the travel industry. The proliferation of hundreds of self-proclaimed and charismatic gurus illustrates the entrepreneurial role they play in driving this market. Religious travel includes all types of travel undertaken for performing rituals required as part of organized religion (Singh, 2004). In this segment, often formal agencies such as institutions (ashrams) of charismatic gurus and specialized tour operators cater to the international and upmarket clientele by offering products such as yoga journeys and spiritual healing (Reader, 2007). According to Gupta (1999), this subset of "living and active religious practices," which is primarily made up of domestic tourists, is by far the largest component of religious tourism. It revolves around the activities of religious practitioners like gurus and temple priests at pilgrimage sites and the cultural economy of religious practices, rituals, and rites of passage. This study focuses on these religious actors' entrepreneurial endeavors.



The above pie Diagram shows us Leisure recreation and holidays 33% , VFR , Healthreligion , other 27 % ,Business and Professional 13% ,Not specified 7 % .we can easily understand the important of religious effect on economy.

The Study

This paper's discussion of entrepreneurship is one part of a larger study that looked into the environmental impacts of religious tourism in Vrindavan, a north Indian pilgrimage site in Uttar Pradesh. The majority of Vrindavan's roughly 5500 temples are dedicated to Krishna. Vrindavan's twin city, Mathura, is located next to it. Mathura is where Krishna was born. These two

circuits and the advancement of celebrations and unique occasions as social items. These exercises show pioneering discernment however are of onlooker esteem instead of a presentation of strict practice.

locations are the focal points of the Braj pilgrimage landscape, which contains numerous sacred sites associated with the Krishna mythology. In the fifteenth and sixteenth centuries, Vaishnava saints established this pilgrimage landscape.

Vrindavan has also emerged as a destination for religious and cultural tourism due to its location in the "Golden Triangle for Tourism" in north India, which includes Delhi, Agra, and Jaipur as its major destinations³. Since the 1970s, when a grand temple was constructed by the International Society for Krishna Consciousness (ISKCON), or the "Hare Krishna Movement," as it is more commonly known, the number of visitors to Vrindavan has significantly increased. According to Brooks (1992), Vrindavan attracted visitors from all over the world and the United States due to the religious movement's distinctive "western" appeal. The 2002 Domestic Tourism Survey of India ranked the twin cities of Mathura and Vrindavan as the sixth most popular tourist destination (NCAER, 2003). Vrindavan receives over 6 million visitors annually, according to a recent study.

Methodology

This study's fieldwork took place in Vrindavan from February to May 2005. Participation in a variety of celebrations, events, and rites, as well as in-depth interviews and surveys, observation of public behavior, and so on, were among the methods. Views on pilgrimage, visitors, rituals, contemporary trends, and environmental change were among the interview's common themes. Altogether, 92 members across the accompanying significant gatherings were evaluated. These included 25 religious entrepreneurs, including priests, gurus, and temple and ashram administrators; 35 locals, including students, shopkeepers, tour guides, teachers, community leaders, and traders' association representatives; eight officials from government agencies responsible for the Vrindavan pilgrimage environment; twenty visitors and four representatives from non-governmental organizations. In addition, 45 questionnaires were distributed at three of Vrindavan's most popular temples to learn about visitors' travel habits. The relationship between religious performances and performers that makes up the cultural economy must first be examined in order to comprehend entrepreneurship.

Religious activities in Vrindavan

According to Brooks (1992), the number

of visitors to Vrindavan fluctuates throughout the year, peaking during the Hindu ritual calendar's spring and monsoon seasons and decreasing during the winter. The pilgrimage economy of Vrindavan is based in part on the various rhythms of the religious calendar as well as the rituals, festivals, and events associated with Krishna worship. The pilgrimage economy is also centered on other religious and cultural performances like katha, raslila, bhandara, and mela (fairs), which take place in the temples on a daily, weekly, seasonal, and annual basis. Professional storytellers describe the exemplary morality and ethical behavior of well-known Krishna devotees and Vaishnava saints in katha performances, as well as the rewards that Krishna bestows upon acts of unreserved love and devotion. Raslila is a type of folk theater that features vignettes from Krishna's life in the Braj region that are told through song, dance, and drama. Bhandaras, or ceremonial feasts, accompany these performances, which depend on sponsorships and donations from devotees and visitors.

One important aspect of the pilgrimage calendar is the Braj-yatra, which is held each year. The yatra, or journey, begins during the monsoon season and involves circumambulating all of the locations in the Braj region that are regarded as sacred to or commemorative of Krishna's life. The yatra covers approximately 2500 km² and has a perimeter of 300 km. The original Braj circuit included 133 sites, including forests, lakes, ponds, kunds (embanked waterbodies), and shrines. However, the majority of contemporary versions of the Braj circuit include visits to 73 sacred locations, including 12 main forests and 36 kunds. However, the social networks and ritual exchanges that are established between various social actors and visitors, as well as the extent to which their patronage relationships keep the everyday routines and commerce going in the temples and ashrams of Vrindavan, are the most important factor supporting the pilgrimage economy.

Social actors and relationships in the pilgrimage economy:

The traditional religious leaders in Vrindavan are referred to as goswamis, and the relationships that are built between four sets of them are what sustain the economy of the pilgrimage. Goswami "denotes an authoritative religious teacher, one who, at least in theory, is descended from one of the original disciples of Chaitanya [a Vaishnava guru from the 15th century who played a leading role in the establishment of Vrindavan]," according to the tradition (Kennedy, 1925, p. 26). The elite religious class consists of Goswami families who have inherited the responsibility of maintaining the

older, more prestigious temples. These families are the spiritual leaders or gurus of their sects and serve as hereditary temple priests. They also assist pilgrims in establishing a spiritual connection with their deity. They build a strong relationship of loyalty and consistency with sect members by doing so. The leading goswamis of sects spend the majority of their time either visiting their followers in various cities and towns or welcoming new followers to their temples. The goswamis offer spiritual guidance, meet potential followers, and perform kathas for a larger audience gathered through the efforts of their disciples during these encounters, both inside and outside of Vrindavan. These relationships guarantee the guru's prestige, the activities of the sect, and the business of pilgrimage by ensuring loyalty and financial support for their temples and daily rituals.

The second type of jajmani relationship exists between visitors and ritual priests, who are more commonly referred to as pandas. In this relationship, the ritual priests serve as guides for the visitors and carry out a variety of rituals in exchange for a fee or donation. By keeping registers and ledgers that record the genealogy of visitors to whom they or their ancestors have provided ritual services, the pandas attempt to strengthen their relationship with visitors. The majority of pandas are regarded as "unscrupulous, money-grabbing, and ignorant" and "operate loosely on a "free for all" basis" (Entwistle, 1987, pp. 6–7). According to Weller (1997), pandas frequently devise inventive strategies for persuading tourists and pilgrims to part with their cash. There are numerous accounts of the creative ways that pandas in Vrindavan survive. They arrange to receive a commission for each visitor they bring to the temple by establishing relationships with priests of shrines that are not controlled by goswamis (Hawley and Goswami, 1981; 1987 Entwistle) Setting up fake sites and claiming that they are associated with various Krishna legends are other stories of pandas' clever tactics. Entwistle points out that there are two temples along the Yamuna River that are touted as the exact locations where Krishna is said to have killed the serpent Kaliya. However, the newer temple is more easily accessible to visitors than the older one, which is further upstream. Whenever Entwistle scrutinized the tale of the new altar and brought up the presence of the more seasoned sanctuary, the panda commented, 'No Issue . . . If we want, we can make a third one!' In addition to conventional social networks, a growing number of new actors are assisting in the expansion of the pilgrimage economy. The Uttar Pradesh State Tourism Development Corporation has identified the festivals and sites in the Braj region as prime

cultural tourism products for the state, following the National Tourism Policy's guidelines for promoting pilgrimage sites for cultural and heritage tourism. There are two primary goals for the business. The first is to promote pilgrimage sites as tourist destinations, and the second is to collaborate with private tourism operators and the travel industry to create "tourism circuits" and encourage them to offer complete package tours that include transportation, lodging, and attendance at cultural performances and events (U.P. Tourism, 2006).

Emerging trends of entrepreneurship

The manner in which religious actors interact with the newest trends in religious tourism demonstrates new entrepreneurial patterns. In response to the new trends, the goswamis of leading Vaishnava sects and some independent "god men" have transformed themselves into religious entrepreneurs and run their temples and ashrams as religious enterprises. Performances like katha, Braj yatra, and festivals are the best places to see these changes. According to Lutgendorf (1989), the significant financial rewards offered by the business of Katha performance have resulted in the proliferation of performers, many of whom make use of cutting-edge communication technologies to advertise their enterprises. Due to the growing patronage of urban sponsors and organisers of package tours, those who previously relied on relationships with established temples and goswamis are now able to operate independently. These performances are financed by fixed fees rather than by donations from the audience (Lutgendorf, 1989). The katha presentation's frequency, geographic distribution, and format have begun to change among performers. Popular katha performers, who also claim to be spiritual gurus, appear to have globetrotting calendars that cater to both domestic and Indian diaspora needs. Take a look at this famous Vrindavan performer's itinerary, which includes a month-long tour of Indian cities like Jalandhar, Delhi, and Jaipur followed by a two-month tour of the UK, Switzerland, Italy, and Belgium. This tour is followed by a second round of domestic locations like Govardhan, Kolkatta, Jaipur, Mumbai, and Ludhiana before traveling to Kenya for two weeks of katha performances (Goswami, 2008). For average performers, such elaborate and exotic itineraries may be exceptional, but they are indicative of market trends and potential. Locally, katha performers have adopted similar marketing and self-promotion strategies through billboards, local television channels, social media, and newspaper advertisements. Several religious gurus have websites where you can download devotional songs, lectures, and Krishna

stories. Others sell reflection melody collections and recordings and one offers a virtual circumambulation of Vrindavan through the site.

According to Brooks (1992), a number of goswamis and gurus have established a new market for "exclusive" and "comfortable" Braj-yatra that primarily targets wealthy Indian patrons and foreign devotees. The author's findings from the yatra indicate emerging trends in Braj-yatra organization. During one of his religious tours of duty in India in 2004, the primary organizer, claiming an illustrious Goswami lineage and referred to by the honorific title Maharaj-ji, announced the yatra. He assured the audience that he had extensive experience organizing yatras and that this one would be carried out in eight days by driving from Vrindavan to all of the most important sacred locations in the Braj region.

More than 2000 people signed up for the Braj tour in March. 150 cars and 10 buses that were rented from local taxi and tour bus companies were used to transport the participants. The yatra followed a consistent pattern in the days that followed; members gathered for a buffetstyle breakfast served at the ashram and afterward boarded the vehicles and transports in the first part of the day. The convoy of cars and buses stopped for about an hour at each of two or three locations—temples, shrines, or natural features like hills and water bodies. A special van was used to transport packed lunches. By sunset, the vehicles returned to the ashram in Vrindavan for cultural performances and an elaborate buffet dinner that was frequently sponsored by wealthy participants.

The modern version of the Braj-yatra offers a number of opportunities for entrepreneurship, beginning with Maharaj-ji and his assistants, who acted more like a package tour company, bridging the gap between participants' religious and touristic expectations and destinations. Additionally, auxiliary service providers like the Brahmins who prepare ritual meals and feasts and the musicians who perform at these events have benefited from the rise in these package tours. As part of the Brajyatra, these services are typically included in package tours. The roughly 30 to 40 Braj car-yatras that are now organized at various times throughout the year by various goswamis and gurus follow a pattern that is similar. What's more, there are numerous confidential traveler transport administrators and not many sanctuaries that offer more modest sanctuary the travel industry bundles called Braj Darshan visits.

Discussion

The pilgrimage economy of Vrindavan is being transformed by the shifting trends in

religiosity, pilgrimage performances, package tours, and car-convoy Braj yatras, the promotion of cultural tourism by the state government and tour operators, and the introduction of foreigners through the ISKCON movement. A new kind of tourist space, one that is associated with leisure and religious consumption, is being produced in the region, as evidenced by the proliferation of modern ashrams, luxury apartments, hotels, and restaurants to accommodate the growing number of tourists. However, religious activity is central to this phenomenon, so religious tourism provides a better explanation for this transition. Both religious tourism and tourism are open to business ventures in religious tourism. Religious actors are frequently the ones who also provide tourism-supporting services. However, this is not the case; the religious component requires some form of assistance or intervention from religious actors, whereas tourism agencies can promote and organize the travel component.

Almost every characteristic of an entrepreneur can be seen in the activities of religious actors, including the willingness to take risks, expertise, and expectation of success, a supportive environment, and task-related motivation (Bull and Willard, 1995; 1999, Shaw and Shaw). Entrepreneurship can be described in terms of gurus' capacity to attract sponsors and new followers in a market where the demand for religious and spiritual experiences is rising. Be it the retreat on the island, the vehicle yatra or the globetrotting entertainer of katha, there was a component of gain and chance included. Both ventures' organizers suffered financial losses; The Island's tents were empty, and many of the participants ate and stayed longer in the town than at the camp; additionally, the organizers were unable to pay the car drivers, so the final leg of the car-yatra was postponed. They did these things as part of their regular jobs, but they did it in new and creative ways. The possibility of Braj-yatra was something similar, yet its association and the board were extensive takeoffs from the custom. However, these endeavors were praised and supported by participants, organizers, and followers of the gurus. However, there is also criticism of such entrepreneurship.

CONCLUSION

To begin, I inquired about the entrepreneurs and their locations in religious tourism. I have demonstrated, based on my research on Vrindavan, that religious entrepreneurs drive religious tourism, at least in non-western settings. I have likewise shown that business venture assists with understanding the contrast

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between strict the travel industry in the western and non-western world as well as the distinctions between subtypes of strict the travel industry. According to the analysis of entrepreneurship, religious tourism is a natural progression of the ritualized economy of pilgrimage, influenced by the shifts in socioeconomic, religious, and cultural activities associated with contemporary pilgrimage practices. The embeddedness of this economy, particularly in religious-cultural contexts, fosters entrepreneurial activity.

Religious tourism encompasses more than just sights and sounds; It is an interactive process. According to Gupta (1999), it's not just about going to a sacred site; it's also about doing so in a particular way—both socially and culturally—that builds knowledge of religious practices and procedures. Conflicts may arise, diminishing the desired experience, if the initial act is not carried out in collaboration with or employing the services of indigenous entrepreneurs (Shackley, 2001). The traditional organizers and managers of the pilgrimage industry, indigenous religious entrepreneurs, appeal to religious sensibilities and mediate between the experience of performing religious rituals and the convenience of doing so. Therefore, rather than criticizing such entrepreneurship, it ought to be viewed as a driving force behind religious tourism. I also contend that entrepreneurship in religious tourism can be better explained by moving beyond the conventional approach of the "formal" and "informal" tourism sectors. Religious entrepreneurs would be classified as informal by definition, but doing so will be detrimental to the theoretical and practical development of religious tourism. Religious tourism's entrepreneurship has a significant social component. According to Dahles (1999), entrepreneurship typically begins at the highest social class and elite level (the hegemony of particular groups) and spreads downward. Hitchcock, 2000). Access to the market is frequently unequal, and this inequality persists for socioeconomic and political reasons (Sofield, 1993; 1995 Echnner). Entrepreneurs run the risk of being slammed for expanding tourism and disrespecting the sacredness of the location, as well as having to contend with challenges to religious orthodoxy and religious traditions. However, non-religious actors like tour operators and government agencies that promote cultural and religious tourism are exempt from this criticism. Since this paper only looked at religious entrepreneurs, it's important to look at non-religious entrepreneurs, both formal and informal, in religious tourism.

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The Role of Rural Women for the Development of Rural Tourism in India.

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Abstract

Rural growth improves the villagers' dire circumstances. It aids in the development of self-sufficiency in the villages, which is a goal of an entrepreneurial strategy. The achievement of agricultural sustainability is one of the entrepreneurial goals. Paying attention to tourism, handicrafts, and local productions that could lower rural immigration to cities is essential for rural sustainability. Although the tourism industry is expanding today, it is disappointing to see that rural Indian women continue to live dependent lives that prevent them from rising to positions of power in society and the economy. This article explores Indian rural women's experiences with tourism. The findings demonstrate that rural tourism can be employed as a means of fostering the socio-economic growth of rural populations in developing nations. The governments of developing nations must actively encourage the growth of women's roles in a systematic way with institutional support if rural tourism is to succeed.

Keywords: Rural Growth, Handicrafts, Developing Nations, Agricultural Sustainability, Rural Immigration.

Introduction:

In 1950, 88% of all foreign arrivals were absorbed by the top 15 travel destinations. This percentage decreased from 75% in 1970 to 57% in 2005 as a result of the emergence of new travel locations, many of which can be found in developing nations (Equations, 2007). The article investigates what this development has meant for women, especially for women in different parts of the world. How much have they gained from this phenomenon? Has travel given women more opportunities? Has its expansion aided in the emancipation of women? The paper investigates the status of women and their leadership in the tourism industry, the nature of women's employment in the industry, women's participation in the informal tourism sector, the impact of the depletion of resources on women, and the obstacles to women's rights as stakeholders in all facets of tourism development in order to provide answers to these questions.

The Tourism Industry:

The global tourism sector has earned a reputation as one of the fastest-growing economic sectors in the world thanks to consistent development and expanding diversification. According to the United Nations World Tourism Organization (UNWTO), the increase in foreign arrivals, which increased from 25 million in 1950 to 842 million in 2006, or a 4.6% yearly growth rate, is largely responsible for the increase in international tourism. The income these immigrants generated grew by an average of 11.2% over the same time,

outpacing the rate of global economic growth and reaching approximately US\$ 735 billion in 2006. (UNDP, 2007). By 2020, the UNWTO predicts that there will be nearly 1.6 billion foreign arrivals. 378 million of these will be long-distance travellers, with 1.2 billion travelling within their own area. It is obvious that the primary cause of this blessing has been the ongoing global prosperity. Despite man-made and natural crisis, Asia and the Pacific remain the driving forces behind the growth of global tourism (UNDP, 2007). Emerging markets and emerging economies, particularly those in Asia, as well as national governments' promotion of tourism, especially in less developed regions, have increased spending on infrastructure, marketing, and advertising, domestic market development, liberalization of air travel, and growing intra-regional cooperation, all of which are key drivers of this growth of the tourism industry. Under the aforementioned circumstances, it is crucial to consider the following: what does this type of growth imply for women, in particular for women in nations in the global south? How much have they gained from this phenomenon? Has travel given women more opportunities? Has this expansion helped women become more empowered?

Objectives:

The main objectives are-

1. To know the actual meaning of empowerment.
2. To know the role of tourism for women empowerment.
3. To know the Indian scenario in the context of rural tourism.

4. To know the benefits of rural tourism for rural development.

Methodology: For this article I only used some secondary data and select some literary works.

The Framework For Women Empowerment:

The progress of women and also the realization of gender equality are issues of civil rights and prerequisites for social fairness. These are necessary to create a community that is secure, just, and developed. Women have been challenging patriarchal systems and pre-existing gender relations for decades in order to redefine the development discourse through dynamic movements and political battles. They have made the need for equality and women's human rights—including social, economic, political, and legal freedoms—as well as problems of violence, race, caste, and other forms of discrimination—which disproportionately affect women—the focal point of this conflict. Critical issues and strategic action points have been outlined in global processes from Rio, Copenhagen, Vienna, Cairo, Beijing, and Durban, in particular the CEDAW (Convention for the Elimination of All Forms of Discrimination Against Women), the UN Fourth World Conference on Women, and its follow-up Beijing Platform for Action. The fight for equality, to overthrow the status quo, to demand action on key issues affecting women, to energize civil society in both the worldwide north and south, and to push for a worldwide reorganization of the world's resources continues with the same fervor, but there is little sign of progress on important issues. The absence of government accountability and dedication to development objectives in general and gender equality promises in particular has caused great frustration. What part does tourism play now and in the future in the crucial fight for gender equality and the empowering of women? In "Understanding Tourism Processes: A Gender Aware Framework," published in 1996, Vivian Kinnaird and Derek Hall encourage us to view tourism processes through the lens of social differentiation. One important aspect is gender. According to Kinnaird and Hall, the processes involved in tourism are built out of complicated and varied social realities and relations that are frequently hierarchical and typically unequal. The division of labour, social constructions of "landscape" (which reflect how societies construct the cultural "other"), and the realities of visitor and host experiences all demonstrate the existence of differences and inequalities when analyzing relationship-related issues. They continued by arguing that the fact that tourism is founded on the economic, social, and political power dynamics between different countries or ethnic groups represents an expansion of the politics surrounding gender relations. Budgets and policies have the power to both change and reinforce gender bias and

blindness. Gender-sensitive policies and indicators are critical in creating a picture of the nature and severity of gender inequality, according to gender disaggregated statistics. We need to comprehend how the organizations that have gender-specific rules operate. Additionally, we must create the political will, procedures, and tools necessary to confront and alter them. Tools like gender budgeting and gender evaluations could be useful, especially at the local level. These will then have an effect on how women participate in politics and make decisions about the types, effects, models, and rates of tourism in their local areas. It's time for tourism to acknowledge women's agency and listen to their opinions as it develops (Mashomi, 2010).

Rural Tourism Encircled By Rural Women:

Women and tourism, rural women and rural tourism, and other related issues are recent study areas without a strong theoretical foundation. Page and Getz (1997) claim that there is very little writing on rural tourism as a whole because tourism researchers have continued to ignore it. The foreign English literature on the role of women in tourism is also scarce, as recognized by Apostrolopoulos et al., in comparison to the rich literature on women and growth as a whole (2001). Page and Getz (1997) made clear that the literature on rural tourism is very sparse and conceptual models and theories are also lacking: 'Rural tourism is often being subsumed under or confused with recreation and leisure activities since many studies assume that rural tourism equates with simple concepts such as 'the countryside'. The lack of any theoretical study published in popular tourism journals has furthered the neglect of tourism as a rural economic activity. With a few notable exceptions, most study on rural tourism has thus far failed to raise awareness of its importance as a foundation for many rural economies and of its role, value, and significance in the development of tourism studies (Bharti and Malcolm, 2004). This indicates that there aren't many theories or models that incorporate rural tourism into a larger conceptual framework that considers the role of women in rural communities. However, there has been empirical study done on rural tourism.

To comprehend the effects of rural tourism as an industry on the status of rural women, it is necessary to consider whether it can act as a development agent to lower rural poverty, improve the status of rural women by enhancing or superseding their agricultural-related skills, and/or encourage many other urgently required changes for their uplift (Motiee Langrudi, 2005).

Rural Tourism in India:

In large part due to their traditional social customs, women are more likely to participate in tourism in other Asian nations than in India. Due to the paucity of research on Indian women's

involvement in tourism, this study lacks a strong theoretical foundation. According to Apostrolopoulos et al. (2001), women, particularly those in developing countries, are likely to have a distinct experience with tourism depending on where they are in their various socio-cultural and socio-economic contexts. They contend that women are abused by the patriarchal tendencies of global capitalism, and that both tourists and the businesses that cater to them exist in a world that is skewed toward one gender or another. It has recognized that employment opportunities linked to tourism are gender-based, just like all other employment opportunities in India. In India's formal travel industry, men prefer to dominate. Only a tiny portion of women (2.98%) are employed in the tourism industry. The issue is how to advance women's rights and achieve gender parity in society. Recently, some successes have been achieved. According to the National Policy for the Empowerment of Women, India must be a nation that guarantees women's equity and gives the state the authority to implement measures of positive discrimination in women's favor (Bailancho, 1987). This policy focuses on women's access to the economy, especially those who come from underprivileged groups and live in rural areas or work in informal, unorganized sectors, in order to progress, develop, and empower women.

Conclusion:

Despite having a bigger part than men in rural tourism, women's contributions are frequently underappreciated. Despite playing a significant role in agricultural labor, they are rarely recognized as producers or held accountable for the management of natural resources as a result of their fruitful work. It is also true that rural regions in Iran, where food is primarily produced, are seeing land and other resources privatized and sold for profit. Therefore, rural women still have a long way to go: they must fight not only against political and cultural prejudice, but also against an economic system that denies them access to resources and opportunities, even as they acquire more status in society as a result of their struggles.

There is a need to empower women in multi-dimensional areas regarding priorities of welfare, access to informational technology, increase political and social awareness, participation in decision making processes and self-development. Considering the above, following suggestions are recommended:

1. To make active participation of women in NGOs.
2. To create job opportunities and establishing new entrepreneurial program.
3. To support women by government socially and financially.

4. To establish different multi-purpose networks to promote harmony among NGOs and empower them as well.
5. To provide appropriate education to enrich women's creativity towards sustainable tourism.
6. To provide optimal conditions for rural women to increase their participation in expansion of handicraft.
7. To establish a model of productive factory in different rural areas.

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Impact of Road Transport Network on Tourism Development in Miraj Sub District: Sangli

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Abstract:

Tourism is simply an activity of travelling for pleasure and relaxation. Good transport system, especially the road network, proves to be helpful in strengthening the tourism infrastructure. In Miraj Sub-district of Sangli, there are diverse examples of tourist places like religious, historical, geographical etc. This paper focuses on studying the places of tourism interest in Miraj & exploring tourism potential of diverse places to develop more and the impact of the road network on it. This study is based on both Primary and Secondary data such as Field visits and observations, District official website, Gazetteer Sangli, remote sensing data of road networks like OSM and some GIS technics. The study finds that facility of good road connectivity / accessibility has impact on potential & development and it is not satisfactory for some tourist places in Miraj. Places like Juna Panhala fort have potential to develop more, if increased road network connectivity is provided to them.

Keywords: Tourism potential, Miraj, Juna Panhala, Dandoba, Road network, weighted score

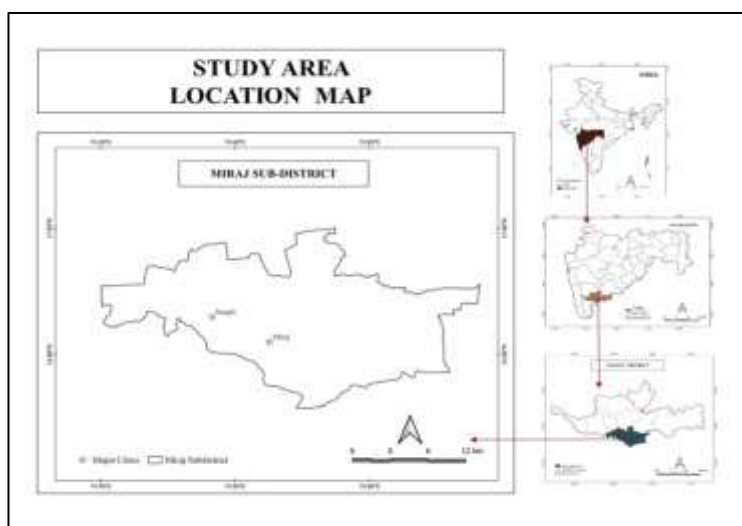
Introduction:

Tourism is simply an activity of travelling for pleasure and relaxation. Tourism development has close relation with attractiveness of tourist destinations (Nestorok, 2012). Utilization of natural resources, conservation of the historic exhibits is important in tourism development. Facilities like good transport system, especially the road network, enhance the tourism potential, as the destination becomes easier to access through a quality road network & it affects development of it as tourist

place. In Miraj Sub-district of Sangli, there are diverse examples of tourist places like religious, historical, geographical etc. This study focuses on assessing the tourism potential of these places to develop more and the impact of the road network on it.

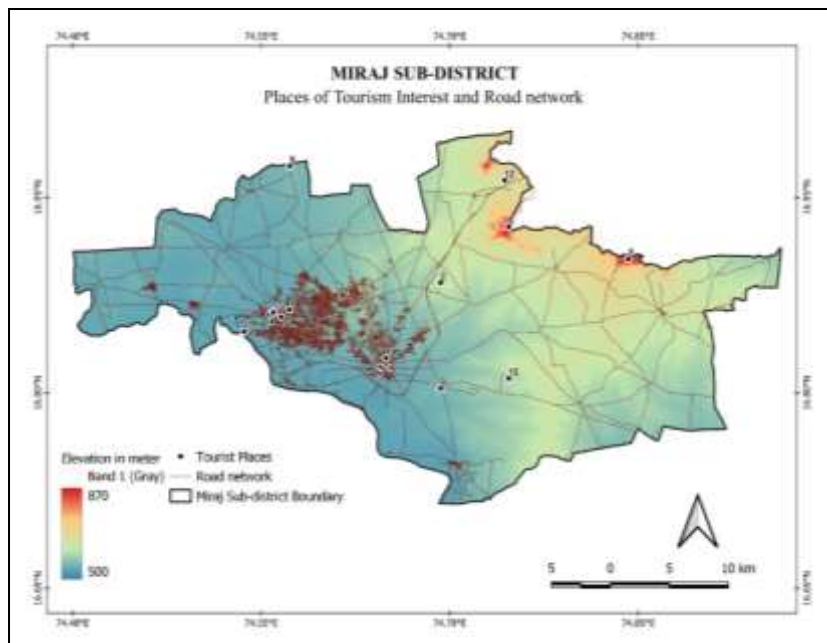
Study Area:

Miraj tehsil is a sub district administrative division in Sangli district in the western part of the state of Maharashtra, situated in Krishna river basin.



Map 1 Location map of Study area: Miraj sub-district

- Latitude: 16° 71' N to 17° 00'N
- Longitude: 74° 40'E to 74° 95'E
- Area: 1105.50 sq.km
- 65 villages, 2 census towns and Sangli Miraj Kupwad corporation
- Population: 854581
- density 931 per sq.km.
- 38.14% urban
- 61.86% rural
- literacy rate: 75.49%
- most populated city SMKc with population: 502793 (Census, 2011)



Map 2 Places of tourism interest and road network in Miraj Sub-district

Objectives:

1. To study and classify of diverse places of tourism interest in Miraj sub-district and explore tourism potential of them.

2. To study the road network of Miraj tehsil and assess the impact of road network on the development of the tourist places.

Database and Methodology:

This study is based on both Primary such as field visits and observations and Secondary data. The information of tourist places has obtained from District official website, District Census Handbook, Gazetteers department Sangli and other some

websites and Tourist places are marked as point data in GIS and their physiography is studied from SRTM data. GIS techniques have been used to prepare the base road network

1. Amaraj O2 Park, 2. Baliraja Agro tourism, Malgaon, 3. Dandoba Hills, 4. Irwin Bridge, 5. Juna Panhala, 6. Madhuban agro tourism, Vaddi, 7. Meerasaheb Darga, Miraj, 8. Miraj fort, 10. Sangli fort area and Sangli museum, 11. Sangmeshwar Temple and Krishna-Warana confluence, Haripur, 12. Sanjeevani Agro tourism Bhose, 13. Shri Ganpati Panchaytan temple, 14. The Sitar maker lane, Miraj 15. Whispering teakes, Bedag

map of Miraj tehsil using QGIS software- Vector data of road networks, obtained from 'Geoinformatics world' and updated as required. Structural pattern and nature of road network of selected tourist places is studied using Google Satellite images and Open street maps and

toposheets as base maps. The potential and development level of Tourist places is assessed by giving scale score to various indicators and their parameters & comparing average score and weighted average value of all spots.

Table no. 1 Indicators and their parameters			
No	Indicator		Parameter / attribute
a	Recreational tourist attraction potential	a1 a2	Landscape diversity; Attraction level with variety of Aspects
b	Transport network Facilities	b1 b2 b3 b4 b5	Accessibility and Connectivity; Connectivity and network density; Distance from district headquarter; Distance from nearest major city Distance from major railway junction
c	Tourism facilities, infrastructure convenience	c1 c2 c3 c4 c5 c6	Drinking water availability; Food Restaurants; Accommodation facilities; Market / shopping facilities; Fuel stations; Health care centers
d	Safety- and seasonal impact	d1 d2	Risk of hazards or mishaps Climate/seasonal impact

The methodology is furnished in 3 steps:

Step 1. Selecting indicators and their parameters: To assess the potential of tourist places four indicators with total 15 parameters are decided, considering tourist approach and general determinants of potential or development of tourist place (Table 1) (Yamkovaya et.al 2020)

Lowest/weakest



Highest/best/strongest

Scale Grade

1 2 3 4 5

Calculation Value

0.2 0.4 0.6 0.8 1

Step 2. Giving scale score to the parameters of each indicator, based on its highest and lowest value. These scales are related to grades from 1-5, 1-4 or 1-3 based on logical interpretation.

Table no. 2 Weights of Indicator

Rank	Indicator	Weights
Rank 1	Recreational tourist attraction potential	0.4 (4/10)
Rank 2	Transport network Facilities	0.3 (3/10)
Rank 3	Tourism facilities / infrastructure convenience	0.2 (2/10)
Rank 4	Safety-security and climate/season	0.1 (1/10)
*Cumulative rank value 1+2+3+4 = 10		

Step 3. Average score =

Total scale score / number of indicators
Weighted average score = $\sum (\text{weight} \times S) / \sum \text{weight}$
S = score of each indicator, weight = rank of general importance of indicator (table 2)

With these score, comparison is done among all the places and analysed the impact of these indicators on overall tourist potential and development level especially of the transport facility. (Mamun & Mitra, 2012)

Discussion and result:

Among all sub-districts of Sangli, Miraj is at moderate level of tourism development. Although, the religious and cultural tourism is predominant here, there are diverse tourist places like natural geographical, historical with new emerging aspect - agro tourism. There is a wide scope of new tourism aspects, like adventurous, cultural, ethno music tourism and agro-tourism etc. In Miraj sub-district, 15 spots are identified as places of tourism interest and classified as below. (Table 3)

Table No. 3 Places of Tourism interest in Miraj sub-district, Sangli

Geographical	Historical	Religious & cultural	other
<ul style="list-style-type: none"> • Dandoba Hills • Juna panhala Tableland and Fort • Haripaur-confluence of Krushna Warana rivers 	<ul style="list-style-type: none"> • Miraj Fort • Sangli Fort Area (Ganesh Durg) & Sangli Musium • Irwin bridge 	<ul style="list-style-type: none"> • Ganpati Panchaytan Mandir, • Sangmeshwar mandir, Haripur • The Meerasaheb dargah, Miraj 	<ul style="list-style-type: none"> • Agro Tourism places- 1.Baliraja agro tourism, Malgaon 2.Sanjeevani Agro tourism, Bhose 3.Whispering teaks, Bedag 4.Murai agro tourism, Nandre 5.Madhuban agro tourism, vaddi • Amrai Garden • The Sitar Maker Lane, Miraj
Source: (Kamble et.al. 2011) (Kulkarni, 2016) and Field visit observations			

These places are located majorly in west part of sub-district and at the major cities - Sangli and Miraj. The classification states the dominant character of the place but most of these places have variety of tourism attraction aspects. Like Dandoba hills are good for exploring geographical features but it is

also a place of religious and historical value. Therefore, a descriptive chart is made about the tourist spots and their different attraction aspects (Table 4).

Table no. 4 Description of places of tourism interest in Miraj Sub-district		
No	Spot Name	Variety of attraction aspects
1	Dandoba hills	Natural scenic views of hills of 869 m altitude & laterite rock structures (rare for this region); reserved forest area with rich flora-fauna; healthy environment; Hindu shiv Temple of 'Dandoba'; annual fair on Mahashivaratri; Ancient Buddhist caves; Trekking and Marathon event spot. (Mane & Patil, 2017)
2	Juna Panhala Tableland and fort	Geographical natural scenic view of tableland of 841 m altitude & 1560 sq.m top area; healthy environment; laterite rock structures Girling Hindu Temple; Ancient Buddhist caves; and footprints of Khandak (moat) Trekking spot, Similar to Hemadpanthi architecture at Girling temple.
3	Ganapati Temple	Prominent Hindu temple of city with major attraction of big Ganapati festival; constructed by Chintamanrao raje Patwardhan (1 st Sansthanik of Sangli) in 1843; main architectural structure of Panchaytan pattern made in Black stone, neighboring natural scenic views of Krushna Ghat; with boating facility & cultural fests occasionally.
4	Confluence of Krishna-Warana & Sangmeshwar temple, Haripur	Natural scenic views of Krishna-Warana confluence and sunset point; Sangmeshwar Hindu temple; Annual fair on Mahashivratri & in Shravan month; boating facility and photoshoot spots.
5	Sangli fort & Sangli Museum	Bhuikot fort of Historical value, constructed by Patwardhan raje; musical concerts at Darbar hall and Historical Museum inside fort area run by Archaeological department, Maharashtra Govt.
6	Irwin bridge	Historical bridge constructed in British era (1929) (Patil, et.al. 2018), architectural structure of 100yrs.
7	Amarai O ₂ park	Oxygen park of city(15 acre area) with biodiversity of 200 different species of trees, good for leisure activities- children park and photoshoot spot.
8	Mirasaheb Darga,	Religious place with secular belief belongs to sufi saint Hazrat Meerasaheb; musical concerts in big Annual fair - Urus
9	Miraj fort	Bhuikot fort of Historical value form Bahamani dynasty (15th- 18th centuries) up to Chh. Shivaji Maharaja Period.
10	The Sitar maker Lane	Spot of Ethnographic/ethno music tourism - String instrument industry having worldwide export. Pleasure for art and music lovers of witnessing the entire process of sitar-making and learning details of the craft from those hospitable craftsmen. (Kulkarni, 2016)
11	Baliraja Agro tourism	1 st agro tourism centre (2015) in Western Maharashtra. Agro-lifestyle(22 acre land) bullock-cart and tractor ride, mini Kokan, with resort facilities including Swimming pool and fun activities like Boating in farm pond, games, occasional events like Hurda party in winter.
12	Sanjivani Agro tourism	Agro-lifestyle plant in 12 acre(2022) with resort and leisure facilities like Swimming pool, Boating in farm pond, events like Hurda party, Grapes festival etc. with shopping of agro products and nursery plants.
13	Whispering teaks	Oxygen park- dense forest project in 16 acre (2020) Teak, Bamboo trees. Tree house resort with Swimming pool & fun activities, bird watching sight, healthy environment by trees.
14	Murai Agro tourism	Agro-farm experience(2022) including bullock cart ride with leisure activities like Boating, fun activities and events
15	Mdhuban Agro tourism	Poly-house(2020) varieties of flowers like Gerbera Daisy, with leisure facilities like Swimming pool, fun activities with shopping- nursery plants and strawberry.

Though Miraj own these various tourism spots, the development of all these places in tourism manner, is not same. Various determinants influence the

potential and development tourist places. The comparative analysis is done for these places.

Table no. 5 Interpretation of Scaling for a Sample Parameter

Attribute	1 (0.2)	2 (0.4)	3 (0.6)	4 (0.8)	5 (1.0)
Accessibility / Connectivity	Narrow Road, only pedestrian, no vehicle access possible, bad road condition	Narrow Road, pedestrian and vehicle, bad condition	Moderate road, vehicle allowed, bad road condition / Narrow road vehicle allowed, good condition	Wide road, vehicle allowed and moderate road condition	Wide road, vehicle allowed and good condition

5/4/3point scaling of an individual attribute is done on the basis of suitable logical interpretations to quantify the qualitative aspects. (Table 5) (Mamun & Mitra, 2012) For comparative analysis, weighted

average score is calculated for tourist spots by scaling scores to parameters of indicators of potential and development. The matrix of scale scores & results are shown below (Table 6).

Table no. 6 weighted score calculation for assessing potential of places of tourism interest in Miraj Subdistrict

No	Spot Name	a1	a2	Ta	W ^s a	b1	b2	b3	b4	b5	Tb	W ^s b	c1	c2	c3	c4	c5	c6	Tc	W ^s c	d1	d2	Td	W ^s d	Total score	Average	weighted score sum	weighted average
1	Dandoba hills	0.6	0.8	1.4	0.56	0.8	0.2	0.2	0.2	0.2	1.6	0.48	0.1	0.6	0.4	0.2	0.4	0.6	3	0.4	0.4	0.4	1	0.1	7	1.75	1.74	0.174
2	Juna panhala Pleasure and fort	0.6	0.8	1.4	0.56	0.4	0.2	0.2	0.2	0.2	1.2	0.36	0.1	0.4	0.4	0.2	0.4	0.4	2.6	0.52	0.2	0.6	1	0.1	6.2	1.55	1.54	0.154
3	Ganapati Mandir	0.2	0.6	0.8	0.32	1	0.8	1	1	0.8	4.4	1.32	0.1	0.8	0.8	0.8	0.6	0.8	4.2	0.84	0.6	0.6	1.2	0.12	10.6	2.65	2.6	0.260
4	Haripur Krishna-Warna Confluence & Sangreswar	0.2	0.6	0.8	0.32	0.8	0.4	0.8	0.8	0.4	3.2	0.96	0.1	0.8	0.6	0.4	0.4	0.6	3.6	0.72	0.4	0.4	0.8	0.08	8.4	2.1	2.08	0.208
5	Sangli fort and sangli Museum	0.2	0.6	0.8	0.32	1	0.8	1	1	0.8	4.4	1.32	0.1	0.8	0.8	0.8	0.6	0.8	4.2	0.84	0.6	0.6	1.2	0.12	10.4	2.6	2.52	0.252
6	Irwin bridge	0.2	0.6	0.8	0.32	1	0.8	1	1	0.8	4.4	1.32	0.1	0.8	0.8	0.8	0.6	0.8	4.2	0.84	0.6	0.6	1.4	0.14	10.6	2.65	2.54	0.254
7	Amarai Garden O2 park	0.2	0.6	0.8	0.32	1	0.8	1	1	0.8	4.6	1.38	0.1	0.8	0.8	0.8	0.6	0.8	4.2	0.84	0.8	0.8	1.6	0.16	11	2.75	2.62	0.262
8	Mirasaheb Darga, Miraj	0.2	0.6	0.8	0.32	0.8	0.8	0.6	1	1	4.2	1.26	0.1	0.8	0.8	0.8	0.6	0.8	4.2	0.84	0.8	0.8	1.6	0.16	10.6	2.65	2.5	0.250
9	Miraj fort	0.2	0.2	0.4	0.16	0.8	0.8	0.6	1	1	4.2	1.26	0.1	0.8	0.8	0.8	0.6	0.8	4.2	0.84	0.8	0.8	1.6	0.16	10.4	2.6	2.42	0.242
10	Miraj- The Sitar Maker lane	0.2	0.2	0.4	0.16	0.6	0.8	0.6	1	1	4	1.2	0.1	0.8	0.8	0.8	0.6	0.8	4.2	0.84	0.8	0.8	1.6	0.16	10.2	2.55	2.36	0.236
11	Balaraja Agro tourism	0.4	0.4	0.8	0.32	0.8	0.2	0.4	0.6	0.4	2.4	0.72	0.1	0.8	0.8	0.8	0.6	0.4	4	0.8	0.6	0.4	1	0.1	8.2	2.05	1.94	0.194
12	Sangravan Agro tourism	0.4	0.6	0.8	0.32	0.8	0.2	0.2	0.4	0.2	1.8	0.54	0.1	0.8	0.8	0.8	0.6	0.8	4.2	0.84	0.6	0.4	1	0.1	7.8	1.95	1.8	0.180
13	whispering teaks	0.4	0.6	1	0.4	0.6	0.2	0.2	0.4	0.2	1.6	0.48	0.1	0.8	0.8	0.2	0.4	0.4	3.4	0.68	0.6	0.8	1.4	0.14	7.4	1.85	1.7	0.170
14	Miraj Agro tourism	0.2	0.6	0.8	0.32	0.8	0.4	0.4	0.4	0.8	2.4	0.72	0.1	0.8	0.8	0.2	0.4	0.4	3.4	0.68	0.6	0.4	1	0.1	7.4	1.85	1.74	0.174
15	Mithunan Agro tourism	0.2	0.6	0.8	0.32	1	0.6	0.4	0.8	0.8	3	0.9	0.1	0.8	0.8	0.6	0.4	0.4	3.8	0.76	0.6	0.4	1	0.1	8.4	2.1	2	0.200

The weighted score of 'tourist attraction potential' indicator shows that, Dandoba hills and Juna Panhala possess highest score (0.56). Followed by whispering teaks (0.4) & Ganapati temple (0.32). the weighted score of 2nd important indicator 'transport facility' Amrai O₂ Park recorded high score (1.38) then Ganapati temple, Sangli fort and Irwin bridge (1.32) in weighted score of 'transport facility', as they are in heart of the city with good road network. Where, Juna Panhala scored least (0.36) in this section due to lack of good road network, followed by Dandoba(0.48). In the score list of 'infrastructure facilities (food, accommodation or fuel station, shopping facility)' Juna Panhala and Dandoba scored low (0.52 and 0.6) while, all places which are in city area have highest score (0.84). Comparing the 'Climate impact and safety' part, scores of Amrai Park, Mirasaheb Darga, Miraj fort, and Sitar maker lane (0.16) shows no seasonal impact and no risk of hazards like floods. Where, the lowest score of Haripur (0.08) shows high seasonal impact and risk of floods as it is a river side place, followed by all agro tourism

centers (0.1) excluding whispering teaks, as they face total slack period in rainy season.

The average score as well as the weighted average score gives Amarai O₂ park and Ganapati Temple the highest position as tourist place with score of 0.262 and lowest position to Juna Panhala with score of 0.154. Interpretations of weighted average & weighted score of individual indicator focuses the specific tourism attraction potentials and impacts of facilities like transport on their development as tourist place.

Conclusion:

Assessment of tourism potential is not just finding out a quantitative value, rather, to assess the gap of the demand. Road network is a driving force of tourism development, which generate various facilities required for tourism.

1. In spite of having rich resource potentials, Juna Panhala & Dandoba lags behind due to lack of tourism planning mainly transport facility. The improvement in road network at Juna Panhala and Dandoba, will justify their potential as a tourist destination.

2. The places which have few attraction aspects like Amarai O₂ park, Mirasaheb Darga or Ganpati Temple get more attention because of the easy accessible & quality road network and other facilities accompanied with good road network.
3. Comparison among only agro tourist spots mentioned here shows that those who get more quality road access gets more weightage score like madhuban and sanjivani.

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Geo-Historical Study of Fort Tourism in District Satara of Maharashtra: An Overview

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Abstract:-

Tourism offers great opportunities for emerging economies and developing countries. It creates jobs, strengthens the local economy, contributes to local infrastructure development and can help to conserve the natural environment and cultural assets and traditions, and to reduce poverty and inequality. These are various types of tourism viz Pilgrimage tourism, Ecotourism, Cultural tourism, Wellness tourism, Business tourism, Heritage tourism, Leisure tourism, Sports tourism, Wildlife tourism, Medical tourism and so on. Fort tourism is a historical cultural tourism and its scope is vast. Now, Maharashtra is famous for existence Maratha Empire Chatrapati Shivaji Maharaja in 16th century and there were more than 350 forts constructed under these reign. Most of the forts were constructed in *Sahyadri Ghat* from the geo-political strategy point of safety and security from enemy. Satara district is counted amongst the richest districts in Maharashtra in terms of cultural and historical tradition. The district occupies a total geographical area of 11219 Km² and it is divided into 11 tahsils viz Satara, Karad, Wai, Mahabaleshwar, Phaltan, Man, Khatav, Koregaon, Patan, Jaoli and Khandala. As per 2011 census, the population of district was 30,40,000 persons and literacy rate was 89.42%. The total surfacial length of roads is 7040.49 km including NH, SH, District Highways. The average rainfall is 10071.6 mm throughout the year. The culture of the district is Maharashtrian and the people like to follow various customs. Satara district has some of the most prominent tourist destinations in the state of Maharashtra. The district largely contributes to the tourism sector of the district, as several people visit the tourist places every year. Vasota, Pratapgad, Makrandgad, Vairatgad, Kamalgad, Sadashivgad, Kalyangad, Vardhan, Ajinkyatara, Sajjangad, Nandgiri and Chandan Vandan are the forts in the district to be considered for adventure tourism.

Key Words – Tourism, Forts, Adventure tourism, Historical culture, Tourism development.

Introduction :-

Tourism offers great opportunities for emerging economies and developing countries. It creates jobs, strengthens the local economy, contributes to local infrastructure development and can help to conserve the natural environment and cultural assets and traditions, and to reduce poverty and inequality. These are various types of tourism viz Pilgrimage tourism, Ecotourism, Cultural tourism, Wellness tourism, Business tourism, Heritage tourism, Leisure tourism, Sports tourism, Wildlife tourism, Medical tourism and so on. Fort tourism is a historical cultural tourism and its scope is vast. Now, Maharashtra is a

famous for existence Maratha Empire Chatrapati Shivaji Maharaja in 16th century and there were more than 350 forts constructed under these reign. Most of the forts were constructed in *Sahyadri Ghat* from the geo-political strategy point of safety and security from enemy. Satara district is counted amongst the richest districts in Maharashtra

in terms of cultural and historical tradition. The district occupies a total geographical area of 11219 Km² and it is divided into 11 tahsils viz Satara, Karad, Wai, Mahabaleshwar, Phaltan, Man, Khatav, Koregaon, Patan, Jaoli and Khandala. The culture of the district is Maharashtrian and the people like to follow various customs. Satara district has some of the most prominent tourist destinations in the state of Maharashtra. The district largely contributes to the tourism sector of the district, as several people visit the tourist places every year. Vasota, Pratapgad, Makrandgad, Vairatgad, Kamalgad, Sadashivgad, Kalyangad, Vardhan, Ajinkyatara, Sajjangad, Nandgiri and Chandan Vandan are the forts in the district to be considered for adventure tourism.

Objectives-

1. To study the historical adventure forts situated in Satara district with geographical background.
2. To understand the historical background of fort.
3. To study the fort as a adventure historical tourism in Satara district.

Data Collection and Research Methodology

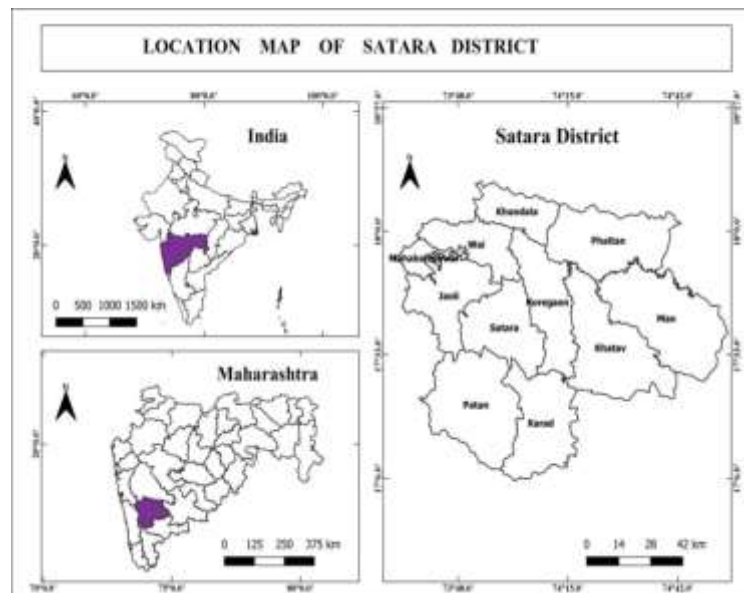
Present research paper is based on secondary data about fort collected from different types of monuments, pamphlets, historical books and references etc. Some published books like Satara Gazetteer, District Census book, Socio economic abstract of Satara District.

Study Area

The Satara district is located in the western part of Maharashtra state and is bounded by Pune district to the north, Solapur district to the east, Sangli district to the south and Ratnagiri district to the west. The Raigad district lies to the north-west side of Satara. The district Satara is situated in the river basins of the Bhima and Krishna River and there is a wonderful contrast of immense dimensions

and a variety of landscapes in the district. It is located at $17^{\circ}5'$ to $18^{\circ}11'$ North latitudes and $73^{\circ}33'$ to $74^{\circ}54'$ East longitudes. The minimum temperature of the district is 11.6°C and the maximum temperature is 37.5°C . The district receives an average rainfall of 1072 mm. per year. The Koyana and Krishna are the major rivers Kudali, Urmodi, Venna and Tarali rivers are tributary rivers of them. Satara is famous for fort tourism and adventure tourism in Maharashtra.

Vasota, Pratapgad, Makrandgad, Vairatgad, Kamalgad, Sadashivgad, Kalyangad, Vardhan, Ajinkyatara, Sajjangad, Nandgiri and Chandan Vandan are the forts in the district to be considered for adventure tourism.



Discussion about Fort Tourism in Satara District

1) Sajjangad

Sajjangad is located near the city of means fort of Good People, final resting place of Sant Ramdas in 17th century. His teachings and works written in books such as Dasbodh are read and followed by many people even today in the state of Maharashtra and Sajjangad is a popular place of pilgrimage.

2) Pratapgad

Pratapgad is 22 kms from Mahabaleshwar on Mahad Road. Pratapgad is located east to Poladpur and 22 kms away from Mahabaleshwar. Its geographical location is $17^{\circ}56'10''$ North Latitude and $73^{\circ}34'38''$ East Longitude. In 1656 Ch. Shivaji Maharaj built this fort. It is very important fort as the major fight with Afzal Khan took place here on 1659. It is situated on the Par and Ambenali pass whose height is 1080mtrs above the mean sea level. Also temple of Tulja Bhavani has been built here by Ch. Shivaji Maharaj.

The fort is situated on an elongated hill. The western side and the northern side of this fort is having sharp escarpments. It is a crag like structure, almost having vertical cliffs of seven to eight hundred feet of height. The west and north sides are very steep and inaccessible both covered with huge masses and a vast precipice of trap rock. On the east and south hills are more slippery slope. Tuljabhavani temple, Mahishasur Mardini, Maruti temple, Vetar temple, and Kedareshwar temple are the tourist point on fort.

3) Vasota

Vasota fort is away from 18 km from Bamnoli, 56 km from Satara, 70 km from Mahabaleshwar and 82 km from Panchgan. Its geographical location is $17^{\circ}39'47''$ North Latitude and $73^{\circ}41'50''$ East Longitude. Vasota Fort is an ancient hill fort situated at an altitude of 1171 m near Bamnoli in Satara district of Maharashtra. The fort is situated in the deep forests and valleys of Koyna Wildlife Sanctuary. It is one of the best places to visit in Satara and also one of the popular places of trekking

in Maharashtra apart from being an ideal picnic spots near Pune for one day trip. The three main sections of fort viz Old fort, New fort, Nageshwar and Mahadev temple, Nageshwar temple, Nageshwar cave, Lord Hanuman temple, backwater of Shivsagar dam, U-Shaped Balu Kada cliff, Bamnoli forest are the seeing points on that fort.

Bhairavgad

Bhairavgad is situated on the borders of Satara, Ratnagiri and Sangli district. Its geographical location is 17°19'33" North latitude and 73°40'42" East longitudes. The height is 870 mtr above mean sea level. This fort is separated by a narrow neck of thirty yards long from the main plateau. Bhairavnath temple is situated at the base of this Bhairavgad. Thick forest almost covers all the parts of plateau. Bhairavgad fort is also covered by huge grass and trees. Sharp escarpments are only uncovered by vegetation. Water tanks are found on skirting of the rampart of the fort. It forms the cliff on the east which rises some 300 ft above it. Thick forest around fort, different type of medicinal botanical bio-diversity, Bhairavnath temple of tribal community are the seeing points on fort.

Jangali - Jaygad:

Its geographical location is 17°27'13" North Latitude and 73°41'37" East Longitude. The height is 1029 mtrs (3376 ft) above the mean sea level. It is 8 Km away from Koyna Nagar. It lies on the spur projecting from the main range of the Sahyadri's in to the Konkan. It is located north west to the village Navaja in Patan. There is a fine dense and evergreen forest. Dense forest, watching of birds species, botanical species, zoological species, geographically springs, ozarde waterfall, oozes, steep slopes are the seeing points of that fort.

Makarandgad

Makarand was built by Chh. Shivaji probably in 1656. This fort is built in between Pratapgad and Vasota fort. Its geographical location is 17°50'58" North latitude and 73°36'16" East longitudes. The height of this fort from the mean sea level is about 1171 mtrs. This fort is also known as Madhugad. Makarand possesses saddle like shape. It is situated in the vicinity of Koyna reservoir "Shivsagar". This is one of the best destinations of adventure tourism. September onwards up to May one can visit Makarand but the best season is September to January absolutely dense forest is worth to see.

Kamalgad

Its geographical location of Kamalgad is 17°58'02" North Latitude and 73°44'44" East Longitude. The height is 1375 mtrs (4511 ft.) above the mean sea level. The fort is located away 30 Kms from Wai. The fort is also known as Bhelanja standing in the centre of the Krishna valley. Gorakhnath temple is found on the

fort. Beautiful greeneries, Cascades, rapids, small waterfalls, Biasons and other herbivorous animals in the surrounding forest area, different types of butterflies and species of insect are seeing points to the tourists.

Pandavgad

Pandavgad fort acquired by Chh. Shivaji Maharaj in 1659. It is placed on the western spur of Sahyadri. Its geographical location is 17°59'50" North latitude and 70°51'50" East longitudes. The average height is nearly 1250 mtrs. The vegetation is not so thick. More than half part of the fort is covered by grass. In historical period Pandavgad was used as a watch fort to keep eye on the surrounding area. At the base of the fort there is a temple of Pandjai Devi. It is built in local stone. Another temple of Lord Hanuman is located on the half way. There are some ancient buildings scattered on the top of the fort. At the west there are three water tanks for the drinking purpose.

Vairatgad

Vairatgad is situated near Panchwad village in Wai tehsil of Satara district. The distance between Satara and Panchwad is about 18 kms. With elevation of 1177 mtr above mean sea level. It is situated on the spur of eastern Sahyadri range. Its geographical location is 17°53' North latitude and 73°55' East longitudes. The name is locally derived from the Vairat. A wild tribe supposed to have dwelt in this neighbourhood who were subdued by the Pandavas. There is a famous Ahsram of 'Vashistha'. Lord Maruti temple and Lord Shiva temple are present on that fort. There are two temples on the fort.

Conclusion :-

In the ancient times, the forts were primarily constructed as defense mechanism in their empire on Sahyadri ghat of Maharashtra against enemy invasions. All the forts are surrounded by a thick to medium type of forest and more wildlife. Now these are connected by roads from district roadways, state roadways and National Highways. Private vehicles, State tourist van, MSTRC vehicles are goes at the foot hills of forts. Fort mountaineering, fort climbing, adventure trekking are most important in fort tourism. Much of the forts are not easily for climbing due to devastation of forts. Regular maintenance is requires for repairing that forts.

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Experiencing the Spirit of India through Cultural and Heritage Tourism

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Sri Aurobindo has written voluminous works on various aspects of Indian culture and heritage. It is possible to draw some key insights from there which can help educate and sensitize different stakeholders in the tourism industry. Founded by Sri Aurobindo on 24th November in the year 1926, Sri Aurobindo Ashram is synonymous with Puducherry. Encouraging spiritual tenets that represent a synthesis of yoga and modern science, the Ashram visited by thousands of devotees and tourists worldwide to get spiritual knowledge. The ashram serves as the headquarters of the Sri Aurobindo Society (SAS). The Ashram was set up in 1926 by Sri Aurobindo Ghose, the celebrated philosopher poet, seer, thinker, freedom fighter born in Kolkata in 1872 to a rich Bengali family, Aurobindo began the practice of Yoga in 1905 and five years later he moved to Puducherry from Bengal.

During his forty years tenure at Puducherry, Aurobindo worked out a new system of mental development which he called Integral Yoga. His philosophical writings and poetry-lofty and impenetrable to the casual reader attract worldwide attention. Later Mirra Alfassa, a French painter-sculptor who had followed the same path like Aurobindo, joined him later. Together, in 1926, they founded an ashram where his belief - 'All life is Yoga' - could be put into practice. They both started the magazine the Arya. Later Mirra Alfassa came to be known as the Mother of the Sri Aurobindo Ashram. It was the Mother who launched the community of Auroville, which flourishes ten kilometres outside of Puducherry. After Aurobindo's death in 1950, the running of the Ashram was entrusted by Mirra Alfassa. She died in 1973 at the age of 93.

Administered by the Sri Aurobindo Ashram Trust, a public charitable trust formed by the Mother in 1955, the Ashram is located in the eastern part of Puducherry. It is an enchanting ashram where devotees from India and abroad come from all over the world. A beautiful flower garden greet as one enters the Ashram compound. Consisting of several buildings this Ashram is one of the richest in the country. With about two thousand members and four hundred buildings spread throughout the seaside tourist town of Pondicherry, the Ashram today feels less like a retreat, ranging from handmade paper and steel dinnerware to Ayurvedic medicines and the famous Auroshika incense. There are no gurus or teachers other than Aurobindo and the Mother. In the sadhana or spiritual discipline at the Ashram, there are no compulsory meditations, mantras, yoga exercises, no rituals, although all of these things can be done to prepare the body and mind for the Supramental descent. A practitioner has full freedom to select his course and pace of their sadhana in accordance with their own natures and the general principle of the sadhana is; there must be a surrender to the Divine and an

opening to the Divine Force so that it may work to transform one's being.

Today, the Ashram community - almost Indian- consists of thirteen hundred inmates handpicked by the Mother herself, five hundred students, enrolled in a unique free-progress school designed by the Mother and five hundred devotees who work in ashram business but make their own living arrangements. The Ashram also promotes a lot of cultural and education activities in Puducherry. The Ashramites live and work in a large number of buildings spread throughout the area. The main building, usually called as 'the Ashram' consists of an interconnected block of houses, most of them are walking distance from the ashram. It is situated on the corner of Marine St and Manukala Vinayagar Koil Street. One can see an English-speaking guide in front of this building. The spiritual centre of the ashram is a complex of four houses, two of which, at different times where the homes of Sri Aurobindo and the Mother. The 'Samadhi' or mausoleum where bodies of both Aurobindo and Mother's are buried in two chambers, one above the other has been established under a frangipani tree in a quiet tree-

shaped inner courtyard. It is a white marble shrine always decorated with fresh flowers.

One can see followers meditating in this building. Inside Cameras are forbidden and bags must be kept outside. It is open to all visitors between 9 am and 6 pm daily and those staying at the guest houses are permitted to visit the shrine until 11 pm. There is a collective meditation around the samadhi courtyard from 7.30 to 7. 50 pm Mondays, Tuesdays, Wednesdays and Fridays. This is open to everyone. No pass is required. The journey inner as well as outer ,yogic practices.

The self-sufficient ashram unit has a factory that manufactures incense sticks, handmade papers, greeting cards, perfumed candles and the likes. These are very popular and sold in the domestic and international market and one can ensure its reliability of quality. The ashram also runs craft workshops for weaving, embroidery, batik, pottery etc and supplying the essential needs of the inmates from shoemakers and tailors to plumbers and physicians. The Ashram has the facilities of both Allopathic and Ayurvedic clinics, a theatre, a dance and a concert hall (for both India and Western Music). According to the founders of the Ashram, Music and art are the direct channels to the Divine.

The Ashram consists of over 80 departments which include farms, gardens, healthcare, guesthouses and engineering units many more things. Bureau Central is the Ashram information centre for visitors to know the details regarding the Ashram and its activities. Exhibition and Video programmes of life and yoga of Sri Aurobindo and the Mother conducts at Bureau Central. Timing of Video programmes: Every day in the morning (except Sundays) and in the afternoon on Tuesdays and Fridays. A large map of Pondicherry with relevant places marked on it can be available at this centre.

The ashram maintains an art gallery which exhibits 'the Mother's collection' of paintings and photographs. This collection consists of more than 2500 paintings done by Ashram artists and others. If someone wishes to buy photographs of Sri Aurobindo and the Mother, the ashram provides a photo section department. From here one can purchase black and white or colour and in various sized photos. There is a Library and a playground in this Ashram. There is a collective meditation is held in the Ashram Playground on Thursdays and Sundays, between 7.45 pm and 8.15 pm. This is open only to the Ashramites and the visitors staying in the Ashram guest houses who have been given Playground. The library is like a French colonial building with big halls. The

library currently maintains 80,000 books in 25 different languages and hundreds of periodicals, and a large collection of Indian and Western classical records and tapes. Indian classical music is played at the Library every Wednesday starting at 8.30 pm and Western classical music every Tuesday and Friday. The digital library is also maintained where one can read all complete works of Sri Aurobindo in 28 volumes. His major works -The Life Divine ,Essays On Gita, Collected Poems and Plays ,The Synthesis of Yoga, Savitri: A Legend and Symbol, On the Veda etc.

Auroville is an experimental township where people from across the world of all cultures and traditions come and live together in peace. This universal township was inaugurated on 28 February 1968 with the agenda that it will be a place with people willing enough to make this a hub of uninterrupted education and progress, regardless of their caste, creed, nationality or race. People from 124 countries including Indians from 23 different states came together with some of their native soil brought from their homelands and deposited in a marble urn. Currently, over 2,800 people from over 195 different nationalities are the official residents of this township. The Aurovilleans as they call themselves live together on the principles of peace, harmony, sustainable living and 'divine consciousness' which was the philosophy of the Mother. Major forestation work was done by the early Aurovilleans which has made this erstwhile completely barren land into a huge patch of greenery. The project was supported by the Govt. of India, and the UNESCO passed a resolution in 1966 commending this as "a project of importance to the future of humanity". They say "Auroville is a multi-cultural still to be invented". Auroville does not follow any particular religion or community but it encourages all men and women to live in peace and progressive harmony above all creeds, all politics and all nationalities . As Auroville is a planned township, it draws people from all over the country and globally as well. You can see a mix of Tamilians, Bengalis, Russians, Koreans, British etc. The culture, therefore, is a mixed one. You will hear folk village music and can also find a ballet class to go to. It has cars to travel and also bullock carts. There are jazz concerts held and also recital of the Vedas. Auroville celebrates all kinds of festivals- firecrackers on Diwali and rum cakes on Christmas. Some people wear the usual t-shirt

and jeans while others prefer dhoti-kurta. There are tons and tons of restaurants and cafes in this place. It has a lot of plush restaurants, not in terms of the prices they charge but in terms of the cuisines that they have on offer. This is kept in mind to cater to the large number of foreign tourists that Auroville gets each year. The most popular restaurants are The Solar Kitchen and La Terrace. One can find all sorts of cuisines out here ranging from exquisite Italian to traditional South Indian dishes. Auroville is truly a foodies heaven. Surreal Beaches in Auroville that redefine Peace and Tranquility travellers. Thus Auroville is worth visiting destination for inner and outer journey of Sadhka ,Yogis.It is called as 'City of Dawn'.Its popularity has been spread all over the world.Its another name is Villuppuram,an 'Experimental' Township. The very Devine place for tourists .

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Strategic Use of Modern Marketing Tools for Indian Tourism Development

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Abstract:

In the current era, the economic development of the country can be achieved by earning a large amount of foreign exchange from the tourism sector. For that, it is necessary to use modern technology for the proper management and marketing of the tourist destination in the country. If marketing is done properly through strategic decision, foreign tourists can be attracted to our country and it can achieve the overall development of the country by earning large amount of foreign exchange.

Through this article, how tourism development can be achieved on a large scale by strategic use of modern marketing tools for Indian tourism development. An arrangement has been made in this regard.

Keywords: Strategic, Modern Marketing Tools, Tourism Development

Introduction:

Tourism industry is one of the sectors that have benefited the most from the internet and as a result social media has become an integral part of any central or state tourism promotion and planning. This study investigates use of social media by Indian Tourism in tourism promotion. The primary objective is to develop a framework on social media for tourism promotion in India.

UNWTO defines tourism as “a social, cultural and economic phenomenon, which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes”. For some tourism represents relaxation and fun, a trip during the holiday weeks away from work, and some doubt the need for study and research. But for others, tourism is a source of employment; it is a business that brings revenue to millions of people around the world; it is a source of living. Therefore it is important to research it, analyze it and study it more attentively

Objectives:

1. To understand the role of digital marketing in Indian tourism industry
2. To understand the strategic use of Marketing Tools for Tourism development
3. Conserving and protecting natural resources and environment to achieve sustainable development.

Modern Marketing Tools: Modern marketing tools can be used as follows

Quality Website

A quality website today is a prerequisite before establishing a business online. It not only helps your business transcend geographical boundaries to reach newer prospects, but also work as digital

destinations for your audiences who can access it 24x7

Strong Social Media Presence

Social Media platforms like Facebook, Twitter, LinkedIn, Instagram enable businesses to reach out and talk directly to their users. Presence on these platforms not only helps brands to establish credibility, improve customer services but also provides insights on what your customers are up to.

Search Engine Optimization

SEO is an integral part of digital marketing today. The online ranking of a business on various search engines determines the online popularity and helps 110 E-Commerce: Problems & Prospects increase website visits. There is a lot of misconception that SEO efforts would lead to immediate results. It is important to understand that SEO is an ongoing process and takes time to show results. Businesses need to ensure that a dedicated team work on ensuring that both on-page and off-page SEO initiatives are undertaken.

Email Marketing

Email Marketing isn't all about bombarding the inbox of your audiences with emails. It needs to be planned and executed well to ensure maximum returns. Sending personalized emails to users increases the chances of getting instant replies along with showing that a business cares. Customize offers and communication for various user groups based on where they lie in your business relationship cycle.

Engaging Content

Content used across various online platforms should lead to increased engagement rates. Businesses need to ensure that they post relevant content across various platforms at the right time. Blogging is an

excellent way to engage with audiences and move beyond than just selling products.

Mobile-Friendly

Everything that a business does digitally today should be mobile friendly. Majority of online users today access the internet on their mobile phones and this should reflect in every aspect of online marketing considerations.

Social Media Marketing

The term social media is generally understood as Internet-based applications that contain consumer-generated content and facilitate a higher level of social interaction among travellers. From customer's viewpoint, the value of using social media lies in its richness on personal experiences and trustworthiness as electronic word-of-mouth. The impact of user generated content by social media on a traveller's decision making is well recognised in various market research reports. A number of prior studies have also examined the effect of social media on travellers' information search behaviour suggested that travel reviews on social media sites help add fun to the planning process and increase confidence for travellers' decision by reducing risk.

Importance of social media in the tourism industry

With the above stats in mind, it's pretty clear that social media is quite an important asset for the tourism sector. When it comes to the importance of social media in the tourism industry, we first have to acknowledge the opportunities social media platforms deliver to hotels, travel agents, agencies, and OTAs. The power of social media lies in the sheer number of people who use it daily: Facebook has 2.93 billion monthly active users; Insta-gram has 1 billion monthly active users; Twitter has 290.5 million monthly active users; Tik-Tok has 1 billion monthly active users.

Any business or individual involved in the tourism sector can create and use these social media platforms for free. They can create official profiles and use them to provide relevant information, answer users' questions, or engage with users to create a large following. No wonder many marketers use social media to help hotels and travel agents increase visibility.

More importantly, social media platforms offer paid marketing opportunities. They have access to a ridiculous amount of information on their users. It's important because it enables travel marketers to launch comprehensive marketing strategies. The platforms have advanced targeting options allowing marketers to target very specific demographics.

Another important factor is engagement and interaction. Social media platforms are also communication channels. They also support the integration of AI and chat-bots that travel

companies can use to answer important questions or enable online booking. Finally, travel companies can use social media with social media analytics software. It can help them make sense of the data, measure KPIs such as engagement and click-through rate, and gauge followers' sentiment.

Following Institutions are undertaking the promotional and marketing activities in Indian tourism:

1. Ministry of Tourism (MoT): It undertakes all the planned activities regarding the promotion of tourism at domestic and international level and also deals with the development of tourism infrastructure. It is responsible for projecting the image of India overseas using various media tools.

2. India Tourism Development Corporation (ITDC): While the MoT deals with both the private and public undertakings, ITDC deals exclusively with the public sector. It also plays a crucial role in the development of backwards regions having tourism potential which ultimately leads to regional balance. It deals with the activities like executing tourism and engineering projects, event management, hospitality sector etc.

3. Hotel Association of India (HAI): It's a hospitality industry in India. Its aim is to create awareness campaigns regarding the importance of tourism industry in the growth and development of the nation.

4. Indian Institute of Tourism and Travel Management (IITTM): It aims at providing education and training for tourism industry. As we mentioned, the importance of people (1 of 7 p's) hence, hospitality is crucial for tourism industry.

Other institutions are National Council for Hotel management and Catering Technology (NCHMCT), Travel Agents Association of India (TAAI), Indian Association of Tour Operators (IATO) etc fosters the growth of tourism industry in India. The Domestic Promotion and Publicity (DPHH) were launched in 2004 under the Ministry of Tourism, Government of India. It aims at creating awareness among people regarding the potential tourist destinations in India. The success of the scheme further encouraged government to make more investment in the scheme. It is evident from the data released by Ministry of India where expenditure on DPHH increased from 60 crore in 2009-10 to 142 crore in 2014-15. Various regional schemes were also launched with the two central schemes of 'Atithi Devo Bhava' and 'Indian for India' in order to create awareness about tourism.

Conclusion:

This paper concludes that Indian tourism industry would not be able to get the desired growth and impetus unless it is backed up by intense promotional and marketing strategies. Further, even though the marketing is done, it lacks innovation and creativity. The advertisements featuring Indian

tourism also presented culture and heritage now also the similar trend of promotional advertisements can be observed. There is a need to have a good synergy between the organizational structure and culture to make Indian tourism more tourists friendly. Also, the place and people need to be focused upon by developing the region's infrastructure and hospitality among people. Initiatives have been taken in the form of campaigns like 'Atithi Devo Bhava' is such initiative which ask the people to behave responsibly. The initiative has also got the voice of "Amir Khan" which made it successful drive and reached to the heart of every individual. Such marketing techniques have become the key aspect while marketing strategy of any service is discussed. Be it 'Amitabh Bacchan' asking people to visit the Rann of Kacch', or adding surprise element with 'Janne kya dikh Jayye' in the deserts of Rajasthan or 'Shahrukh Khan' promoting the Bengal tourism, the media is filled with such initiatives. Now the GOI has launched the 'Incredible India' app, for International and domestic tourists to access and discover information about Indian tourism more easily.

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Foreign Tourists Arrivals in India: A Quantitative Analysis

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Abstract:

Tourism is one of the largest service industries in India and its contribution of 6.23 to the national Gross Domestic Production (GDP) and 8.78 of the total employment. The present paper aims to analyses Foreign Tourist Arrivals (FTAs) from various countries in India. The secondary data has been used and entire data collected from India Tourism Statistics-2022. Percentage method has been used for countries classification in extremely low, low, moderate, high, and extremely high tourist arrivals in India during the period from 2017 to 2021.

Key Words: Tourist, Foreign Tourist Arrivals (FTAs), GDP.

Introduction:

There are more than 64 countries from which tourist arrivals in India. Bangladesh, United states of America, United Kingdom, Canada, Russian Federation, Australia, France, Germany, Malaysia, and Sri Lanka are common top ten countries from 2017 to 2021. Besides this, China placed in top ten countries during 2018 and 2019, Nepal and Portugal come under top ten countries in 2021.

Objectives:

1. To classify countries in very low, low, moderate, high, and very high countries of Foreign Tourists Arrivals (FTAs) in India during 2017 to 2021.
2. To find out top ten countries for Foreign Tourists Arrivals (FTAs) in India during 2017 to 2021.

Material and Methods:

The secondary data has been used and data collected from 'India Tourism Statistics-2022'. Percentage method has been used for increasing and decrease in FTAs in India. Classification has been done in very low, low, moderate, high, and very high countries of Foreign Tourists Arrivals (FTAs) in India during 2017 to 2022. The collected data processed, and the results were presented using a table, and bar, Pie charts.

Levels of Ftas In India From 2017 To 2021:

Table-1 shows levels of FTAs in India in terms of 1) Very Low, 2) Low, 3) Moderate 4) High and 5) Very High with their figures of ranges in percentage for the period from 2017 to 2021.

Countries of Very Low Tourist' Arrivals In India: 2017-2021:

Table-1 and fig.2 indicated in terms of number and percentage of FTAs in India for the period from 2017 to 2021. Fourteen countries were included in this category with they contributed 2.37% i. e. 2,37,716 FTAs in India in 2017, 2.16% i.e., 228330 in 2018, 2.14% i.e. 234293 in 2019, 2.27% i.e., 62286 in 2020 and 1.21% i.e. 18483 in 2021.

Countries of Low Tourists' Arrivals In India, 2017-2021:

Fifteen countries from the all over world comes under this category with they contributed 5.36 % i. e. 537795 FTAs in India in 2017, 5.38 % i.e., 568586 in 2018, 5.19% i.e. 567684 in 2019, 5.60% i.e. 153668 in 2020 and 3.77% i.e. 57660 in 2021.

Countries of Moderate Tourists' Arrivals In India, 2017-2021:

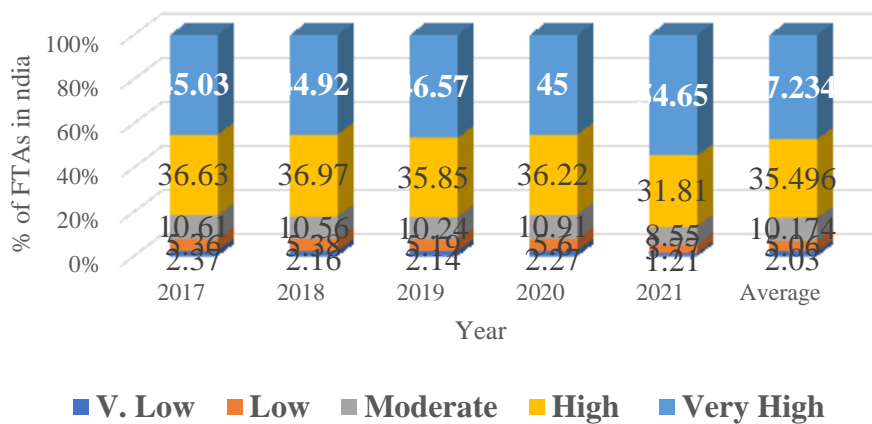
Fifteen countries from the all over world comes under this category with they contributed 10.61% i. e. 1064519 FTAs in India in 2017, 10.56% i.e., 1114926 in 2018, 10.24% i.e. 1119508 in 2019, 10.91% i.e. 299432 in 2020 and 8.55% i.e. 130638 in 2021.

Countries of High Tourists' Arrivals In India, 2017-2021:

Fifteen countries from the all over world comes under this category with they contributed 36.63% i. e. 3676011 FTAs in India in 2017, 36.97% i.e. 3903061 in 2018, 35.85 % i.e. 3918819 in 2019, 36.22% i.e. 994141 in 2020 and 31.81% i.e. 485776 in 2021.

Level	Number of Countries	2017			2018			2019			2020			2021		
		Range %	No. of FTAs	% of FTAs	Range %	No. of FTAs	% of FTAs	Range %	No. of FTAs	% of FTAs	Range %	No. of FTAs	% of FTAs	Range %	No. of FTAs	% of FTAs
V. Low	14	0.10 - 0.23	237716	2.37	0.10 - 0.25	228330	2.16	0.10-0.24	234293	2.14	0.10-0.26	62286	2.27	0.03-0.14	18483	1.21
Low	16	0.23 - 0.46	537795	5.36	0.25 - 0.45	568586	5.38	0.24-0.44	567684	5.19	0.26-0.44	153668	5.60	0.14-0.36	57660	3.77
Moderate	16	0.46 - 1.39	1064519	10.61	0.45 - 1.43	1114926	10.56	0.44-1.18	1119508	10.24	0.44-1.23	299432	10.91	0.36-0.89	130638	8.55
High	15	1.39 - 9.83	3676011	36.63	1.43 - 9.75	3903061	36.97	1.8-9.15	3918819	35.85	1.23-10.63	994141	36.22	0.89-10.75	485776	31.81
V. High	03	9.83 - 21.49	4519772	45.03	9.75 - 21.37	4743110	44.92	9.15-23.58	5090051	46.57	10.63 - 20.01	1235239	45.00	10.75 - 28.15	834557	54.65
-	64	-	10035813	100.00	-	10557973	100.00	-	10930355	100.00	-	2744766	100.00	-	1527114	100.00

FIG.2 : LEVELS OF FTAs IN INDIA: 2017-2021



Source: Compiled by Authors based on “India Tourism Statistics 2022”, Table 2.1.4 Page no. 14-16.

Countries Of Very High Tourist Arrivals In India, 2017-2021:

Only Three countries viz., United Kingdom, United States of America, and Bangladesh comes under this category with they contributed 45.03% i. e. 4519772

Table-2: Top 10 Countries For Ftas In India During 2017 To 2021.

FTAs in India in 2017, 44.92% i.e. 4743110 in 2018, 46.57 % i.e. 5090051 in 2019, 45.00% i.e. 1235239 in 2020 and 54.65% i.e. 834557 in 2021.

1.4 Top Ten and Bottom Ten Countries of Ftas in India 2017-2021:

Table-2 gives details of the percentage shares and ranks of top 10 countries of FTAs in India during 2017 to 2021.

Rank	Years	Country	FTAs	Country	FTAs	Country	FTAs	Country	FTAs	Country	FTAs
		2017		2018		2019		2020		2021	
1		Bangladesh	2156557	Bangladesh	2256675	Bangladesh	2577727	Bangladesh	549273	United States of America	429860
% Share			21.49		21.37		23.58		20.01		28.15
2		United States of America	1376919	United States of America	1456678	United States of America	1512032	United States of America	394092	Bangladesh	240554
% Share			13.72		13.80		13.83		14.36		15.75
3		United Kingdom	986296	United Kingdom	1029757	United Kingdom	1000292	United Kingdom	291874	United Kingdom	164143
% Share			9.83		9.75		9.15		10.63		10.75

4	Canada	335439	Sri Lanka	353684	Australia	367241	Canada	122868	Canada	80437
% Share		3.34		3.34		3.36		4.48		5.27
5	Australia	324243	Canada	351040	Canada	351859	Russian Federation	102166	Nepal	52544
% Share		3.23		3.32		3.22		3.72		3.4
6	Malaysia	322126	Australia	346486	China	339442	Australia	86758	Afghanistan	36451
% Share		3.21		3.28		3.10		3.16		2.39
7	Sri Lanka	303590	Malaysia	319172	Malaysia	334579	France	74243	Australia	33864
% Share		3.02		3.02		3.06		2.70		2.22
8	Russian Fed.	278904	China	281768	Sri Lanka	330861	Germany	72558	Germany	33772
% Share		2.78		2.67		3.02		2.64		2.21
9	Germany	269380	Germany	274087	Germany	264973	Malaysia	69897	Portugal	32064
% Share		2.68		2.60		2.42		2.55		2.10
10	France	249620	Russian Fed.	262309	Russian Fed.	251319	Sri Lanka	68646	France	30374
% Share		2.49		2.48		2.30		2.50		1.99
Total Of Top 10 Countries		6603074	TOTAL	6931656		7330325		1832375		1134063
% Share of top 10 Countries		65.79		65.65		67.06		66.76		74.26
ALL COUNTRIES		10035813		10557976		10930355		2744766		1527114
ALL COUNTRIES %		100.00		100.00		100.00		100.00		100.00

Source: Compiled by Authors based on “India Tourism Statistics 2022”, Table 2.1.4 Page no. 14-16.

The top 10 FTAs in India during 2021, were mostly the same as those during 2017 to 2021 with minor changes in the rankings of some countries. FTAs in India from Bangladesh were the continuously remain first rank during the period from 2017 to 2020 and in 2021 placed 2nd rank.

YEAR-2017: Top ten countries for FTAs in India during 2017 are Bangladesh, United States of America, United Kingdom, Canada, Australia, Malaysia, Sri Lanka, Russia Federation, Germany, and France. Around 66 % of FTAs to total FTAs in India from top ten countries during 2017.

YEAR-2018: It is seen from table-1 that, top country wise share of FTAs in India. Bangladesh attained highest followed by United states of America, United Kingdom, Sri Lanka, Canada, Australia, Malaysia, China, Germany, and Russia Federation in 2018. Around 66 % of FTAs to total FTAs in India from top ten countries during 2018.

YEAR-2019: The top ten countries in terms of FTAs in India 2019 were, Bangladesh, U.S.A., United Kingdom, Australia, Canada, China, Malaysia, Sri Lanka, Germany, and Russia Federation. About 67 % of FTAs to total FTAs in India from top ten countries during 2019.

YEAR-2020: The top 10 countries in terms of FTAs in India during 2020 are Bangladesh, United states of America, United Kingdom, Canada, Russian Federation, Australia, France, Germany, Malaysia, and Sri Lanka. Around 67 % of FTAs to total FTAs in India from top ten countries during 2017.

YEAR-2021: United states of America continuously in second rank from 2017 to 2020 and placed first rank (28.15%) during 2021, followed by Bangladesh (15.75%), United Kingdom (10.75%), Canada (5.27%), Nepal (3.4%), Afghanistan (2.39%), Australia (2.22%), Germany (2.21%), Portugal (2.10%) and France (2.0%). More than 74 % of FTAs to total FTAs in India from top ten countries during 2021.

Conclusions:

1. Only Three countries viz., Bangladesh, USA and UK comes under Very high FTAs in India and they contributed 45.03% i. e. 4519772 FTAs in India in 2017, 44.92% i.e., 4743110 in 2018, 46.57 % i.e., 5090051 in 2019, 45.00% i.e., 1235239 in 2020 and 54.65% i.e., 834557 in 2021.
2. Trend of FTAs in India continuously increased from 2017 to 2019. But, later on, due to Pandemic COVID-19, the number of Foreign Tourist Arrivals (FTAs) in India during 2021 decreased by 1217652 and became 1527114 as compared to

2744766 in 2020, registering a negative growth of 44.36 % during 2020 to 2021.

3. Top ten countries contributed around 66% FTAs to total FTAs in India during 2017 and more than 74% FTAs to total FTAs in India during 2021.

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Websites: <https://tourism.gov.in/flipbook/4>



Spatial Disparities In Levels Of Socio-Economic Development In Satara District: A Geographical Analysis

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Abstract

This paper attempts to analyze the levels of socio-economic development in Satara district. The high variations in the socio-economic aspects such as Population Density, Migration Rate, Literacy Rate, Percentage of total working population, Percentage of cultivators and agricultural labourer to the total working population, Percentage of working population in manufacturing and household industries to the total working population, Number of Primary Health Centers, Number of Dispensaries, Number of Post Offices, Number of Public Telephone Centers, Number of Primary Schools, Number of Secondary and Higher Secondary Schools, Number of Banks Offices, Number of Weekly Market Centers. These factors are uneven across space and time. Therefore, the levels of socio-economic development vary and decreased during the study period in Satara districts.

Key Words: migration, literacy rate, public telephone centers

Introduction

Development is multidimensional phenomenon. Rural development can notes overall development of an area with the view to improve the quality of the life of rural people. In this sense, it is comprehensive and multidimensional concept which is not related to agriculture and allied activities but also related to socio-economic development, community services and facilities and all the human resources in the rural area.

"The development is a procedure of subjective change and quantitative development of the social and financial reality which we can call either society or economy" (Drewnowski, 1966). Development means a new spatial relationship among member of a community and between them and their environment. It is a national thought for the development of weaker sections of the society through the transformation of the economic and socio-spatial structures of their production activities. "Development is therefore, a multi-faceted phenomenon affecting a region and its people nearly in every aspects of life" (Ramotra, 2008). The development of socio-economic infrastructure indicates the quality of life of people of a particular area. The availability of all socio-economic infrastructures solely does not mean for the development unless and until it is adequately available corresponding to the population size and extent of area. Therefore an attempt is made to spatial analysis of the levels of socio-economic development in the study region during the period of 2011.

Location of Study Area

Satara district is situated in the western part of Maharashtra state. Satara district lies between 17° 5' North latitudes and 18° 11' North latitudes and 73° 33' East longitude and 74° 54' East longitude. It is bounded by Pune district to the Northern side, Solapur district to the Eastern side, Sangli district to the Southern side, Ratnagiri district to the Western side, Raigarh district to the North-western side. Roughly, Satara district has a circular shape and it is situated in the Bhima and Krishna river basin. The total geographical area of Satara district is 10,484 square kilometer, which constitutes 3.41 per cent to the total geographical area of Maharashtra state.

Aim and Objectives:

The research work is carried out of the following specific objectives of the study:

1. To examine the levels of socio-economic development in the Satara district.

Database and Methodology

This research paper is based on secondary regarding socio-economic aspects in the region is collected from District census of Satara District of 2011. For measuring socio-economic development fourteen indicators are selected at tahsil level. For the calculation of the overall level of socio-economic development, S. L. Shrivastava's method (1983) i.e. proportionate standardized mean and composite index is used to calculate composite index i.e.

$$w = \frac{\bar{X}}{\sigma}$$

Where,

W = Weight of 1 particular indicator.

\bar{X} = Average of series of 1 particular indicator.

X_1W_1

σ = Standard Deviation of the series.

$$CI = \frac{X_1W_1 + X_2W_2 + X_3W_3 + \dots}{W_1 + W_2 + W_3 + \dots}$$

Where,

CI = Composite Index

X = Particular Indicators

W = Weight of series of one particular indicator.

Depending on the composite index indices have been also calculated whole region 100 (for an average composite index) by using the following formula:

$$\text{Indices} = \frac{\text{Composite Index of Any Unit}}{\text{Average Composite Index}} \times 100$$

Following fourteen indicators of socio-economic development are used for the analysis of levels of socio-economic development.

1. Population Density
2. Migration Rate
3. Literacy Rate
4. Percentage of total working population

5. Percentage of cultivators and agricultural labourer to the total working population
6. Percentage of working population in manufacturing and household industries to the total working population
7. Number of Primary Health Centers
8. Number of Dispensaries
9. Number of Post Offices
10. Number of Public Telephone Centers
11. Number of Primary Schools
12. Number of Secondary and Higher Secondary Schools
13. Number of Banks Offices
14. Number of Weekly Market Centers

Socio-Economic Development in Satara District

Here, an attempt is made to analyse socio-economic development for this purpose 14 indicators as mentioned earlier are considered. The Shrivastava's method i.e. proportionate standardized mean and composite index (1983) is used to determine socio-economic development in Satara district. The levels of socio-economic development are measured and analysed for the periods of 2011.

Levels of Socio-Economic Development in Satara District

In 2011, the index of socio-economic development is varies from 84.02 in Jaoli tahsil to 132.94 in Satara tahsil in the Satara district.

Table 1 Satara District: Indicators of the Socio-Economic Development in 2011

Sr. No.	Tahsils	Xi	Xii	Xiii	Xiv	Xv	Xvi	Xvii	Xviii	Xix	Xx	Xxi	Xxii	Xxiii	Xxiv
1	Mahabaleshwar	327	33.8	83.91	46.88	3.04	40.90	3	1	27	137	137	81	12	7
2	Wai	324	31.9	85.09	65.22	2.22	45.67	4	1	48	209	201	66	20	12
3	Khandala	262	35.3	85.4	63.29	3.01	46.40	3	3	37	97	128	46	19	8
4	Phaltan	286	29.7	81.16	70.22	2.42	46.14	6	3	48	133	337	86	31	22
5	Man	155	29.2	72.55	81.46	1.68	50.79	5	2	32	167	289	91	26	18
6	Khatav	244	28.8	80.52	77.58	2.82	48.43	7	1	71	275	270	87	30	17
7	Koregaon	279	15.2	85.13	70.5	3.16	44.99	6	1	66	152	210	76	29	15
8	Satara	573	33.9	88.72	41.04	4.28	40.28	8	2	93	613	357	184	64	12
9	Jaoli	125	28.2	81.96	72.04	3.06	48.14	5	2	35	175	216	42	11	9
10	Patan	227	31.7	77.4	78.91	2.36	47.98	13	2	94	133	553	91	22	29
11	Karad	602	28.2	84.31	58.32	3.24	42.94	11	1	115	385	375	159	61	29
	Mean	309.45	29.63	82.38	65.95	2.84	45.70	6.45	1.73	60.55	225.09	279.36	91.73	29.55	16.18
	SD	151.08	5.39	4.44	12.92	0.68	3.25	3.17	0.79	29.56	152.04	123.17	43.23	17.61	7.78
	W	2.05	5.50	18.57	5.10	4.20	14.05	2.03	2.20	2.05	1.48	2.27	2.12	1.68	2.08

Source: Compiled by Researcher on the basis of Census handbook of Satara district and Socio-Economic Abstract of Satara District, 1961.

Xi= Population Density, **Xii**= Migration Rate, **Xiii**= Literacy Rate, **Xiv** Percentage of total working population, **Xv**= Percentage of cultivators and agricultural labourer to the total working population, **Xvi**= Percentage of working population in

manufacturing and household industries to the total working population, **Xvii**= Number of Primary Health Centers, **Xviii**= Number of Dispensaries, **Xix**= Number of Post Offices, **Xx**= Number of Public Telephone Centers, **Xxi**= Number of Primary Schools, **Xxii**= Number of Secondary and Higher Secondary Schools, **Xxiii**= Number of Banks Offices, **Xxiv**= Number of Weekly Market Centers.

Table 2 Satara District: Composite Index and Indices of the Socio-Economic Development in 2011

Sr. No.	Tahsils	CI	Indices
1	Mahabaleshwar	61.55	85.56
2	Wai	68.46	95.60
3	Khandala	60.77	84.47
4	Phaltan	70.85	98.49
5	Man	64.53	89.71
6	Khatav	71.79	99.80
7	Koregaon	66.28	92.14
8	Satara	95.64	132.94
9	Jaoli	60.45	84.02
10	Patan	78.45	109.05
11	Karad	92.53	128.63
Mean		71.94	100.00
SD			16.98

Source: Compiled by Researcher on the basis of Census handbook of Satara district and Socio-Economic Abstract of Satara District, 2011.

Therefore, the spatial analysis the tahsils of Satara district are grouped into three categories on the basis of mean and standard deviation of indices of composite the socio-economic development.

High Level of Socio-Economic Development (> +116.98)

The table 2 express that the high socio-economic development in the ahsils which have above mean plus one standard deviation indices i.e. above 116.98 indices of composite. The high socio-economic development is recorded in the Karad and Satara tahsils, because of the district headquarter is located in Satara tahsil, as well as Satara and Karad tahsils are well connected by the National Highways, State Highways, district roads and railways. These tahsils have high urbanization, agricultural development. Therefore, there is high socio-economic development such high concentration of population, high literacy rate, primary health centres, dispensaries, number of public telephone facilities, primary schools, secondary schools, banking facilities and market centres.

Moderate Level of Socio-Economic Development (100.00 to 116.98)

The moderate level of socio-economic development which have mean to mean plus one standard deviation i.e. 100.00 to 116.98 composite indices are included in this category. The moderate socio-economic development is recorded only in Patan tahsil.

Low Level of Socio-Economic Development (Below 100.00)

The low levels of socio-economic development which have below mean i.e. below 100.00 composite indices of socio-economic development are included in this category. The low socio-economic development is verified in the tahsils of Mahabaleshwar, Jaoli, Khandala, Man, Koregaon, Wai, Khatav and Phaltan. Among them some tahsils such as Mahabaleshware, Wai, Khandala and Jaoli

tahsils are located in hilly areas having adverse climatic condition, high rainfall, undulating topography, shallow and poor fertile soil, lack of irrigation facilities and dense forest, etc. resulted in low level of socio-economic development. Remaining tahsils like Man and Koregaon are located in the drought prone area, having less development of irrigation facilities resulted in low level of socio-economic development.

Conclusion

The preceding analysis reveals that the high socio-economic development is recorded in the tahsils of Karad and Satara, because of the district headquarter of Satara district is located in Satara tahsil, it is well connected by the National Highways, State Highways, district roads and railways, having high industrialization, high urbanization, agricultural development which resulted in high concentration of population, high literacy rate, primary health centers, dispensaries, number of public telephone facilities, primary schools, secondary schools, banking facilities and market centers. Karad tahsil has recorded as high socio-economic development due to the fertile soil in Krushna basin and development of surface irrigation leads to agricultural and agro-based industrial development. The low socio-economic development is recorded in the tahsils of Mahabaleshwar, Jaoli, Khandala, Man, Koregaon, Wai and Phaltan. Because, Mahabaleshware, Wai, Khandala and Jaoli tahsils are mainly due to their location in mountain and hilly areas having adverse climatic condition, high rainfall, undulating topography, shallow and poor fertile soil, less irrigation facilities, and low urbanization resulted low socio-economic development. Man and Koregaon tahsils are mainly due to the low and uncertain rainfall as they are situated in drought prone area having low development of irrigation facilities.

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A Study of Tourism Development in Indapur Tahsil, Pune District (Maharashtra)

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Abstract:

Tourism is one of the largest and fastest growing industries in the world. Everyone is always drawn to nature. The geographical components play an important role in promoting tourism development. Beautiful landscapes, pleasant climate, forests, rivers, waterfalls, wild animals, birds, butterflies, waterbodies and other components are important resources to attract tourists. This article aims to study the development of tourism in Indapur tahsil, district of Pune. This article attempts to understand the development of tourism in the study area. Nira Narsingpur which is situated on the confluence of Bhima and Nira rivers and Kumbhargaoon bird sanctuary, Bhigwan in the backwaters of Ujani Dam are famous destinations in Indapur tahsil. A paradise for wildlife photographers and other bird watchers, this bird sanctuary is one of the best sanctuaries in Maharashtra.

Keywords: Tourism, Tourism Development, Wildlife, Bird Sanctuary

Introduction:

Tourism is an activity that contributes directly or indirectly to the development of the territory concerned. Tourism is one of the emerging service industries in the Indian economy. According to the Economic Survey 2022-23, the sector has the capacity to directly and indirectly create large-scale jobs for different segments of society, from the most professional to unskilled labor. The historical, religious and environmental resources of flora and fauna play an important role in the leisure activities of tourists. The game sanctuary system helps protect wildlife. Today, a day's worth of rare species has disappeared from nature. Therefore, it is necessary to protect the wild animals as well as the environment of the region. Bhigwan bird sanctuary is rich in animal wealth and attracts many tourists.

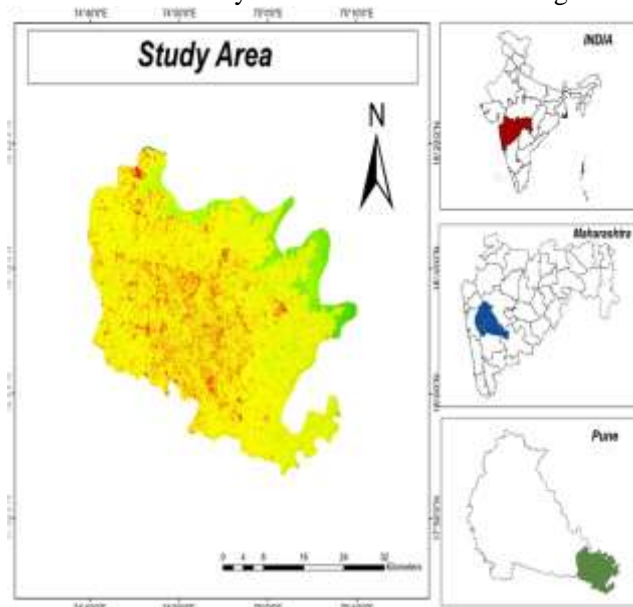
Research Methodology:

A physical survey was conducted to observe tourism resources such as flora and fauna in Kumbhargaoon Bird Sanctuary, Bhigwan. Information about historical and cultural facts is collected from secondary data. Interviews and discussions with bird watchers, nature lovers and tourists who have visited the place are also held.

Study Area:

Indapur tahsil is one of the tahsils of Pune district and comprises 143 villages. Geographically, the study area extends from 17° 53' to 18° 15' North latitude and from 74° 35' to 75° 8' East longitude. The territory of Indapur tahsil is flowed by the Bhima to the north and east and the Nira River to the south. The study area is located in the southeast of Pune district, with Baramati tahsil in the west, Daund tahsil in the northwest, Satara in the

southwest and Solapur district belongs to east, south and north side. The geographical area of Indapur is 1552.93² km. The climate of the study area is semi-arid. April, May and June are the hottest months. The average maximum temperature is 40 degrees Celsius. The lowest temperature records are recorded in December and January, with an average minimum temperature of 12 degrees Celsius. The soil in this area is medium to dark black. The population is 384,149 according to the 2011 census. Kumbhargaoon Bird Sanctuary, Bhigwan, Nira-Narsingh and Palasnath Temple at Palasdeo village are major destinations in Indapur tahsil. Palasnath temple is located in the backwaters of Ujani Dam. The bird sanctuary is famous for its flamingos.



Nira-Narsingpur is a village in the taluka of Indapur located on the confluence of the Bhima and Nira rivers. This temple is of Shri Laxmi Narasimha which is common point of the three talukas, Madha, Malshiras and Indapur.

Major Tourist Destinations:

Indapur tahsil has two major tourist destinations, one of which is Nira Narsingpur is a religious and geographical tourist destination and the other is Kumbhagaon bird sanctuary, famous for flamingos, various types of birds, flora and fauna.

Bird Sanctuary Bhigwan:

Bhigwan is located about 105km from Pune on the border of Pune and Solapur districts. Bird watching sites are near Kumbharwadi and Diksal-Parewadi areas. These two are about 5-10 km from Bhigwan. The Ujani Dam backwaters are extensive and shallow protected areas; therefore, migratory birds of many exotic species can be seen. A backwater boat trip is the best way to see wetland birds. But there are also land birds and other wildlife to explore in and around the city. Kumbhagaon bird sanctuary is a major stopover for stunning water birds such as flamingos, gray herons, painted storks, brown-headed gulls, red-necked ibises, ringed plovers and fish-eating raptors. This is the area where migrating waterfowl can be observed.

Best season to visit the sanctuary:

The best time to see birds in the sanctuary is from December to February. December to March is the peak period for the number of migrating birds, but there are also many resident birds outside the high season. Summer is particularly hot and water level drop, so it's not the best time to visit. A boat trip in the backwaters is the best way to see the wetland birds. But there are also land birds and other wildlife.

Wildlife:

In this bird sanctuary various types birds, reptiles, mammals, amphibians, fish, migratory birds and resident birds are observed in the backwater area of Ujani Dam.

Nira Narsingpur:

Nira Narsingpur is the last village in the south-eastern district of Pune. It is located almost 35 km from Indapur tahsil. There are two rivers that cross this beautiful city on one side Nira and Bhima on the other side of the village. These two rivers meet at the Narsimha temple which is the confluence of Nira and Bhima River. This place also has scientific significance. Scientists have studied this area and said to be the center of the earth. There is a lot of scientific evidence on this. This is one of the truths of geography which also attracts many people to this place. The two sacred rivers and the scenic greenery around Nira Narsingpur make devotees who come to participate in darshan of Shri Laxmi Narsimha Swamy very happy. Shri Narsimha

temple is located at Indapur tahsil in the village of Nira Narsingpur, 180 km from Pune. The temple was built around 150 years ago by Chief Vinchur of Nasik. The temple is octagonal in shape, built of black stone, with a gilt apex seventy feet high.

Other Destinations:

Apart from these two main tourist destinations, other places are Palasnath temple in Palasdev village, Babir temple in Rui village, Dargah Sharif of Hazrat Haji Hafiz Fatteh Muhammad Jodhpuri at Lumewadi village are some potential tourist destinations.

Palasnath Temple:

Palasnath temple is an underwater heritage site. Some of India's best kept secrets have been discovered underwater. One of these amazing underwater heritage sites is Palasnath temple, located near Indapur tahsil in Palasdeo village on the banks of Bhima River or backwater area of Ujani Dam. This ancient structure (dedicated to lords Shiva and Vishnu) was built between the 9th and 11th centuries by the Chalukya Kings. Created in Hemadpanthi architectural style. This temple remains submerged under the waters of the Ujani Dam. When the water level decreases then it available to see, observe and study for the researchers.

Conclusion:

Tourism provides opportunities for tourists to experience powerful expressions of nature and culture. It also emphasizes the importance of protecting biodiversity and local cultures. At the same time, it generates conservation revenue and economic benefits for communities in rural and remote areas. The relationship between tourism and conservation is paramount. While tourists enjoy nature through nature and wildlife tours, locals provide services such as guides, translators, story tellers, meals and even facilitate tourists by providing accommodation. The income generated by these activities is used for the development of infrastructures, but also for the protection of the environment. The active involvement of local communities in tourism will convince them that their resources are more valuable. The design of tourism promotion strategies must be compatible with environmental quality, social equity, community empowerment, cultural integrity and economic efficiency through training and awareness programs for all stakeholders. The huge potential of Kumbhagaon Bird Sanctuary, Nira Narsingpur and Indapur tahsil, among other potential tourist destinations will benefit society and the environment and contribute to economic development and conservation of the species in the region.

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The perspective of American Dream articulated in Arthur Miller's *Death of a Salesman*

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Abstract:

Death of a Salesman is one the best play of twentieth century famous American playwright Arthur Miller. He presented the perspective of American dream in this play. Everyman in common middle class American society dream for the success and bright future in their lives. The play present that some of the people dream fulfilled whereas some struggle a lot for the fulfillment of it. Those who suffer and get failure thinks extreme to acquire and get the dream come true. The central character Willy Loman dreams as a successful in his job as a salesman, get material progress and this will help him in his old age life. Actually American dream rooted in the American Declaration of Independence in 1776 stated that 'all men are created equal and that they are endowed by their creator with certain unalienable Right that among these are life, liberty the pursuit of happiness'. America is promised dream land for all the human beings in this world for plenty of job opportunities with good salary.

Keywords: - (American dream, material progress, American Declaration, unalienable right, Promised Dream Land)

Introduction:

American dream was actually found its root in American declaration of Independence, which promised every American, should be treated equal and get the equal opportunity of self-dependence and self-development. When America was invented by Christopher Columbus in the last decade of fifteenth century, number of a Europeans colonists landed in America with a dream of spreading colonies overseas and obtain a plenty of economic gain from a new founded land. . People all over the world immigrated to America for this purpose of getting opportunities for economic progress and live a happy successful life. America is a country of Promised Land that fulfilled the dream of everyone. Walt Whitman praised America and sings a song in praise of his country for this reason. Langston Hughes in his poem 'I Too Sing America' focused that equal opportunities was not given to all Americans. Racial discrimination was found in America, colored people were not treated as an equal to white Americans. Hughes was optimistic that in future the change will occurs in America and Negro will be treated as a darker brother of white American. America is considered as one of the wealthiest country in the world, plenty of natural resources are found it America. Gold mine was found in California and people rushed to this place

to become rich without efforts to obtain gold. Promised Land is not only for few but for all, even common middle class people like salesman, worker, and employees in company have a dream about happy, pleasurable, conformable future.

Arthur Miller is one of the multifaceted twentieth century playwright, essayist in America. His most popular play *Death of a Salesman* (1949) deals with the common middle class family and the tragic perspective in their lives due to failure in getting success or unable to fulfil the dream. The play *Death of a Salesman* was awarded the Pulitzer Prize for drama and established author's reputation as a leading American dramatist. Arthur Miller used realistic and expressionistic technique in this play the *Death of a Salesman*. *Death of a Salesman* is a drama of a man's journey into himself, a man's confession of a dream to which he has been committed. He presented common people dream in his play the *Death of a salesman*. The central character Mr. Willy Loman a sixty three years old, unstable, insecure a salesman has a dream to be successful in his life as a businessman. The name of the character itself is symbolic Willy stand for will he? Loman stand for low man indicate lower middle class. Willy Loman has a dream about his sons whom he desires to be a successful in life and career. Willy the protagonist of this play behave like

a mentally disturb person. He thinks that his brother who was already dead seems to talk with him. He remembers what his brother Uncle Ben said “I entered the forest at the age of twenty one and returned back as a successful business man of gold.” His brother’s dream of a successful business was fulfilled when he went to Africa. Uncle Ben also requested to Mr. Billy to join him and come to Africa but Willy refused to go to Africa actually refused his dream, considering his job as a salesman will do better than going to Africa. Even Willy’s company owner also said to him that he is old enough so that unable to travel and sales products of the company. Mr. Howard Wagner advised Willy is old and need to take rest and resign his job as a salesman. His brother Willy became the victim of capitalistic economy as he worked as a salesman far off states, he travelled a long journey daily to sell the product of his owner’s company. Willy always take money from his friend Mr. Charley, his friend knows the reality that Willy job as a salesman is not going well, so he always need of money to pay the debt and EMI of different machines he purchased. When charley offered him some job in his company, Willy refused his friend’s job offer, as he don’t want to be an employee of his friend and not ready to work under his friend’s subordinate. Willy expresses his disappointed with Biff inability to have made success of his life. Thirty four years old Biff is doing different jobs and able to get thirty five dollars per week.

Dream changes it meaning as per the time changes, now it is considered as synonymous to success. This success become the main criteria, perspectives for life, for getting success a person face cut throat competition in every sphere of life. People in the society in reality lose their peace of mind and satisfaction in life. There is limitless efforts hard work or going extreme end for the success, even not care about his life. A common man is having a dream that will not allow him to get peaceful sleep. He makes continuous attempts for getting success in his life and also the lives of his close relatives like his sons or daughters.

Willy’s wife Linda knows very well that her husband was attempting to commit suicide at the beginning of the play. She scolds her sons for not helping their father financially. Willy Loman becomes the victim of the great American dream. A successful man is liked and appreciated by everyone in family as well as in society. Therefore every man is fostered for the material success which is welcomed everywhere. Willy thinks himself a successful salesman who can ‘knock them dead’ means he can command buyers and customers in the various places of New England where he sell the products of company

The play *Death of a Salesman* presents a central character of Willy Loman and his family in

New York City. Willy thinks extremely to commit suicide so that his insurance money of twenty thousand dollars will be given to his sons. The play also presents another family of Willy Loman friend Mr. Charley and his son Bernard who are successful in their lives. Willy has a psychological problem in his character such as reimagining events and characters form the past as if they are real and talks to them. He seems childlike and depends on the emotional support of other member of his family and financial support from his friend Mr.Charley.Willy becomes the victim of what is called the great American dream in which material progress or success is more important in life. He cannot imagine that his son is not successful in life. He works at the age of sixty plus because of his family responsibilities. People at this age of sixty plus generally get retired from their work of job. Willy has a dream about this career as a successful salesman, he thinks he will get a plenty of money in his work as a salesman that will help him even in the old age when he will not able to do any work. There was illegal unwritten social law that a person, who failed in personal life, not get success in job or business is no more have a right to live his life. This type unjustified law of success has a grip on the people in the society. When he saw his friend’s son who become a successful lawyer and has an office in the city. He always demand and borrow money from his friend Mr. Charley. His friend offers him a job in his office but Willy rejected this opportunity and said that he will return the amount after some days. His son Biff also melancholic in mood due to not getting proper job.

Willy Loman even tells lies to his wife Linda that he is a very popular salesman in New England. When he parks his car on the sides of the road, the cops take care of it as it is of their own. Linda knows about the reality of Willy that he is old and suffers from hallucination and old age forgetfulness. Willy while driving his car suddenly forgets that he is driving. Linda scold this sons they she come to know that Billy and Happy left their father alone in the hotel. She said to her son that “she will not allow anyone to make him feel unwanted and depressed. Biff must respect his father or he should not come again this house’. Linda says about Willy that “he is not a great man, he never made a lot of money, his name is never appeared in the paper, he is not the finest character that ever lived .But he is a human being and terrible thing is happening to him”. The trouble with Willy is that he is exhausted, he worked thirty six years for the company but now the company is not paying him salary. Willy is in love with a woman in New England and gave gift her a new stocking while his wife Linda repair old stocking and use it.

Willy Loman, the protagonist of the play *Death of a salesman* commits suicide due to

multiple reasons. One on the main reason may be that after his death his insurance amount will be given to his sons to fulfill the dream which he saw about his son. Willy Loman becomes the victim of American dream, and its success and material progress. He saw dream not only in his life but also the life of his sons, he expect his son especially Billy may become successful in business and also in his personal as well as family life. The instinct of committing suicide overcomes the instinct of Willy's life. He may has given more importance to material progress, success and dream rather than his life. He sacrifices his life for the sake of his own dream and the dream of his sons to be successful in life and financial aspect.

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भारतातील महाराष्ट्र आणि केरळ राज्यातील वयोगट निहाय लोकसंख्येच्या रचनेचा भौगोलिक अभ्यास.

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प्रस्तावना:-

लोकसंख्येच्या आकारात आणि रचनेत बदल घडवून आणण्यासाठी तीन महत्वाचे घटक परिणाम करत असतात त्यामध्ये जन्मदर, मृत्युदर आणि स्थलांतर हे कारणे प्रामुख्याने सांगता येतील. भारतामध्ये देश स्वातंत्र्य झाल्यानंतर साक्षरतेचे प्रमाण कमी असल्यामुळे, दरडोई उत्पन्न कमी असल्यामुळे, सामाजिक विकास झपाट्याने झाला नसल्यामुळे, शिक्षणाच्या अपुऱ्या सुविधांमुळे आणि एकंदरीत भारताच्या भौगोलिक परिस्थितीमुळे भारतातील जन्मदर आणि मृत्युदर हे दोन्ही जास्त होते. पण कालांतराने भारतामध्ये शिक्षण. आरोग्य. सामाजिक दर्जा. साक्षरता वाढविण्यासंदर्भात भारत सरकारने केलेले प्रयत्न, कुटुंब नियोजन, कुटुंब कल्याण कार्यक्रम आणि कौशल्य युक्त मनुष्यबळ निर्माण होण्यासाठी भारत सरकार वेगवेगळ्या योजनेच्या माध्यमातून सकारात्मक प्रयत्न करत आलेला आहे. एखाद्या देशाची लोकसंख्या ही किती आहे त्यापेक्षा ती लोकसंख्या कार्यकारी आहे का? ती लोकसंख्या तरुण वयोगटातील आहे का? त्या लोकांचे मानसशास्त्रीय संतुलन ठीक आहे का? या सर्व गोष्टी देशाला मोठं करत असतात. भारतात भौगोलिक विविधता पाहता राज्य आणि केंद्रशासित प्रदेशांची लोकसंख्येमध्ये मध्ये भिन्नता दिसून येते. त्या - त्या राज्यांमध्ये साक्षरतेच्या संदर्भात केलेले प्रयत्न, नोकरीसाठी सरकारने केलेले प्रयत्न, आरोग्य सुविधा, शिक्षण इत्यादी घटकामुळे वेगवेगळ्या राज्यातील लोकसंख्येची रचना भिन्नभिन्न पाहावयास मिळते.

प्रस्तुत शोधनिबंधामध्ये भारतातील केरळसारख्या विकसित राज्यात साक्षरतेचा दर अधिक आहे. त्या तुलनेमध्ये महाराष्ट्र राज्यामध्ये साक्षरतेचा दर कमी असल्यामुळे या दोन्ही राज्यांमध्ये वयोगट निहाय लोकसंख्येचे प्रमाण किती आहे. लिंग निहाय लोकसंख्येचे प्रमाण किती आहे आणि त्यासोबत वयोगट निहाय लोकसंख्येचे टक्केवारी किती आहे. साक्षरतेचा आणि इतर सामाजिक, राजकीय, सामाजिक, शैक्षणिक घटकांचा लोकसंख्येच्या रचनेवर कसा परिणाम झालेला आहे. याचा अभ्यास प्रस्तुत शोधनिबंधामध्ये करण्यात आलेला आहे. विशेष म्हणजे भौगोलिक घटकाची असलेली विविधता लोकसंख्येच्या वितरणावर परिणाम करते का? आणि साक्षरतेचा प्रभाव भौगोलिक घटकापेक्षा अधिक प्रभावशाली आहे का? या संदर्भात देखील प्रस्तुत शोधनिबंधामध्ये अभ्यास करण्यात आलेला आहे.

बीजसज्ञा- जन्मदर, मृत्युदर, वयोगट निहाय लोकसंख्या, लोकसंख्येची टक्केवारी, सहसंबंध गुणांक.

उद्दिष्टे :-

1. भारतातील महाराष्ट्र आणि केरळ राज्यातील वयोगट निहाय लोकसंख्येच्या रचनेचा अभ्यास करणे.
2. वयोगट निहाय लोकसंख्यामध्ये झालेल्या बदलांचा अभ्यास करणे.

3. लोकसंख्येच्या रचनेवर साक्षरतेचा झालेला प्रभाव अभ्यासणे.
4. लोकसंख्या रचनेवर सामाजिक, शैक्षणिक, आर्थिक, संस्कृतिक, आणि भौगोलिक घटकांचा झालेला प्रभाव अभ्यासणे.

5. भारतातील केरळ राज्यातील लोकसंख्या आणि महाराष्ट्र अभ्यासक्षेत्र:-

प्रस्तुत शोधनिबंधामध्ये भारतातील साक्षरतेमध्ये अग्रेसर असलेले राज्य केरळ आणि पुरोगामी समजला समजल्या जाणाऱ्या महाराष्ट्रामध्ये वयोगटनिहाय लोकसंख्येची रचना कशा पद्धतीची आहे. याचा अभ्यास हा या संशोधनाचा प्रमुख अभ्यास आहे .त्यामुळे भारतातील दक्षिणेकडील केरळ राज्य आणि भारताच्या मध्यभागी विस्तारलेल्या महाराष्ट्र राज्याची निवड या संशोधनासाठी केलेली असून या दोन्ही राज्यातील भौगोलिक आणि हवामानामध्ये असलेली विविधता ही भिन्न- भिन्न प्रकारची असल्याकारणामुळे तेथील लोकसंख्येची रचना कशा पद्धतीची आहे. याचा अभ्यास या शोधनिबंधामध्ये करण्यात आलेला आहे. महाराष्ट्र हे एक विकसित राष्ट्र असून या राज्याच्या उत्तरेस मध्य प्रदेश, गुजरात, पश्चिमेस अरबी समुद्र, दक्षिणेस कर्नाटक, गोवा, पूर्वेस तेलंगणा आणि छत्तीसगड या राज्यांच्या सीमा लागलेले आहेत. भारतातील केरळ राज्याच्या पूर्वेला तामिळनाडू, उत्तरेस कर्नाटक आणि दक्षिणेस हिंदी महासागर तर पश्चिम अरबी समुद्राच्या सीमा लाभलेल्या आहेत.

अभ्यास पद्धती आणि सांख्यिकी आकडेवारी:-

प्रस्तुत शोधनिबंधामध्ये भारतातील केरळ आणि महाराष्ट्र राज्यातील वयोगट निहाय लोकसंख्येचा भौगोलिक अभ्यास असून या संशोधनासाठी लागणारी जी आकडेवारी आहे ती भारत सरकारच्या भारतीय जनगणना 2011 नुसार लोकसंख्येची माहिती घेतली असून या संशोधनासाठी इतरही संकेतस्थळाचा, गॅजेट, मॅक्झिन, पुस्तके, वर्तमान

राज्यातील लोकसंख्येचा सहसंबंध गुणांक काढणे.

पत्रातील विविध लेखातून दुय्यम प्रकारची आकडेवारी घेतलेले आहे. प्रस्तुत दुय्यम प्रकारच्या आकडेवारीचे सांख्यिकी आकडेमोड करून त्याचे विश्लेषण, पृथकरण करून आलेखीय पद्धतीने दाखविलेले आहे. प्रस्तुत संशोधनासाठी 2011 वर्षाची दुय्यम प्रकारची आकडेवारी घेण्यात आलेली आहे. या संशोधनासाठी प्राथमिक आकडेवारी घेण्यात आलेले नाही.

विश्लेषण:-

सारणी क्रमांक एक हा महाराष्ट्रातील वयोगट निहाय लोकसंख्या हजारांमध्ये आणि टक्केवारी मध्ये दाखविलेला असून, भारतातील 2011 च्या जनगणनेप्रमाणे महाराष्ट्र आणि केरळ राज्यातील साक्षरता दर महिला आणि पुरुषांमधील साक्षरता दराचा परिणाम, दोन राज्यातील लोकसंख्या संदर्भात कसा प्रभाव पडलेला आहे. हा प्रस्तुत संशोधनाचा मुख्य उद्देश असून, 2011 च्या जनगणनेनुसार केरळ राज्याची एकूण साक्षरता 94 टक्के असून, पुरुषांची साक्षरता दर 96.11 टक्के, महिलेचा साक्षरता दर 92.7 टक्के आहे. या तुलनेत महाराष्ट्राचा एकूण साक्षरता दर 82.80 टक्के असून पुरुषाचा साक्षरता दर 88 .38 टक्के तर महिलेचा साक्षरता दर 75.87 टक्के असून, या साक्षरता दराचा परिणाम महाराष्ट्र आणि केरळ राज्यातील लोकसंख्येच्या वयोगट रचनेवर कसा झालेला आहे याचा प्रमुख अभ्यास या शोधनिबंधामध्ये करण्यात आलेला आहे.

Table No.01 Age Group wise Population Maharashtra state

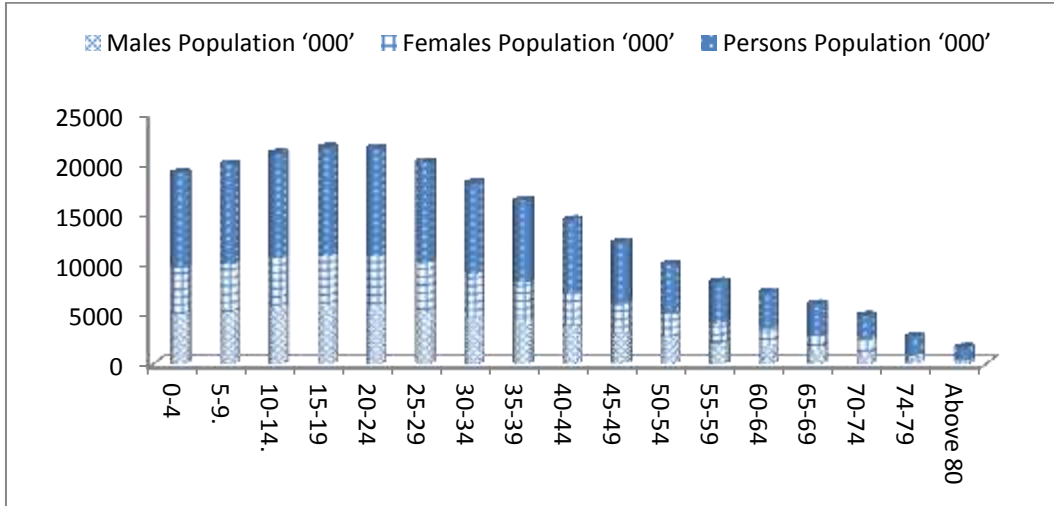
Age-group	Males Population '000'	Females Population '000'	Persons Population '000'	Males Per cent to total	Females Per cent to total	Persons Per cent to total
1	2	3	4	5	6	7
0-4	5006	4532	9538	8.6	8.4	8.5
5-9	5259	4711	9971	9.0	8.7	8.9
10-14	5574	4943	10517	9.6	9.1	9.4
15-19	5754	5056	10809	9.9	9.3	9.6
20-24	5690	5088	10778	9.8	9.4	9.6
25-29	5251	4831	10082	9.0	8.9	9.0
30-34	4656	4373	9029	8.0	8.1	8.0
35-39	4191	3960	8151	7.2	7.3	7.3
40-44	3718	3476	7194	6.4	6.4	6.4
45-49	3151	2916	6067	5.4	5.4	5.4

50-54	2573	2384	4957	4.4	4.4	4.4
55-59	2069	2029	4098	3.6	3.7	3.6
60-64	1718	1857	3575	3.0	3.4	3.2
65-69	1414	1582	2996	2.4	2.9	2.7
70-74	1148	1262	2411	2.0	2.3	2.1
74-79	695	678	1373	1.2	1.3	1.2
80+	374	452	826	0.6	0.8	0.7
Total	58243	54131	112374	100.0	100.0	100.0

Source: Census of India 2011

Graph No.01

Age Group wise population Maharashtra state



2011 च्या जनगणनेनुसार महाराष्ट्रातील वयोगट निहाय लोकसंख्येचा अभ्यास केला असता सर्वात जास्त लोकसंख्या 10 ते 14, 15 ते 19, 20 ते 24 आणि 25 ते 29 या वयोगटातील मध्ये असून 15 ते 19 आणि 20 ते 24 वयोगटातील मध्ये सर्वाधिक लोकसंख्या निदर्शनास येते. महाराष्ट्रात सर्वात जास्त लोकसंख्येची टक्केवारी 15 ते 19 आणि 20 ते 24 या वयोगटांमध्ये असून त्याची टक्केवारी 9.6 टक्के आहे त्याखालोखाल 10 ते 14 वयोगटामध्ये 9.4 टक्के, 25 ते 29 मय गटांमध्ये 9.0 टक्के लोकसंख्या असल्याचे प्राप्त आकडेवारीवरून दिसून येते. महाराष्ट्रात सर्वात कमी लोकसंख्या 80 पेक्षा जास्त वयोगट असलेल्या गटांमध्ये असून ती 0.7 टक्के आहे. त्या खालोखाल 74 ते 79 वयोगटांमध्ये 1.2 टक्के तर 70 ते 74 वयोगटामध्ये 2.1 टक्के

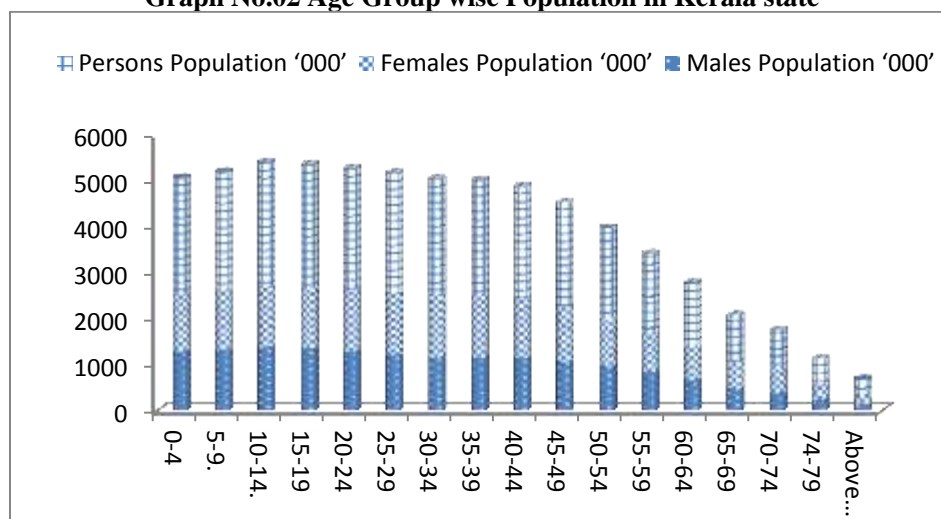
लोकसंख्या असल्याचे प्राप्त आकडेवारीवरून दिसून येते. प्रस्तुत आकडेवारीवरून 10 ते 29 वयोगटांमध्ये सर्वाधिक लोकसंख्या असल्याचे दिसून येते. यावरून महाराष्ट्रात तरुण लोकसंख्येचे प्रमाण अधिक असल्याचेही दिसून येते पण त्यासोबतच 5 ते 9 वयोगट आणि 10 ते 14 वयोगटांमध्ये अनुक्रमे 8.5 आणि 8.9 टक्के लोकसंख्या असून ही लोकसंख्या भविष्यातील दहा ते पंधरा वर्षांमध्ये प्रज्योतपादित लोकसंख्या होणार असल्यामुळे लोकसंख्येची नैसर्गिक वाढ अधिक असणार आहे. हे प्राप्त आकडेवारीवरून दिसून येते.

Table No.02 Age Group wise Population Kerala state

Kerala State						
Age-group	Males Population '000'	Females Population '000'	Persons Population '000'	Males Per cent to total	Females Per cent to total	Persons Per cent to total
1	2	3	4	5	6	7
0-4	1290	1244	2534	8.1	7.2	7.6
5-9	1325	1275	2599	8.3	7.3	7.8
10-14	1379	1327	2706	8.6	7.6	8.1
15-19	1350	1330	2680	8.4	7.7	8.0
20-24	1284	1355	2639	8.0	7.8	7.9
25-29	1210	1375	2585	7.5	7.9	7.7
30-34	1157	1369	2526	7.2	7.9	7.6
35-39	1144	1366	2509	7.1	7.9	7.5
40-44	1127	1314	2441	7.0	7.6	7.3
45-49	1066	1196	2262	6.7	6.9	6.8
50-54	958	1030	1989	6.0	5.9	6.0
55-59	836	873	1709	5.2	5.0	5.1
60-64	673	721	1395	4.2	4.2	4.2
65-69	483	556	1039	3.0	3.2	3.1
70-74	382	497	879	2.4	2.9	2.6
74-79	237	330	566	1.5	1.9	1.7
80+	127	220	347	0.8	1.3	1.0
Total	16027	17379	33406	100.0	100.0	100.0

Source: Census of India 2011

Graph No.02 Age Group wise Population in Kerala state



सारणी क्रमांक दोन हा भारतातील केरळ राज्यातील 2011 च्या जनगणनेनुसार वयोगट नुसार एकूण लोकसंख्या, स्त्री पुरुष लोकसंख्या हजारांमध्ये दर्शविली असून लोकसंख्येची टक्केवारी ही दर्शविलेली आहे. 0 ते 4 वयोगट आणि 80 पेक्षा जास्त वयोगटातील लोकसंख्येचा गुप दर्शविलेला आहे. केरळ राज्याचा साक्षरता दर हा 2011 च्या जनगणनेनुसार 94 टक्के असून, साक्षरता दराचा लोकसंख्येच्या रचनेवर परिणाम झालेला आहे. त्याचा अभ्यास प्रस्तुत शोधनिबंधामध्ये करण्यात आलेला आहे. प्राप्त आकडेवारीवरून असे निदर्शनास येते की 10 ते 14 वयोगटातील 8.6 टक्के, 15 ते 19 वयोगटातील 8.4 टक्के, 75 ते 90 वयोगटांमध्ये 8.3 टक्के लोकसंख्या वास्तव्य करते तर कमी लोकसंख्या असणाऱ्या गटामध्ये 80 टक्के पेक्षा जास्त वयोगटांमध्ये 1 टक्के, 74 ते 79 वयोगटात 1.7 टक्के लोकसंख्या असल्याचे निदर्शनास येते. सोबतच 0 ते 4 आणि 5 ते 9 गटात अनुक्रमे 7.6 टक्के आणि 7.8 टक्के लोकसंख्या निदर्शनास येत आहे. यावरून भविष्यातील दहा ते पंधरा वर्षांमध्ये प्रज्योत प्रज्योतपादित लोकसंख्या वाढणार असल्याचेही दिसून येते.

महाराष्ट्र आणि केरळ राज्यातील लोकसंख्येच्या वयोगट निहाय रचनेचा अभ्यास करण्याचा मुख्य उद्देश हा आहे की, 10 ते 14 आणि 15 ते 19, 20 ते 24 आणि 25 ते 29 या वयोगटातील मध्ये लोकसंख्या किती टक्के वास्तव्य करते हा आहे. प्राप्त आकडेवारीवरून असे निदर्शनास येते की महाराष्ट्रात 10 ते 14 वयोगटामध्ये 9.4 टक्के लोकसंख्या निदर्शनास येते. तर याच वयोगटात केरळ राज्यात 8.1 टक्के लोकसंख्या असल्याचे निदर्शनास येते. 15 ते 19 वयोगटात महाराष्ट्रात 9.6 टक्के लोकसंख्या असून, केरळमध्ये केवळ 8 टक्के लोकसंख्या दिसून येते. तर 20 ते 24 आणि 25 ते 29 वयोगटात 9.6 टक्के लोकसंख्या महाराष्ट्रात असून केरळ राज्यात याच वयोगटात अनुक्रमे 7.9 आणि 7.7 टक्के लोकसंख्या वास्तव्यास असल्याचे निदर्शनास येते. केरळ राज्यातील साक्षरता दराचा लोकसंख्येच्या रचनेवर परिणाम झाल्याचे प्राप्त आकडेवारीवरून दिसून येते. याबरोबरच 80 पेक्षा जास्त वयोगटात महाराष्ट्रात 0.7 टक्के, 74 ते 79 वयोगटात 1.2 टक्के तर केरळ राज्यात याच वयोगटात अनुक्रमे 1.0 टक्के आणि 1.7 टक्के लोकसंख्या असल्याचे निदर्शनास येते यावरून केरळ राज्यात अधिक साक्षरता असल्यामुळे अधिक वयोगटात अधिक लोकसंख्या असल्याचेही दिसून येते. शिक्षणाचा दर्जा, लोकसंख्या कमी

करण्यासंदर्भात सरकारने ठरवून दिलेले ध्येयधोरणे, त्याची अंमलबजावणी, त्याचे नियोजन, राहणीमानाचा दर्जा, सामाजिक-सांस्कृतिक सुधारणांमुळे केरळ राज्यात महिलेची (Above 80 Age group) लोकसंख्या अधिक असल्याचे निदर्शनास येते. केरळ राज्यात 74 वयोगटापेक्षा जास्त वयोगटात वृद्धावस्थेमधल्या लोकसंख्या अधिक असल्याचेही निदर्शनास येते. जापान राष्ट्रात सुद्धा तेथील साक्षरता, आर्थिक दर्जा, दरडोई उत्पन्न अशा विविध कारणांमुळे वृद्धावस्थेमध्ये लोकसंख्येचे प्रमाण जास्त असून त्यांचे आयुर्मान ही जास्त असल्याचे जागतिक स्तरावर दिसून आलेली आहे. अगदी त्याच पद्धतीने केरळ राज्यात ही दिसून येत आहे. महाराष्ट्रातील वयोगट निहाय लोकसंख्या आणि केरळमधील वयोगट निहाय असणारी लोकसंख्या यांचा सहसंबंध गुणांक काढला असता तो 0.95 आला असून सहसंबंध गुणांक धनात्मक असल्याचे दिसून येते

निष्कर्ष:-

1. 10 ते 14 आणि 25 ते 29 वयोगटांमध्ये महाराष्ट्रात लोकसंख्येची टक्केवारी केरळ राज्याच्या तुलनेत अधिक आढळते.
2. 0 ते 4 वयोगटात महाराष्ट्राच्या तुलनेत केरळ राज्यातील लोकसंख्येची टक्केवारी कमी (0.7 टक्के) आढळते. जन्मदर महाराष्ट्रापेक्षा कमी असणे हे त्याच प्रमुख कारण आहे.
3. 80 पेक्षा जास्त वयोगटात महाराष्ट्रात लोकसंख्या कमी आढळते. (0.7%) तर केरळ राज्यात महाराष्ट्राच्या तुलनेत लोकसंख्या अधिक आढळते (1%)
4. 80 पेक्षा जास्त वयोगटात महाराष्ट्राच्या तुलनेत केरळमधील महिलेचे प्रमाण पुरुषांपेक्षा जास्त आहे (0.8%).
5. 70 ते 74 आणि 80 पेक्षा जास्त वयोगटात पुरुषांपेक्षा महिलांचे प्रमाण जास्त आढळते पण अधिकचा लोकसंख्येमधील फरक मात्र केरळ राज्यात आढळतो. शिक्षण, कमी जन्मदर, कमी मृत्युदर, दरडोई उत्पन्न, शासकीय सेवेत महिलांचे प्रमाण, स्थलांतर इत्यादी घटकांचा प्रभाव झाल्याचे निदर्शनास येते.
6. केरळ उष्ण व दमट हवामान प्रदेशात असूनही शिक्षणाच्या प्रसारामुळे साक्षरता वाढीमुळे लोकसंख्येची टक्केवारी कमी आढळते.
7. केरळ आणि महाराष्ट्रातील लोकसंख्येचा सहसंबंध गुणांक काढला असता तो 0.95 इतका आला असून सहसंबंध गुणांक धनात्मक आणि अति जवळचा आहे.

उपायोजना :-

भारतातील महाराष्ट्र आणि केरळ राज्यातील वयोगट निहाय लोकसंख्येचा तुलनात्मक आणि भौगोलिक अभ्यास केला असता केरळ राज्याचे तापमान आणि हवामान विविधता महाराष्ट्राच्या तुलनेत अधिक असली तरी केरळ राज्यात शिक्षणाचा प्रचार आणि प्रसार, साक्षरतेचा दर, राहणीमानाचा दर्जा, दरडोई उत्पन्न, कमी जन्मदर आणि मृत्यू दर, अधिक वयोगटांमध्ये स्त्रियांचे प्रमाण हे त्या राज्यातील विकास पर्याप्ततेच्या जवळ गेल्याचे दिसून येते. स्त्रियांना सर्व क्षेत्रातील मिळणारी संधी, स्थलांतर, साक्षरतेचा प्रभाव, येथील लोकसंख्येवर दिसून येतो महाराष्ट्र पुरोगामी, समाजसुधारकाचे राज्य असली तरी, आजही महिलेची शिक्षणाची स्थिती, नोकरीची स्थिती, राजकारणामध्ये महिलांचे स्थान, जन्मदर आणि मृत्यू दरामध्ये केरळच्या राज्याच्या तुलनेमध्ये वाढ, नोकरीच्या अपुऱ्या सुविधा, राजकारणात स्वतंत्र सहभागाचा अभाव इत्यादी कारणांमुळे महाराष्ट्रामध्ये महिलेच्या साक्षरता दरामध्ये केरळच्या तुलनेत घट दिसून येते. त्यामुळे महाराष्ट्रात शिक्षण आणि महिलांना सर्व क्षेत्रात संधी आर्थिक स्थैर्य प्राप्त करून देण्यासाठी दीर्घकालीन रोड मॅप ची गरज आहे.

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छत्तीसगढ़ राज्य में पर्यटन उद्योग के विकास की चुनौतियां एवं संभावनाएँ

मनोज कुमार साहू

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Abstract

अपने समृद्ध प्राकृतिक संसाधनों, सांस्कृतिक विरासत और आदिवासी विविधता के कारण भारत के छत्तीसगढ़ राज्य में पर्यटन उद्योग की अपार संभावनाएं हैं। यद्यपि, राज्य को अपने पर्यटन उद्योग को विकसित करने में कई चुनौतियों का सामना करना पड़ता है, यथा अपर्याप्त बुनियादी ढाँचा, कुशल जनशक्ति की कमी, खराब विपणन रणनीतियाँ और सुरक्षा संबंधी चिंताएँ। इस शोध पत्र का उद्देश्य छत्तीसगढ़ राज्य में पर्यटन उद्योग के विकास की चुनौतियों और संभावनाओं का विश्लेषण करना और टिकाऊपन पर्यटन विकास के लिए रणनीतियों की सिफारिश करना है।

परिचय:

प्रचुर मात्रा में प्राकृतिक संसाधनों, समृद्ध सांस्कृतिक विरासत और विविध आदिवासी समुदायों के साथ छत्तीसगढ़ राज्य भारत में सबसे तेजी से विकसित होने वाले राज्यों में से एक है। राज्य की पर्यटन क्षमता इसके वन्यजीव अभयारण्यों, प्राचीन मंदिरों, ऐतिहासिक किलों, झरनों और आदिवासी गांवों में निहित है। अपनी क्षमता के बावजूद, छत्तीसगढ़ में पर्यटन उद्योग को कई चुनौतियों का सामना करना पड़ता है जो इसके विकास में बाधक हैं। इस शोध पत्र का उद्देश्य छत्तीसगढ़ राज्य में पर्यटन उद्योग के विकास की चुनौतियों और संभावनाओं की पहचान करना और सतत पर्यटन विकास के लिए रणनीतियों की सिफारिश करना है।

छत्तीसगढ़ पर्यटन के बारे में साहित्य समीक्षा

आनंद कुमार मिश्रा (2017) द्वारा "छत्तीसगढ़ में पर्यटन: भारत के अन्य राज्यों के संदर्भ में एक तुलनात्मक अध्ययन" में छत्तीसगढ़ के पर्यटन उद्योग की तुलना भारत के अन्य राज्यों जैसे केरल, राजस्थान और गोवा से करते हुए यहां इंफ्रास्ट्रक्चर, मार्केटिंग और प्रमोशन में और निवेश की जरूरत बताई। "छत्तीसगढ़ में पर्यटन: पर्यटकों की धारणा और संतुष्टि का एक अनुभवजन्य अध्ययन" केशव कुमार चौधरी और रितु शुक्ला द्वारा (2019) में शोधकर्ताओं ने पाया अधिकांश पर्यटक राज्य में अपने अनुभव से संतुष्ट थे, लेकिन सुरक्षा, स्वच्छता और जानकारी की कमी पर जोर देने की आवश्यकता थी। संगीता रानी और ज्योत्सना साहू (2018) द्वारा "छत्तीसगढ़ में पर्यटन: संभावनाएं और चुनौतियां" में बताया है कि राज्य में इकोटूरिज्म, सांस्कृतिक

पर्यटन और साहसिक पर्यटन के लिए बहुत संभावनाएं हैं, लेकिन बुनियादी ढांचे, विपणन और राजनीतिक अस्थिरता से संबंधित चुनौतियां हैं। महेश कुमार सिंह द्वारा "छत्तीसगढ़ में पर्यटन विकास: एक विश्लेषण" (2018) में बेहतर पर्यटन सेवाएं प्रदान करने के लिए बुनियादी ढांचे, विपणन और स्थानीय लोगों के प्रशिक्षण में अधिक निवेश की आवश्यकता बताई है।

शोध प्रविधि:

यह शोध पत्र छत्तीसगढ़ में पर्यटन उद्योग पर उपलब्ध मौजूदा साहित्य और आंकड़ों की समीक्षा पर आधारित है। इस अध्ययन में उपयोग किए गए डेटा स्रोतों में सरकारी रिपोर्ट, शोध पत्र और उद्योग प्रकाशन शामिल हैं। अध्ययन में पर्यटन उद्योग के विशेषज्ञों और हितधारकों के साक्षात्कार भी शामिल हैं।

छत्तीसगढ़ पर्यटन उद्योग की वास्तविक स्थिति

आज की स्थिति में छत्तीसगढ़ में पर्यटन उद्योग अभी भी अपनी प्रारंभिक अवस्था में है। छत्तीसगढ़ पर्यटन बोर्ड के अनुसार वर्ष 2019 में राज्य में करीब **17311323** देशी-विदेशी पर्यटक आए। यह पिछले वर्षों की तुलना में उल्लेखनीय वृद्धि थी, जो इंगित करता है कि राज्य में पर्यटन उद्योग धीरे-धीरे गति प्राप्त कर रहा है।

राज्य में कई अनोखे पर्यटक आकर्षण हैं, जैसे चित्रकोट एवं तीरथगढ़ जलप्रपात, इन्द्रावती, गुरुघासीदास एवं कांगेर घाटी राष्ट्रीय उद्यान और बस्तर क्षेत्र, जिसमें एक समृद्ध जनजातीय संस्कृति है। सिरपुर, मल्हार और ताला जैसे कई अन्य पर्यटन स्थल भी हैं।

छत्तीसगढ़ राज्य में पर्यटन उद्योग के विकास के लिए चुनौतियाँ

छत्तीसगढ़ राज्य में पर्यटन विकास, के लिए कई चुनौतियों का सामना करना पड़ रहा है, जिनमें शामिल हैं: अवसंरचना का अभाव: छत्तीसगढ़ में परिवहन, आवास और अन्य पर्यटन सुविधाओं सहित पर्याप्त पर्यटन अवसंरचना का अभाव है। स्वच्छ सार्वजनिक शौचालयों, अपशिष्ट निपटान सुविधाओं और अंदरूनी क्षेत्रों में उचित सड़क संपर्क पर्याप्त नहीं है। सीमित जागरूकता: छत्तीसगढ़ में पर्यटकों के आकर्षण की एक विविध श्रेणी है, लेकिन उनमें से कई राष्ट्रीय और अंतरराष्ट्रीय स्तर पर प्रसिद्ध नहीं हैं। यह प्रचार-प्रसार और विज्ञापन में अपर्याप्त निवेश के कारण है।

सुरक्षा मुद्दे: छत्तीसगढ़ में बस्तर क्षेत्र में माओवादी गतिविधियों का इतिहास रहा है, जो पर्यटकों को राज्य में आने से रोक सकता है। पर्यावरणीय गिरावट: छत्तीसगढ़ में कई पर्यटन स्थल अनियमित पर्यटन गतिविधियों, जैसे वनों की कटाई और जल प्रदूषण के कारण पर्यावरणीय गिरावट की चपेट में हैं। कुशल जनशक्ति की कमी: छत्तीसगढ़ में आतिथ्य, यात्रा प्रबंधन और टूर गाइडिंग जैसे पर्यटन से जुड़े विभिन्न क्षेत्रों में प्रशिक्षित जनशक्ति की कमी है।

सीमित निजी क्षेत्र की भागीदारी: छत्तीसगढ़ में पर्यटन विकास में निजी क्षेत्र की भागीदारी सीमित होने के कारण इस उद्योग में निवेश की कमी है।

छत्तीसगढ़ राज्य भारत में पर्यटन विकास की संभावनाएँ
भारत में छत्तीसगढ़ राज्य में पर्यटन विकास की कई संभावनाएँ हैं, जिनमें शामिल हैं:-समृद्ध सांस्कृतिक विरासत: छत्तीसगढ़ में एक समृद्ध सांस्कृतिक विरासत है, जिसमें कई प्राचीन मंदिर, किले और स्मारक शामिल हैं।

प्राकृतिक सौंदर्य: छत्तीसगढ़ घने जंगल, झरने, गुफाएं और कई राष्ट्रीय उद्यानों और वन्यजीव अभ्यारण्यों का घर है, जो इसे प्रकृति प्रेमियों और वन्यजीव उत्साही लोगों के लिए एक आकर्षक गंतव्य बनाता है।

साहसिक पर्यटन: छत्तीसगढ़ में विभिन्न प्रकार की साहसिक पर्यटन गतिविधियाँ ट्रेकिंग, पर्वतारोहण, राफ्टिंग, क्लाइम्बिंग और वाटर स्पोर्ट्स के लिए कई साहसिक पर्यटन हॉटस्पॉट हैं जिन्हें रोमांच चाहने वाले पर्यटकों को आकर्षित करने के लिए विकसित किया जा सकता है।

धार्मिक पर्यटन: छत्तीसगढ़ में विभिन्न धर्मों के कई महत्वपूर्ण तीर्थ स्थल हैं जिन्हें श्रद्धालुओं को आकर्षित करने के लिए विकसित किया जा सकता है।

इको-टूरिज्म: छत्तीसगढ़ में वनों और वन्यजीवों का विशाल विस्तार है, जो इसे इको-टूरिज्म के लिए एक आदर्श गंतव्य बनाता है।

छत्तीसगढ़ में पर्यटन विकास के लिए सुझाव

आतिथ्य क्षेत्र: अधिक पर्यटकों को आकर्षित करने के लिए छत्तीसगढ़ को गुणवत्तापूर्ण होटल, रिसॉर्ट और होमस्टे मनोज कुमार साहू

विकसित करने पर ध्यान देने की आवश्यकता है। परिवहन क्षेत्र: राज्य के सभी पर्यटन स्थलों को जोड़ने के लिए सड़क नेटवर्क में सुधार, हवाई अड्डों और रेलवे स्टेशनों को विकसित करने में भी निवेश बढ़ाया जाना चाहिए। साहसिक पर्यटन क्षेत्र: सरकार को साहसिक पर्यटन के बुनियादी ढांचे के विकास और साहसिक पर्यटकों को आकर्षित करने के लिए साहसिक पर्यटन गतिविधियों को बढ़ावा देने पर ध्यान देना चाहिए। धार्मिक पर्यटन क्षेत्र: सरकार पर्यटकों के लिए समग्र धार्मिक पर्यटन अनुभव को बेहतर बनाने के लिए तीर्थ स्थलों में बुनियादी ढांचे और सुविधाओं के विकास पर ध्यान केंद्रित कर सकती है। इको-टूरिज्म सेक्टर: राज्य पर्यावरण-पर्यटन के बुनियादी ढांचे के विकास और पर्यावरण-पर्यटकों को आकर्षित करने के लिए स्थायी पर्यटन प्रथाओं को बढ़ावा देने पर ध्यान केंद्रित कर सकता है। सांस्कृतिक पर्यटन क्षेत्र: राज्य सांस्कृतिक स्थलों के आसपास बुनियादी ढांचे और सुविधाओं को विकसित करके सांस्कृतिक पर्यटन को बढ़ावा देने पर ध्यान केंद्रित कर सकता है। पड़ोसी राज्यों के साथ सहयोग: छत्तीसगढ़ संयुक्त पर्यटन सर्किट विकसित करने और क्षेत्रीय पर्यटन को बढ़ावा देने के लिए मध्य प्रदेश, महाराष्ट्र और उड़ीसा जैसे पड़ोसी राज्यों के साथ सहयोग कर सकता है।

निष्कर्ष

छत्तीसगढ़ में पर्यटन विकास की अपार संभावनाएँ हैं और उचित योजना, निवेश और सहयोग से राज्य भारत में एक प्रमुख पर्यटन स्थल के रूप में उभर सकता है। छत्तीसगढ़ में पर्यटन विकास को बढ़ावा देने के लिए उपरोक्त सभी क्षेत्रों पर ध्यान देने के लिए एक समग्र दृष्टिकोण अपनाया जाना चाहिए। इससे पर्यटकों की संख्या में वृद्धि हो सकती है और राज्य की अर्थव्यवस्था को गति मिल सकती है।

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भारतातील पंचवार्षिक योजनाकाळात पर्यटन क्षेत्रात झालेला विकास

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"To travel is to feed the mind, humanise the soul,
And rub off the rust of circumstance,
To travel is to have nature's plan and her high work simplified,
And her broad features of hill and dale,
Mountain and flood, Spread like a map at one's feet."

- **Thomas Cook, (father of modern tourism).**

प्रस्तावना:

भारतीय अर्थव्यवस्थेमध्ये पर्यटन क्षेत्र महत्वाचे आहे देशाचा जलद आर्थिक विकास आणि रोजगार निर्माण करण्यासाठी हा उद्योग अत्यंत महत्वाचा ठरतो भारताचा प्रत्येक कानाकोपरा सौंदर्याने व्यापलेला आहे भारताची विविधता पूर्ण संस्कृती लोकसंख्या खाद्य संस्कृती पेहराव इत्यादी विविधतेने नटलेला आहे. भारतीय पर्यटन उद्योगाचा विकास १९व्या शतकात सुरू झाला. भारतीय पर्यटनाचा प्रसार व प्रचार करण्यासाठी 1945 मध्ये सर जॉन सार्जेंट समितीची स्थापना करण्यात आली. 1966 मध्ये ITDC (इंडियन टुरिझम डेव्हलपमेंट कॉर्पोरेशन) ची स्थापना करण्यात आली. देशाच्या पर्यटन उद्योगाच्या विकास संवर्धन आणि वाढीसाठी या संस्थेने महत्वाची भूमिका बजावली आहे.

वर्ल्ड ट्रेव्हल अँड टुरिझम कौन्सिल च्या अध्यक्ष आणि सीईओ जुलिया सिम्पसन यांच्या मते, 'जागतिक स्तरावरील पर्यटन क्षेत्रातील नोकऱ्या पैकी पाच पैकी एक भारताकडे असल्याने पुढील दशकात भारतातील पर्यटन क्षेत्र वेगवान रीतीने विकसित होईल.' कोविड महामारी पूर्वी 2019 मध्ये देशाच्या एकूण जीडीपीमध्ये प्रवास आणि पर्यटन क्षेत्राचा हिस्सा 7% इतका होता. 2020 मध्ये तो 4.3% इतका कमी झाला परंतु आता तो सातत्याने वाढत आहे यावर्षी एकूण रोजगाराच्या 8.3% रोजगार प्रवास व पर्यटन क्षेत्रात वाढला असून 35 दशलक्ष नोकऱ्या या क्षेत्रात निर्माण होतील असा अंदाज आहे. पुढील दहा वर्षांमध्ये 24 दशलक्ष हून अधिक रोजगार या उद्योगात निर्माण होण्याचा अंदाज आहे. कोविड महामारीनंतर यावर्षी जीडीपीतील या क्षेत्राचे योगदान मागील वर्षाच्या तुलनेत 43.6% वाढले आहे भारताच्या प्रवास आणि पर्यटन क्षेत्राचा पुढील दहा वर्षात 7.8% च्या सरासरी वार्षिक दराने विकास होण्याचा अंदाज आहे त्यामुळे आर्थिक विकास आणि रोजगाराच्या दृष्टिकोनातून या क्षेत्राचे योगदान अधिक महत्वाचे ठरू शकते.

संशोधनाची उद्दिष्टे:

- १) भारतातील पर्यटन विकासाची पार्श्वभूमी समजून घेणे.
- २) पंचवार्षिक योजना काळात पर्यटन क्षेत्राचा झालेला विकास समजून घेणे.

संशोधन पद्धती:

प्रस्तुत संशोधनासाठी दुय्यम साधनसामग्रीचा वापर केलेला आहे. संबंधित विषयावर प्रकाशित पुस्तके, लेख, मासिके, वृत्तपत्रे, शासनाचे अहवाल आणि इंटरनेट इत्यादींच्या माध्यमातून माहिती संकलनासाठी उपयोग केला आहे.

पंचवार्षिक योजना काळात पर्यटनाचा झालेला विकास:

केंद्र सरकारने पर्यटन व्यवसायाचे महत्त्व ओळखून पर्यटन व्यवसायाच्या वाढीसाठी पंचवार्षिक योजनेअंतर्गत विशेष प्रयत्न केले त्याचा परिणाम म्हणून भारताच्या पर्यटन विकासाला चालना मिळाली.

1) पहिली पंचवार्षिक योजना (1951-1956):

पहिल्या पंचवार्षिक योजनेत पर्यटना संदर्भात कोणतीही नियम आणि कायदे नव्हते. भारताला नुकतेच स्वातंत्र्य मिळाले होते. पर्यटन क्षेत्राला अजून स्वतंत्र संस्था म्हणून मान्यता मिळाली नव्हती. पर्यटनाला परिवहन मंत्रालया विभागामार्फत घेतलेले होते. त्यामुळे पहिल्या

पंचवार्षिक योजनेत वेगवेगळ्या प्रदर्शनामध्ये सहभाग, चित्रपट प्रदर्शन याला प्राधान्य पर्यटन अंतर्गत देण्यात आले होते.

2) दुसरी पंचवार्षिक योजना (1956 ते 1961):

दुसऱ्या पंचवार्षिक योजनेत पर्यटन विकासाची जबाबदारी वाहतूक मंत्रालयाकडे देण्यात आली. पहिल्यांदा या योजनेत ३३६.३८ लक्ष रुपये पर्यटनासाठी राखून ठेवण्यात आले. यामध्ये पर्यटन स्थळी वाहतूक व निवासी सुविधा विकसित करण्यावर भर देण्यात आला. त्याच बरोबर पर्यटन स्थळी मनोरंजनाच्या सोयी वाढविण्यावर भर देण्यात आला. यामध्ये विशेषतः परदेशी पर्यटकावर लक्ष केंद्रित करण्यात आले. त्यांना सुविधा पुरवठ्यावर भर देण्यात आला त्याचबरोबर तीर्थक्षेत्रे, उद्याने, पिकनिक स्पॉट इत्यादीच्या विकासासाठी प्रयत्न करण्यात आले.

3) तिसरी पंचवार्षिक योजना (1961 ते 1966):

तिसऱ्या पंचवार्षिक योजनेत आर्थिक विकासासाठी व वाढीसाठी पर्यटन क्षेत्र होऊ शकते हे लक्षात आले त्यामुळे केंद्र व राज्य सरकारने पर्यटन विकासाची कामे विभाजित केली. ज्यामध्ये परदेशी पर्यटनाच्या सेवा सुविधांची जबाबदारी केंद्र सरकार व पर्यटकांना पायाभूत सेवा सुविधा पुरविण्याची जबाबदारी राज्य सरकारकडे देण्यात आली. 1963 मध्ये पर्यटनाचा विकास व्हावा म्हणून 'झा' समिती स्थापन करण्यात आली. या समितीने पर्यटन विकासाला चालना देण्यासाठी स्वतंत्र मंडळ नेमण्याची शिफारस केली. त्यानुसार १) भारतीय पर्यटन वाहतूक महामंडळ २) भारतीय पर्यटन महामंडळ ३) हॉटेल महामंडळ असे तीन मंडळे स्थापन करण्यात आली. परंतु यामध्ये समन्वयाचा अभाव निर्माण झाला म्हणून 1966 मध्ये तिने महामंडळ एकत्र करून 'भारतीय पर्यटन विकास महामंडळ' स्थापन करण्यात आले. या मंडळाकडे पर्यटन स्थळांचा विकास, पायाभूत सुविधांचा विकास, पर्यटन स्थळांची जाहिरात व विविध पर्यटन महोत्सवाचे आयोजन करण्याची जबाबदारी देण्यात आली. या योजनेत पर्यटन क्षेत्रावर 800 दशलक्ष रुपये खर्च करण्याची तरतूद करण्यात आली.

4) चौथी पंचवार्षिक योजना (1969 ते 1974):

चौथ्या पंचवार्षिक योजनेत पर्यटन हे परकीय चलन मिळविण्याचे एक माध्यम आहे हे लक्षात आले. स्थानिक रोजगार निर्मिती आणि उत्पन्न पातळी वाढविण्यासाठी या क्षेत्रावर लक्ष केंद्रित करण्यात आले. या योजनेअंतर्गत पायाभूत सुविधांचा प्रामुख्याने विचार करण्यात आला. विशेषतः विदेशी पर्यटक ज्या ठिकाणी प्रामुख्याने भेट देतात ती पर्यटन स्थळे, निवासाची सोय, वाहतूक व्यवस्था व मनोरंजन यांचा समावेश करण्यात आला. या योजनेत पर्यटन क्षेत्रावरील खर्चाची तरतूद 36 कोटी रुपये करण्यात आली. त्यापैकी 25 कोटी रुपये केंद्र सरकार व 11 कोटी रुपये राज्य सरकार अशी विभाजणी करण्यात आली.

5) पाचवी पंचवार्षिक योजना (1974 ते 1979):

देशाच्या आर्थिक विकासासाठी महत्वाचे क्षेत्र म्हणून या उद्योगांच्या विकासाकडे लक्ष देण्यात आले. पाचव्या पंचवार्षिक योजनेत पर्यटक निवासाच्या सोयीसुविधा बांधण्यासाठी 25 कोटी रुपये तरतूद करण्यात आली. ज्या पर्यटन स्थळी जास्त रहदारी असते त्यांच्या विकासाकडे लक्ष केंद्रित करण्यात आले. कोवालम (केरळ), गुलमर्ग (जम्मू-काश्मीर), कुलु मनाली (हिमाचल प्रदेश), गोवा इत्यादी ठिकाणच्या पर्यटन स्थळांचा विकास करण्यात आला. सांस्कृतिक स्थळांबरोबर ऐतिहासिक पर्यटन स्थळे, स्मारके, वारसा स्थळे, यावर लक्ष केंद्रित करण्यात आले. या योजनेत पर्यटन क्षेत्रावर 133 कोटी रुपये खर्च करण्यात आला त्यापैकी 78 कोटी रुपये केंद्र सरकार व उर्वरित 55 कोटी रुपये राज्य सरकारसाठी राखून ठेवण्यात आले.

6) सहावी पंचवार्षिक योजना (1980-1985):

सहाव्या पंचवार्षिक योजनेत देशांतर्गत व आंतरराष्ट्रीय पर्यटनाचा मोठा गाजावाजा करण्यात आला. भारताच्या पर्यटन विकासात ही योजना महत्वपूर्ण मानली जाते. पर्यटन विकासासाठी 'टुरिझम सर्किट' ही संकल्पना राबविण्यात आली. 1982 मध्ये पर्यटन विषयक राष्ट्रीय धोरण घोषित करण्यात आले. या धोरणांतर्गत विशेष पर्यटन क्षेत्र व पर्यटन सर्किट या संकल्पना वर भर देण्यात आला. या योजनेत पर्यटन क्षेत्रावर 187.46 कोटी रुपये तरतूद करण्यात आली. यामध्ये भारतीय विमान कंपन्यांची वहनक्षमता आणि विमानाचा विकास विमानतळ पायाभूत सुविधा विकासावर भर देण्यात आला.

7) सातवी पंचवार्षिक योजना (1985-1990):

ही योजना पर्यटन क्षेत्राशी वाढ व विकास या दृष्टिकोनातून अत्यंत महत्वाची होती. या योजनेत पर्यटन व्यवसायाला उद्योगाचा दर्जा देण्यात आला. पर्यटनाच्या विकासासाठी या योजनेत खाजगी गुंतवणुकीला महत्त्व देण्यात आले. पायाभूत सुविधांच्या विकासावर भर देण्यात आला. पायाभूत सुविधा वरील गुंतवणुकीत वाढ करण्यात आली. स्थानिक हस्तकला इतर सर्जनशील कलांना समर्थन देण्यासाठी पर्यटन क्षमता विकसित करण्यावर भर देण्यात आला. राष्ट्रीय वारसा असलेल्या स्थळांचे जतन व जिर्णोद्धार करण्यावर भर देण्यात आला. विविध धार्मिक स्थळावर बजेट निवारण व्यवस्था विकसित करण्यावर भर देण्यात आला. धर्मशाळा, यात्री निवास, मुसाफिरखाना इत्यादी निर्मितीवर भर देण्यात आला. विमानतळाच्या सुविधांचा विकास करण्यात आला. निवारा क्षेत्रामध्ये खाजगी गुंतवणुकीला प्रोत्साहन देण्यात आले. 1989 मध्ये पर्यटन प्रकल्पांना आर्थिक मदत करण्यासाठी वित्तीय महामंडळाची निर्मिती करण्यात आली. हॉटेल व केटरिंग व्यवसायाला गती देण्यासाठी विविध प्रशिक्षण संस्थांची स्थापना करण्यात आली. हॉटेल, रस्ते, रेल्वे, हवाई वाहतुकीच्या साधनांचा विकास करण्यावर भर देण्यात आला. पर्यटन क्षेत्राचा

विकास करण्यासाठी या योजनेअंतर्गत 326.16 कोटी रुपयांची तरतूद करण्यात आली.

8) आठवी पंचवार्षिक योजना (1992-1997):

भारतीय पर्यटनाला चालना देण्यासाठी खाजगी गुंतवणुकीवर भर दिला व नऊ कलमी कार्यक्रम राबविण्यात आला.

- 1) सांस्कृतिक पर्यटन केंद्राचा विकास करणे.
- 2) देशातील विविध क्षेत्रात पर्यटनाची नवीन क्षेत्र निर्माण करणे.
- 3) पायाभूत सेवा सुविधा वाढ करणे.
- 4) विदेशी पर्यटकांच्या सोयीसाठी असलेले कार्यपद्धती सोपी करणे.
- 5) माफक दरात निवास व्यवस्था उपलब्ध करणे.
- 6) अभयारण्य, हिवाळी क्रीडा केंद्रे व समुद्रकिनार्यांचा विकास करणे.
- 7) पर्यटक केंद्रात बाजारपेठांची निर्मिती करणे.
- 8) राष्ट्रीय परंपरा पर्यटकांसाठी उपलब्ध करून देणे.
- 9) निवडक पर्यटन केंद्र व क्षेत्राचा विकास करणे.

या योजनेत पर्यटन क्षेत्राचा विकास घडून आणण्यासाठी केंद्र सरकारसाठी 272 कोटी रुपये तर केंद्रशासित व राज्य सरकारसाठी 501.62 कोटी रुपये तरतूद करण्यात आली.

9) नववी पंचवार्षिक योजना (1997-2002):

नवव्या पंचवार्षिक योजनेत 1996 मध्ये पर्यटन विकासाला चालना देण्यासाठी पर्यटन विषयक धोरण तयार करण्यात आले. त्याचबरोबर एक विशेष कृती समितीची स्थापना करण्यात आली. या समितीवर सिक्कीम, जम्मू-काश्मीर व ईशान्य भारतातील पर्यटन स्थळांचा विकास करण्याची जबाबदारी देण्यात आली. विशेषतः रोजगार निर्मिती व परकीय चलनात वाढ करणे, ध्येय ठरविण्यात आले. त्याचबरोबर देशी पर्यटन, आरोग्य पर्यटन, जेष्ठ नागरिक पर्यटन इत्यादी उद्योजक व तिच्या माध्यमातून पर्यटन क्षेत्रात लोकांचा सहभाग वाढविणे आणि रोजगार निर्मितीवर भर देण्यात आला.

१०) दहावी पंचवार्षिक योजना (2002 ते 2007):

दहाव्या पंचवार्षिक योजनेत मागील योजनापेक्षा पूर्णपणे वेगळा दृष्टिकोन स्वीकारण्यात आला. जागतिक स्तरावर पर्यटन स्थिती व पर्यटनावर परिणाम करणारे जागतिक ट्रेड यांचा विचार करण्यात आला. भारताची पर्यटनाची अफाट क्षमता ओळखून या योजनेत त्यावर भर देण्यात आला. जागतिक पर्यटनातील नवीन ट्रेड विकसित करून सर्व अडथळे दूर करण्यावर भर देण्यात आला. या योजनेत लांब पल्ल्याचा प्रवास, शेजारील देशाचा प्रवास, ग्रामीण पर्यटन, खेळ पर्यटन, साहसी पर्यटन इत्यादी बाजूवर भर देण्यात आला. यामध्ये खालील उद्दिष्टांचा समावेश होता.

- १) राष्ट्रीय आर्थिक विकासाचे इंजिन म्हणून पर्यटन क्षेत्र पुढे आणणे.
- २) पर्यटनाच्या माध्यमातून आर्थिक विकास, ग्रामीण विकास आणि रोजगार निर्माण करणे.
- ३) देशांतर्गत पर्यटनाला प्राधान्य देणे.
- ४) आंतरराष्ट्रीय पर्यटनाचा विस्तार करणे.
- ५) भारतीय पर्यटन क्षेत्रात ब्रँड होण्यावर लक्ष केंद्रित करणे.

या योजनेत खालील बाबीवर भर देण्यात आला.

- १) पर्यटन क्षेत्राला प्राधान्य देणे
- २) पर्यटन स्थळांची स्पर्धात्मकता वाढविणे
- ३) पर्यटन क्षेत्राचा विकास आणि गुणवत्तेत सुधारणा करणे
- ४) जागतिक दर्जाच्या पायाभूत सुविधांचा विकास करणे
- ५) पर्यटन क्षेत्राचा प्रभावी प्रचार व प्रसार करणे

११) अकरावी पंचवार्षिक योजना (2007 ते 2012):

पंचवार्षिक योजनेत पर्यटन मंत्रालयाने 991 पर्यटन स्थळांच्या विकासासाठी 3112.71 कोटी रुपये रक्कम मंजूर केली. पर्यटन स्थळे, पर्यटन स्थळाची स्वच्छता, मागास भागातील खर्च इत्यादीसाठी एकूण तरतूदीच्या 2.5 टक्के रक्कम राखीव ठेवण्यात आली. या योजनेत पर्यटन क्षेत्रातील कार्यगटाने दहा उद्दिष्टांची शिफारस केली होती. ग्रामीण पर्यटन, कृषी पर्यटन, सांस्कृतिक पर्यटन, साहसी पर्यटन, वैद्यकीय पर्यटन इत्यादींच्या विकासासाठी उपक्रम हाती घेणे आवश्यक आहे. हे त्यांनी सांगितले राष्ट्रीय प्राधान्य म्हणून पर्यटन क्षेत्राचा विस्तार करणे आवश्यक आहे.

- १) पर्यटन स्थळे जतन करणे आणि त्यामध्ये स्पर्धात्मकता वाढविणे.
- २) विद्यमान पर्यटनाची गुणवत्ता सुधारणे व विस्तार घडवून आणणे.
- ३) आंतरराष्ट्रीय मानकांची पूर्तता करण्यासाठी जागतिक दर्जाच्या पायाभूत सुविधा विकसित केल्या पाहिजेत.
- ४) शाश्वत व प्रभावी जाहिरात योजना व कार्यक्रमाची धोरणे विकसित करणे.
- ५) मानवी संसाधने व क्षमता निर्माण कार्यक्रमावर अधिक लक्ष केंद्रित करणे.

पर्यटनाला चालना देणारी विशेष अभियाने:

भारतामध्ये 2000 नंतर पर्यटन विकासासाठी विशेष प्रयत्न केल्याचे दिसून येते. देशी-विदेशी पर्यटकांना आकर्षित करण्यासाठी विशेष अभियाने राबविण्यात आली. यामध्ये 'इनक्रेडिबल इंडिया' २००२, 'व्हिजिट इंडिया' 2009, 'अतिथी देवो भव' 2011 इत्यादीचा विशेषत्वाने उल्लेख होतो या अभियानांतर्गत भारतातील ऐतिहासिक, सांस्कृतिक, धार्मिक व निसर्ग पर्यटन इत्यादी संदर्भात देश व विदेशात जाहिरात करण्यात आली. विशेष पर्यटन महोत्सव मिळावे आयोजित केले गेले जेणेकरून भारतीय पर्यटनाला प्रोत्साहन व त्यांना मिळाली.

समारोपः

1951 पासून ते 2017 पर्यंत भारतीय अर्थव्यवस्था विकासाच्या विशिष्ट मार्गाने जात आहे. विविध उद्योगांच्या विकासासाठी गुणवत्ता सुधारण्यासाठी नियोजन आयोगाने तयार केलेल्या पंचवार्षिक योजनेच्या माध्यमातून पर्यटन उद्योगाचा विकास व वाढ होत आहे. पर्यटन क्षेत्राच्या विकासासाठी अनेक धोरणे या कालावधीत आखण्यात आली. पर्यटन उद्योगाचा दर्जा सुधारण्यासाठी पर्यटन विभागाची निर्मिती केली. त्यानंतर पर्यटन मंत्रालय स्थापन करण्यात आले. पर्यटन उद्योग डबघाईतून बाहेर काढण्यासाठी ITDC, TFCI इत्यादी संस्थांची निर्मिती करण्यात आली. पर्यटन क्षेत्राच्या विकासासाठी जाहिरातीवर भर देण्यात आला. पर्यटन क्षेत्रामध्ये सुधारणा, मानवी संसाधन मध्ये सुधारणा, पायाभूत सुविधांमध्ये सुधारणा, आदरातिथ्यामध्ये सुधारणा इत्यादीवर भर देण्यात आला. पंचवार्षिक योजनांनी पर्यटन क्षेत्राच्या विकासात महत्वाची भूमिका बजावली. गेल्या 70 वर्षात प्रत्येक पंचवार्षिक योजनेत पर्यटन उद्योगाच्या विकासासाठी प्रयत्न करण्यात आले. देशांतर्गत व आंतरराष्ट्रीय पर्यटन चळवळ वाढावी यासाठी प्रयत्न करण्यात आले. भविष्यातील आर्थिक विकासाचा प्रमुख आधारस्तंभ म्हणून या उद्योगाची भूमिका असेल.

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प्रवासवर्णन: साहित्यप्रकार

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प्रास्ताविक:

प्रवास आपल्या प्रत्येकाच्या जीवनातील एक अविस्मरणीय क्षण असतो. आपण प्रत्येक जण कधी ना कधी कोणत्या ना कोणत्या कारणाने प्रवास करित असतो. समाजातील प्रत्येक व्यक्ती प्रवास करित असते. मातेचे उदर ते स्वतःचे घर हाही एक प्रवासच असतो. प्रवास म्हणजे तरी काय ? एका ठिकाणाहून दुसऱ्या ठिकाणी जाणे. प्रवास हा वेगवेगळ्या प्रकारे करता येतो. प्रवास हा निसर्गाची विविध रूपे दाखवीतो. विविध स्वरूपाची वृक्षवल्ली, डोंगर -दऱ्या, वनराई, शेती, शेतीच्या अवतीभवतीचे निसर्ग मातीची पायवाट, कौलारू घरे, नदी-नाले, मंदिर, पर्वत- शिखरे इत्यादी आणि कित्येक घटक आहेत की त्या सर्व घटकांतून मानवी मनाला सुख समाधान आणि सर्वोच्च आनंद प्राप्ती होत असतो. यावरून आपणास असे म्हणता येईल की, प्रवास हा मानवी जीवनातील अविभाज्य असा भाग आहे. प्रवास वर्णन हा एक मराठी साहित्यातील ललित वाङ्मयप्रकार आहे. हा विषय अतिशय व्यापक आहे. प्रवास वर्णन हा वाङ्मयीनप्रौढता कशा स्वरूपाची आहे. त्याची वैशिष्ट्ये कोणती आहेत, त्याचप्रमाणे त्याचे मानवी जीवनातील महत्त्व समजून घेण्याच्या जिज्ञासापोटी हा विषय संशोधनासाठी निवडलेला आहे.

मानवी समाजात प्रवास करणे हा एक अवघड प्रकार पूर्वी समजला जात होता पण आता प्रवास मार्ग विविध साधनांमुळे अतिशय सुलभ झाला आहे. आज काल प्रवास ही विशेष आवडीची सहज सुलभ तसेच सहज साधी अशी बाब झाली आहे. समाजातील विविध व्यक्ती त्यांनी त्यांच्या जीवनात केलेला प्रवास वर्तमानपत्रातून कथा, कादंबरी, ललित लेखनातून चित्रीत केला आहे ते वाचून इतर व्यक्ती प्रवास करतात. विशिष्ट ठिकाणच्या वैशिष्ट्यपूर्ण गोष्टी आहार-विहार, निसर्ग, व्यवसाय, वस्ती तेथील संस्कृती इत्यादी बाबींची ओळख प्रवासातून होते. प्रस्तुत शोधनिबंधात प्रवास वर्णनाचे स्वरूप, वैशिष्ट्ये व प्रकार तसेच प्रवासवर्णन हा मराठीवाङ्मयाशी कसा जोडला गेला आहे, त्याचा शोध येथे घेतला आहे.

चंद्रकांत वर्तक यांनी प्रवासाविषयी म्हणतात की, "प्रवासात जे प्रत्यक्ष पाहिले, अनुभवले ते लेखन रूपाने मांडणे म्हणजे प्रवासवर्णन होय." १ सामान्यतः प्रवास वर्णनाची पातळी ही हकीकताची किंवा वृत्तांतकथनाची राहते. देश, काल, परिस्थिती त्याचे वर्णन प्रवासातील हलापेष्टा, मौज-मजा वगैरेंच्या हकीकती वस्तुनिष्ठपणे सांगणे असे त्यांचे परंपरागत स्वरूप असते. अशी प्रवासवर्णने ज्या ज्या काळाच्या परिस्थितीवर प्रकाश टाकणारी म्हणून अभ्यासकाची साधने होऊ शकतात. इंग्रज प्रवाशांनी केलेल्या प्रवासाचे वृत्तांतही विपुल प्रमाणात आहे. व्यापारासाठी स्पॅनिश, पोर्तुगीज, इटालियन जलपर्यटकांवर मात करण्याच्या इर्ष्येने भरलेल्या व नवनव्या प्रदेशाचे शोध घेणाऱ्या इंग्लिश दर्यावर्दी यांनी जलपर्यटन करता- करता त्या- त्या प्रदेशाची तेथील रहिवाशांची संस्कृतीची भौगोलिक वैशिष्ट्ये यांची वर्णने लिहून ठेवली आहेत. तर ती अतिशय महत्त्वाची असलेली दिसून येतात. यावरून असे म्हणता येईल की प्रवासवर्णनाची सुरुवातच परकीयांच्या प्रदेशातून झालेली आहे असे म्हणता येईल.

अरविंद विरादार हे प्रवासवर्णनाविषयी म्हणतात, "साहित्यविश्वाचा विचार करता कविता, कादंबरी, नाटक, चरित्र, आत्मचरित्र अशा सर्व अंगाने मराठी साहित्याविश्व खूप समृद्ध झाले आहे. इंग्रजी साहित्याच्या प्रभाव अनेक नवे वाङ्मयीन प्रवाह मराठीत निर्माण झाले त्यापैकी एक म्हणजे प्रवास वर्णन देश-विदेशातील केलेल्या प्रवासातील अनुभवालेखनरूपाने मांडणे यालाच स्थूल मानाने प्रवास वर्णन असे म्हणतात." अरविंद विरादारांनी उपरोक्त विवेचनात देश- विदेशात केलेल्या प्रवासातील अनुभवाला महत्त्व दिले आहे. अनुभव कथनाच्या माध्यमातून एक वैशिष्ट्यपूर्ण असे प्रवास वर्णन ललित साहित्याच्या माध्यमातून अभिव्यक्त होताना दिसते. चंद्रकांत वर्तक हे प्रवासवर्णनाच्या प्रकाराविषयी लिहितात, "प्रवासवर्णन प्रवासवृत्तीचे रूप टाकून ललित रूप केव्हा घेते, कसे घेते याचा विचार करू लागल्यावर काही गोष्टी स्पष्टपणे जाणू लागतात. प्रवासवर्णन हा कथा किंवा कादंबरीसारखा साहित्यप्रकार नाही. त्याची जवळीक आत्मचरित्राशी होऊ शकते. प्रवासवर्णनात प्रवासवर्णनकारांच्या प्रवासातील

अनुभवाचे वर्णन येते ते करताना कल्पकतेने पुन्हा मागला प्रवास अनुभवावा लागतो.”३ प्रवासवर्णन हा साहित्यप्रकार मराठीतील इतर साहित्य प्रकारापेक्षा कसा वेगळा आहे आणि तो आत्मचरित्राशी कसा साधर्म्य पावणारा आहे, हे उपरोक्त विवेचनावरून स्पष्ट होते. प्रवासवर्णनात स्वतःच्या अनुभवविश्वाला महत्त्व आल्याने साहित्यिकाच्या किंवा लेखकाच्या व्यक्तिमत्त्वानुसार निवेदनाची पद्धत ठरते. जसा प्रवास केला त्याप्रमाणे सरळ सांगणे, पत्रांतून वा दैनंदिनीतून तसेच स्मृतीरूपाने प्रवासवर्णन लिहिणे इ.पद्धती साहित्यात स्वीकारल्या आहेत.

वि.पु. गोखले हे प्रवासवर्णनाच्या स्वरूपाविषयी म्हणतात, “आत्मपरता, प्रांजळ व प्रत्येकाची निवेदन, अर्थवाही बोलीभाषेचा जिवंतपणा, नाट्यमयता, अद्भुतता, जीवनभाष्य या सर्वांमुळे या प्रवासवर्णनाचे वांडमयीन महत्त्व आजही कमी नाही. समकालीन सामाजिक, राजकीय, धार्मिक, स्थितीच्या चित्रणामुळे त्याला ऐतिहासिक महत्त्व आले आहे.”४ वि.पु. गोखले मांडलेल्या उपरोक्त विवेचनावरून प्रवासवर्णनाचे स्वरूप किती व्यापक आहे. त्याचप्रमाणे प्रवासवर्णनाला एक ऐतिहासिक महत्त्व कसे प्राप्त झाले आहे, त्याचे विवेचन आलेले आहे. प्रवासवर्णनाची निर्मिती ही हेतूतः झालेली दिसते. भाड्याचे दर, प्रवासातील राहण्याच्या सोयी- गैरसोयी इत्यादींची कंटाळवाणा जंत्री, स्थूलपणा व वृक्षपणापन्हाळपणा, तोच तोपणा यामुळे कलात्मकतेचा स्पर्श होतोच. काही ठिकाणी अशाच पद्धतीने निर्माण झाले आहे; पण एकाच प्रकारचे इतके विपुल लेखन करणारा गोविंद चिंतामण भाटे यांचा एवढा दुसरा मराठी लेखक नाही हेही मान्य करावेलागते. गोविंद चिंतामण भाटे यांचे प्रवास वर्णनातील महत्त्व स्पष्ट होते. वि.पु. गोखले ललित गद्याविषयी म्हणतात, “ललित गद्य या वांडमय प्रकारातच प्रवासवर्णन या प्रकाराचा समावेश होतो. मराठीत हा साहित्यप्रकार प्रामुख्याने इंग्रजी साहित्यातून आलेला आहे. प्रवासवर्णनात केवळ स्थळ, प्रदेशाची वस्तुनिष्ठ वर्णने त्यांचा इतिहास अभिप्रेत नसतो. स्थळ, प्रदेशाचे व्यक्तित्व आणि ते पाहणारा, अनुभवणारा लेखक, पत्रकार, सामान्य व्यक्ती यांचे व्यक्तिमत्त्व यांच्यातील एकरूपता साधणारी अनुभव विशिष्टता हे प्रवास वर्णनाचे मुख्य वैशिष्ट्य आहे.”५ उपरोक्त विवेचनावरून असे स्पष्ट होते की, प्रवासवर्णन हा साहित्याचा प्रकार ललित गद्यामध्ये समाविष्ट झालेला दिसतो. हा साहित्याचा प्रकार इंग्रजी साहित्यातून मराठी साहित्यिकांनी अनुकरण केलेला दिसतो. सध्या मराठीत प्रवासवर्णन वा प्रवासलेखन प्रवासातील अनुभवाचे ललित निव्वळ प्रवास अनुभव असे विविध रूपाने प्रकट होणारे साहित्य लिहिले जात आहे. वृत्तपत्र, मासिके यातून येणारे स्फुट प्रवासलेख त्याचबरोबर अनेक प्रवास वर्णने मोठ्या प्रमाणात प्रसिद्ध होत आहेत. निव्वळ स्थळ वर्णन करणारा हा वांडमय प्रकार अनंत काणेकर, गंगाधर गाडगीळ, रा.भि

जोशी, प्रभाकर पाध्ये, पु.ल. देशपांडे यांनी संपन्न व समृद्ध केला. रूढमांडणीला छेद देत या वाङ्मय प्रकाराला लवचिक बनवण्याचा प्रयत्न लेखकांनी केला, तसा तो लेखिकांनीही केलेला दिसतो.

प्रवासवर्णनाच्या वैशिष्ट्यांविषयी विकासपेडिया लिहितात, “प्रवासवर्णन हा वांडमय प्रकार आत्मनिष्ठ आहे तसाच तो वस्तुनिष्ठही आहे. त्यात लेखक साहित्यिक पत्रकार, पर्यटक आणि त्यांनी घेतलेल्या प्रवास अनुभवावर या दोन्ही घटकांना महत्त्व आहे. प्रवासवर्णनकार प्रवासवर्णन लिहिताना कल्पनेने सगळा प्रवास अनुभवतो प्रवासातील अनुभवाचा तो पुनर्शोध घेतो आणि मग त्याचे लालित्यपूर्ण मांडणी करतो. यामुळे एकाच विशिष्ट स्थळाचा निरनिराळ्या प्रवासवर्णन प्रकाराचा अनुभव एकसारखा नसून वेगवेगळ्या असू शकतो. प्रत्येकांचे संवेदन वेगळी असल्याने स्थळ तेच असले तरी प्रत्येक प्रवासवर्णनाचे स्वरूप वेगळे असते.”६ उपरोक्त विवेचनावरून प्रवासवर्णनहा इतर साहित्य प्रकारापेक्षा कसा वेगळा आहे, यातून स्पष्ट होते.

प्रवासवर्णनात वैविध्य आणि लालित्यजसे प्रवासवर्णनकार व त्याने पाहिलेले स्थळ यावर अवलंबून असते तसेच ते निवेदनासाठी वापरलेल्या रूपबंधावर हे अवलंबून असते. प्रवासवर्णने प्रथम पुरुषी एकवचनी निवेदनात असल्याने पत्रे, दैनंदिनी, बातमीपत्रे अशा स्वरूपाचे लेखन प्रवासवर्णनकार करू शकतो. उदाहरणार्थ, पंडिता रमाबाईंचे ‘इंग्लंडचा प्रवास’ (१८८३), हे प्रवास वर्णन पत्रात्मक आहे तसेच गोडसे भटजी यांचे ‘माझा प्रवास’ (१८८७) हे मराठीतील पहिले लालित्यपूर्ण ऐतिहासिक दृष्ट्या मोलाचे प्रवासवर्णन ठरते. तसेच अनंत काणेकरांचे ‘धुक्यातून लाल ताऱ्याकडे’ (१९४०) हे प्रवास वर्णन दैनंदिनीच्या स्वरूपाचे आहे. अनंत काणेकरांच्या या कलाकृतीपासून प्रवासवर्णनाची परंपरा चांगली निर्माण झाली.

रा.भि.जोशी,

प्रभाकर

पाध्ये, प्र.के.अत्रे, दि.बा.मोकाशी, गंगाधर गाडगीळ, पु.ल.देशपांडे, अनिल अवचट यांचे (अमेरिका) सुभाष भेंडे यांचे ‘गड्या आपुला गाव बरा’ (१९८५) पद्माकर फाटक, मीना प्रभू, महावीर जोधळे इत्यादी लेखकांनी लिहिलेल्या प्रवासवर्णनांनी या वाङ्मय प्रकाराचे क्षितीज वृंदावले. दिलीप चित्रे (शिवाराजाच्याशोधात) व्यंकटेश माडगूळकर (नागझिरा) यांनी स्वतंत्र स्थान निर्माण केले ना.ग.गोरे, यशवंतराव चव्हाण, माधव गडकरी असे राजकारणी व वृत्तपत्रातील मंडळीही प्रवासवर्णने लिहू लागल्याने या वाङ्मय प्रकाराला गंभीर व चिंतनात्मक रूप प्राप्त झालेले दिसते.

प्रवासवर्णनाचे काही विशिष्ट प्रकार पडतात. पूर्वीच्या काळी धार्मिक स्थळांना भेटी दिल्या जात असत. देवादिकांच्या जत्रा, सण- उत्सव यासाठी लोक गावांना जात असत. तेथे घडलेल्या घटना प्रसंगांचे चित्रण धार्मिक प्रवासवर्णनात केले जात असत. व्यवसाय व कामकाजाच्या

निमित्ताने घडणारा प्रवास हा व्यवसायिक प्रवास वर्णनामध्ये येतो. उदाहरणार्थ, पत्रकार विविध क्षेत्राशी निगडित असल्याने त्याला अनेक ठिकाणी प्रवास करावा लागतो त्याला आलेले अनुभवतो शब्दांत व्यक्त करीत असतो. काही व्यवसाय उद्योगातील विशेष विभागातील लोकांना माहितीसाठी प्रवास करावा लागतो. यामध्ये उत्पादन जाहिरात, जनसंपर्क, विपणन, उद्योगविस्तार औद्योगिक व वाणिज्य इत्यादी विविध क्षेत्रातील लोक प्रवास करताना आलेल्या अनुभवाचे वर्णन प्रवासवर्णनामध्ये करताना दिसतात. समाजातील प्रत्येक व्यक्तीला कोणता ना कोणता छंद किंवा आवड असतोच. जंगलसफारी, समुद्र सफरी, गिर्यारोहक, गड- किल्ले पाहणे, निसर्गाच्या सानिध्यात आपला छंद जोपासताना आपल्या जीवनात कडू-गोड अनुभव वर्णन करणे हे छंदिष्ठ प्रवासवर्णनात येते. सहलीच्या निमित्ताने भ्रमतीच्या निमित्ताने अनेक स्थळांना पर्यटक भेटी देतात. त्यामध्ये ऐतिहासिक, धार्मिक, सामाजिक, राष्ट्रीय निसर्गरम्य, नवलाई, विश्रांती स्थळे इत्यादी भटकंतीतून पर्यटक आपल्या प्रवासाचे चित्रण प्रवासवर्णनात वस्तुनिष्ठपणे करताना दिसतात.

विविध क्षेत्रातील व्यक्ती आपल्या वैयक्तिक कामासाठी सामूहिक कार्यक्रमानिमित्ताने वेगवेगळ्या संघटना, साहित्य संमेलने अशा विविध कारणांसाठी देशाबाहेर प्रवास करीत असतात. त्यांच्यापैकी बरेच जण लेखक किंवा साहित्य आपल्याला आलेले अनुभव प्रवासवर्णनात अभिव्यक्त करतात.

निष्कर्ष:

- १) लेखक प्रवास करताना त्याने पाहिलेल्या घटना, प्रसंगाचे सत्यकथन प्रवास वर्णनात करतो.
- २) देश, काल, परिस्थिती, समाज, संस्कृती यांचे अविस्मरणीय चित्रण प्रवासवर्णनातून येते.
- ३) प्रवासवर्णनकार हा प्रवासवर्णनप्रथम पुरुषी एकवचनी निवेदन शैलीतून अभिव्यक्त करतो.
- ४) विशिष्ट भाषेद्वारे मोकळेपणाने, चिंतनाने सहज आणि उत्स्फूर्तपणे प्रवासवर्णन करण्यासाठी अवलंब केला जातो.
- ५) सामाजिक, धार्मिक, शैक्षणिक, आर्थिक व सांस्कृतिक इत्यादी घटकांचा यदोचित सिंहावलोकन करून प्रवासवर्णनात मांडणी केली जाते.
- ६) प्रवासवर्णन हे व्यक्तीप्रधान आत्मचरित्रात्मक, कादंबरी सदृश्य, नाट्यात्मक, कथात्मक आणि वस्तुनिष्ठ असा गद्य वाङ्मयीन प्रकार आहे.
- ७) इंग्रजी वाङ्मयाच्या प्रभावानेच मराठी साहित्यात प्रवासवर्णन हा एक वाङ्मयीन प्रकार उदयास आलेला दिसतो.

संदर्भ ग्रंथसूची:

- १) चंद्रकांत वर्तक: 'प्रवासवर्णन: एक वाङ्मयीन प्रकार' मराठी विश्वकोश २९/०५/२०२० चा लेख.
- २) विरादार अरविंद: 'मीना प्रभू यांच्या प्रवासवर्णनाचा विवेचक अभ्यास' प्र.आ. २०१९ मनोगत-३
- ३) चंद्रकांत वर्तक: 'प्रवासवर्णन: एक वाङ्मयीन प्रकार' उनि.
- ४) वि.पु. गोखले: 'मराठी साहित्य प्रवासवर्णने' मराठी विश्वकोश ०५/०६/२०२० चा लेख.
- ५) वि.पु. गोखले: तत्रैव.
- ६) विकास पेडिया: 'प्रवासवर्णन: एक वाङ्मयीन प्रकार' मराठी विश्वकोश २०२०



द्राक्ष बाग शेतकऱ्यांच्या समस्या

सुप्रिया शिवाजी जगताप

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शेती ही एक जीवनपद्धत आहे, एक परंपरा आहे. ज्याने शतकानुशतके आपल्या संस्कृतीला आणि शेतकऱ्यांच्या आर्थिक जीवनाला आकार दिला आहे. म्हणूनच देशाच्या आर्थिक व सामाजिक विकासाच्या धोरणात शेती केंद्रस्थानी आहे. केवळ राष्ट्रीय स्तरावर स्वावलंबन मिळवण्यासाठीच नव्हे तर घरगुती अन्नसुरक्षेसाठी आणि उत्पन्न आणि संपत्तीच्या वितरणात समानता आणण्यासाठी शेतीची जलद वाढ आवश्यक आहे. सुरुवातीला शेती फक्त उदरनिर्वाहाचे साधन होती. परंतु 20 व्या शतकाच्या सुरुवातीस भारतीयांनी व्यापारी पिके घेण्यास सुरुवात केली. ज्यात फळबागांचाही समावेश होता.

‘ द्राक्ष ’ हे मूळ अमेनियातील पीक असले तरी भारतात द्राक्ष फार दुर्गम काळापासून ओळखली जाते. १९६७-६८ मध्ये भारतात सुमारे ८००० हेक्टर क्षेत्र द्राक्ष लागवडीखाली होते. भारतात द्राक्ष उत्पन्न करण्याच्या राज्यांमध्ये महाराष्ट्र हे आघाडीचे राज्य म्हणून ओळखले जाते. तर महाराष्ट्रात नाशिक आणि सांगली जिल्हे द्राक्ष उत्पादनात प्रसिद्ध आहेत. द्राक्ष हे अत्यंत फायदेशीर पीक आहे. पण त्याला जोपासण्यासाठी ज्ञान, कौशल्य आणि अनुभव आवश्यक आहे. मोठ्या गुंतवणुकीव्यतिरिक्त बागांवर खूप वारकाईने लक्ष देणे आणि त्याची काळजी घेणे आवश्यक आहे

संशोधनाची उद्दिष्टे

- १) द्राक्ष शेतकऱ्यांच्या आर्थिक स्थितीचा आढावा घेणे.
- २) द्राक्ष शेतकऱ्यांच्या समस्यांचा आढावा घेणे.
- ३) द्राक्ष शेतकऱ्यांच्या समस्यांवर उपाययोजना सुचविणे.

संशोधन पद्धती

सदर संशोधन लेखासाठी द्वितीय साधन सामुग्रीचा वापर करण्यात आला आहे. कृषि अर्थशास्त्र, भारतीय अर्थव्यवस्था इत्यादि संबंधित संदर्भ ग्रंथांचा वापर करण्यात आला आहे. कृषि अर्थव्यवस्थेसंबंधित मासिके, लेख यांचा अभ्यास करण्यात आला आहे. त्याचबरोबर इंटरनेट , ऑनलाइन वेबसाइट तसेच वेगवेगळ्या संदर्भग्रंथांमधून संकलित केलेली आहे.

१९७२ साली जगात सुमारे ९८ लक्ष हेक्टर क्षेत्र द्राक्षाखाली होते. एकूण द्राक्ष उत्पादनाच्या ८०% उत्पादन मध्यनिर्मितीसाठी , १३% उत्पन्न खाण्यासाठी तर ७% उत्पन्न मनुका व बेदाणा निर्मितीसाठी वापरले जाते. असे असले तरी द्राक्ष बागांना अनेक नैसर्गिक व इतर समस्यांना सामोरे जावे लागते. ज्यांना तोंड देताना शेतकऱ्यांची आर्थिक

व मानसिक कुचंबणा होते. त्यामुळे द्राक्ष शेतीकडे तरुण वर्ग पाठ फिरवतो आहे. त्या समस्या पुढीलप्रमाणे मांडता येतील.

समस्या

नैसर्गिक समस्या – अवकाळी पाऊस , ढग दाटून येणे , कडक ऊन पडणे यामुळे द्राक्ष पिकांचे नुकसान होते. सरकारकडूनही नुकसान भरपाई देण्यात दिरंगाई होते. ज्यामुळे शेतकऱ्यांचे आर्थिक आणि मानसिक खच्चीकरण होते.

भांडवलाची समस्या –

द्राक्ष बागांच्या लागवडीपासून पीक घेण्यापर्यंत येणारा खर्च हा लाखात असतो. त्यामुळे लहान आणि नविन शेतकऱ्यांना तो खर्च परवडत नाही. तसेच शेतीतून येणारे उत्पन्न बेभरोश्याचे असते. त्यामुळे बँकाही कर्ज देण्यास म्हणाव्या तेवढ्या उत्सुक नसतात.

शेतकऱ्यांचे अज्ञान –

जगात दररोज नवीन प्रकारचे तंत्र विकसित होते. तसेच द्राक्ष पिकांच्या विकासास हातभार लावणारीही अनेक तंत्र विकसित झाले आहेत. पण त्या तंत्रांचे ज्ञान शेतकऱ्यांना

अवगत नसते तर काही ठिकाणी अशी तंत्रे असल्याचेही माहीत नसते. त्यामुळे द्राक्ष विकासामध्ये अडथळे निर्माण होतात.

औषधांच्या वाढत्या किमती – जगात जी सुधारित तंत्रे विकसित झाली आहेत त्यामध्ये वेगवेगळ्या रोगांवरची लगेच परिणाम दाखवणारी औषधे यांचा समावेश होते. ही औषधे रोगांवर नियंत्रण तर ठेवतातच पण उत्पन्न वाढीसाठीही फायदेशीर असतात. आणि अशी औषधे वापरणे सध्याच्या काळात गरजेचे आहे. पण या औषधांच्या किमतीही भरमसाठ असतात. मुळात त्यांच्या किमती दरवर्षी थोड्याफार फरकाने वाढतच जातात. जे खरेदी करणे सामान्य शेतकऱ्यांच्या आवाक्या बाहेर ठरते.

किमतीतील अस्थैर्य –

द्राक्ष पिकाच्या किमती या पूर्णता निसर्गाच्या चक्रावर अवलंबून असतात. पावसाचा हलकासा सडाही द्राक्षाच्या किमती तळाला घेऊन जातात. यामुळे शेतकऱ्यांमध्ये नैराश्य पसरते.

शेतकऱ्यांची फसवणूक –

शेतकऱ्यांमध्ये द्राक्ष विक्रीबाबत बरेच मागासलेपणा आढळून येतो. तसेच पुरेश्या बाजारपेठांच्या अभावामुळे शेतकऱ्यांना द्राक्ष विक्रीसाठी व्यापारी , अडते , एजंट यांसारख्या लोकांवर अवलंबून राहावे लागते. परंतु हे लोक मोठ्या बाजारपेठांमध्ये भाव पडलेत असे सांगून कमी किमतीत द्राक्ष विकत घेतात. तसेच थोड्याच दिवसात पैसे देऊ असा असा वडा करून ते फरार होतात. यामुळे शेतकऱ्यांना फार मोठ्या आर्थिक अडचणीला सामोरे जावे लागते.

सरकारचे उदासीन धोरण –

भारत सरकार द्राक्ष बागांविषयी फारसे उत्सुक दिसत नाही. द्राक्ष बागांचा वाढता विकास दर भारतीय अर्थव्यवस्थेच्या विकासासाठी पूरक आहे. कारण भारतीय द्राक्षांना आंतरराष्ट्रीय बाजारपेठेत भरपूर मागणी असल्याने परकीय चलन मिळवण्याची योग्य बहिवाट असताना भारत सरकार द्राक्ष बागांविषयी उदासीन दिसते.

वरील प्रकारच्या विविध समस्यांना तोंड देताना बरेच तरुण शेतकरी आता द्राक्ष बागांकडे पाठ फिरविताना दिसून येतायत. द्राक्ष बागांचा विकास घडवून आणणे ही काळाची गरज आहे. पण त्यासाठी या समस्यांवर योग्य उपाययोजना

योजने गरजेचे आहे. त्या खालीलप्रमाणे उपाययोजना सुचविता येतील .

द्राक्ष समस्यांवरील उपाययोजना

1) भांडवलाची व्यवस्था –

नवनिर्मित शेतकऱ्यांना तसेच कमी उत्पन्न असणाऱ्या शेतकऱ्यांना कमी दरात कर्ज उपलब्ध करून द्यावे. जेणेकरून ते नवीन बागा लागवडीसाठी प्रोत्साहित होतील .

2) नैसर्गिक आपत्तीतील नुकसान भरपाई –

नैसर्गिक आपत्तीच्यावेळी ज्या द्राक्ष शेतकऱ्यांचे आर्थिक नुकसान होते त्यांना सरकारकडून नुकसान भरपाई देण्यात यावी . जेणेकरून अशा आपत्तीला शेतकरी न घाबरता तोंड देईल आणि पुन्हा नव्या जोमाने उभा राहील.

3) शेतकऱ्यांना द्राक्षविषयी योग्य प्रशिक्षण देणे –

भारतात द्राक्ष उत्पादन घेणार्या शेतकऱ्यांचे प्रमाण जास्त असले तरी नवीन तंत्रज्ञानविषयी अज्ञान दिसून येते. त्यामुळे सरकारने वेळोवेळी कार्यशाळा घेऊन उत्पन्न कसे वाढवता येईल या विषयी शेतकऱ्यांच्या ज्ञानात भर पाडून त्यांना दर्जेदार द्राक्ष उत्पन्नासाठी तयार करावे.

4) औषधांवर सबशिडी –

द्राक्ष बागांसाठी वापरण्यात येणारी औषधे अतिशय महाग आहेत. तर अशा औषधांवर सबशिडी किंवा सवलत मिळवून द्यावी जेणेकरून शेतकऱ्यांवर खर्च करताना कर्जाचा डोंगर उभारणार नाही.

5) बाजार पेठांचा विकास –

बाजारपेठांच्या अभावामुळे शेतकऱ्यांची फसवणूक होणे तसेच मालाच्या नासधूसीमुळे आर्थिक नुकसान होते . या गोष्टी टाळण्यासाठी बाजारपेठांचा विकास करणे गरजेचे ठरते.

6) सरकारचे प्रयत्नशील धोरण –

द्राक्षबागांबाबत सरकारचे उदासीन धोरण द्राक्ष विकासाला बाधक ठरत आहे. द्राक्षांच्या किमती स्थिर ठेवणे , कमी दरात औषधे उपलब्ध करून देणे , वेळेवर नुकसान भरपाई करणे यांसारख्या गोष्टीतून सरकारने प्रयत्नशीलतेचे धोरण अवलंबून द्राक्ष बागायत शेतकऱ्यांना प्रोत्साहन द्यायला हवे.

समारोप

द्राक्ष हे जगातील मुख्य फळबाग पीक आहे. भारत जगातील द्राक्ष उत्पादनातील यादीमध्ये समाविष्ट आहे. तसेच द्राक्षांना आंतरराष्ट्रीय बाजारपेठेत चांगला वाव आहे. त्यामुळे द्राक्ष पिकाकडे जास्तीचे लक्ष देऊन त्याचे उत्पन्न वाढवून भारताची द्राक्षांच्या आंतरराष्ट्रीय बाजारपेठेत स्वतःची नवी ओळख तयार करण्याची संधी आहे.

संदर्भग्रंथ सुची

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- २) राज्यस्तरीय चर्चासत्र (२०१०): अर्थोत्कर्ष
- ३) इंगळे डी.बी. (२००९) : महाराष्ट्राची अर्थव्यवस्था , अरुणा प्रकाशन लातूर .



अक्कलकोट तालुक्यातील दुर्लक्षित पर्यटन स्थळे: एक भौगोलिक अभ्यास

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सारांश: पर्यटन ही एक आर्थिक तसेच औद्योगिक क्रिया आहे. इतर परदेशी पर्यटकांच्या नंदनवनापेक्षा अधिक पर्यटकांच्या ओघासाठी पात्रता मिळवण्यासाठी भारताची पर्यटन क्षमता विलक्षणरित्या समृद्ध आणि वैविध्यपूर्ण आहे. लोकांना रोजगार उपलब्ध करून देणे आणि अनेक विविध संस्कृतींमधील सर्वोत्तम गोष्टी आत्मसात करण्याच्या संधी उपलब्ध करून देणे. शाश्वत पर्यटन वेगवेगळ्या प्रकारे समजले जाऊ शकते. पर्यावरणीय भाषेत याचा अर्थ असा आहे की पर्यटन आणि पर्यटक क्रियाकल्पांची पातळी पर्यावरणीय संतुलन, जैविक संसाधने आणि त्यांची विविधता यांच्या देखभाल आणि वाढीशी सुसंगत असणे आवश्यक आहे जेणे करून पर्यावरणाची स्वतःची पुनर्निर्मिती करण्याची क्षमता बिघडणार नाही. सामाजिक आणि सांस्कृतिक दृष्टीने शाश्वत पर्यटन विकासासाठी हे सुनिश्चित करणे आवश्यक आहे की, ते लोकांच्या संस्कृती आणि मूल्यांशी सुसंगत आहे, आणि ते समुदाय ओळख मजबूत करते, निर्णय घेण्यामध्ये व्यापक सहभागास प्रोत्साहन देते. आर्थिक दृष्टीकोनातून शाश्वत पर्यटन विकासासाठी विकासाची प्रक्रिया सुलभ करणे आवश्यक आहे. पर्यटन एखाद्या प्रदेशाचा विकास करण्यात महत्त्वपूर्ण भूमिका ठरवतो. पर्यटनामुळे अनेक पूर्वजीव परंपरा, वारसा, ऐतिहासिक स्थळांचा वारसा पुढील पिढीसाठी जोपासला जाऊ शकतो. पर्यटन स्थळाच्या विकासासाठी एखाद्या प्रदेशाची आर्थिक, सामाजिक घटकांत बदल होतो. पर्यटन स्थळे ही त्या प्रदेशाला मिळालेली देणगी आहे. पर्यटन स्थळे दुर्लक्षित होत असल्यास त्या प्रादेशिक विकास हा मंदावला जातो. या पर्यटन स्थळांचे महत्त्व कालांतराने पूर्णपणे संपवून जाईल. त्यामुळे पर्यटन स्थळांच्या विकासावर अध्ययन करणे महत्वाचे आहे. सदर अभ्यासासाठी प्राथमिक माहिती ही प्रश्नावलीच्या माध्यमातून मिळवण्यात आली आहे व प्राप्त झालेली माहिती संख्याशास्त्रीय तंत्राच्या साहाय्याने विश्लेषण करण्यात आले आहे. सदर अभ्यास अक्कलकोट तालुक्यातील दुर्लक्षित पर्यटन स्थळांचे महत्त्व अभ्यासण्यात आला आहे.

मुख्य शब्द : दुर्लक्षित पर्यटन स्थळ, पर्यटन, पर्यटक, ऐतिहासिक, धार्मिक स्थळे

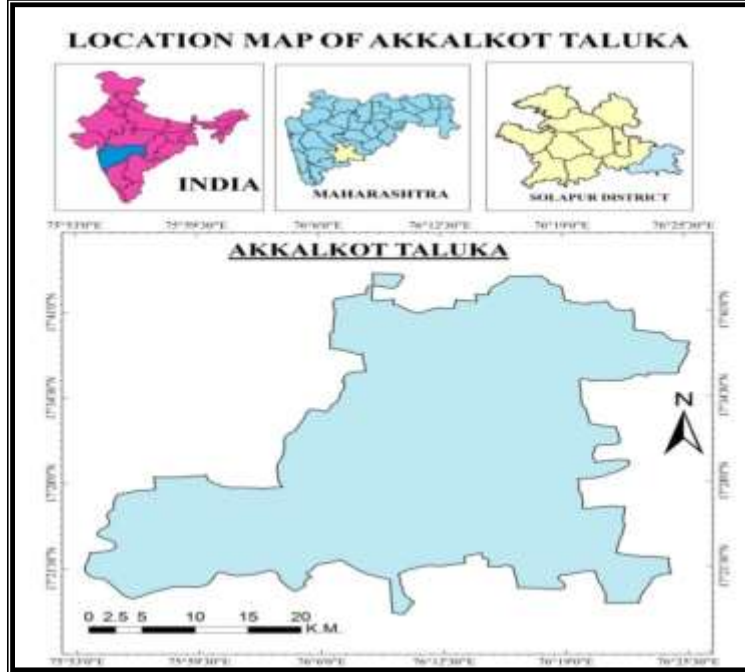
प्रस्तावना : पर्यटन हा आजच्या युगातील एक महत्वाचा आर्थिक व्यवसाय आहे. हा व्यवसाय जगातील सर्व देशांमध्ये वेगाने विकसित होत आहे पर्यटन हे सामाजिक व वैज्ञानिक शास्त्राशी निगडित आहे. पर्यटनाचा अर्थशास्त्र व समाजशास्त्र यासारख्या सामाजिक शास्त्राबरोबर तसेच वनस्पतीशास्त्र प्राणीशास्त्र व पर्यावरण शास्त्र या नैसर्गिक शास्त्राबरोबर भौगोलिक घटकांचा जवळचा संबंध आहे. भौगोलिक, ऐतिहासिक, धार्मिक व सांस्कृतिक स्थळांना पर्यटक भेटी देऊन अभ्यास व मनोरंजनही करतात. विसाव्या व एकविसाव्या शतकात सामाजिक व आंतरराष्ट्रीय स्तरावर पर्यटन या आर्थिक क्रियेचे दुर्गामी परिणाम होत असल्याने पर्यटनाचा अभ्यास करणे गरजेचे आहे. भारतातील पर्यटन हा एक महत्वाचा उपक्रम म्हणून उदयास येत आहे. हे राष्ट्रीय आणि प्रादेशिक अर्थव्यवस्थेत प्रत्यक्ष आणि अप्रत्यक्षपणे योगदान देऊ शकते. राष्ट्रीय आणि जागतिक स्तरावर पायाभूत सुविधा आणि रोजगार निर्मितीला

फायदा होतो. अनेक राष्ट्रांच्या अर्थशास्त्रात हे महत्त्वपूर्ण घटक म्हणून ओळखले गेले आहे. पर्यटनच्या अभ्यासात समुद्रकिनारी, नद्या, धबधबे, राष्ट्रीय उद्यान, वने, निसर्गसौंदर्य, गिरीशिखरे, थंड हवेचे ठिकाण इत्यादी पर्यटनासाठी महत्वाच्या घटकाचा अंतर्भूत होत असल्यास पर्यटन व्यवसायाचा विकास होतो. पर्यटनाच्या दृष्टीने काढलेले नकाशे महत्वाचे असतात. यावरून पर्यटन स्थळाकडे जाणारा मार्ग व पर्यटन केंद्राच्या ठिकाणी असलेले प्रेक्षणीय स्थळे, नकाशात दाखवलेली असल्यामुळे पर्यटकांना सहजासहजी मार्गदर्शन व दिशा मिळते. पर्यटनाच्या अभ्यासासाठी प्रादेशिक नियोजनाबरोबर आर्थिक व प्रादेशिक समानता साध्य करता येते. बदलत्या जीवनात ऐतिहासिक, धार्मिक, चालीरीती, रुढी, परंपरा व सामाजिक बांधिलकी इत्यादी घटकांचे महत्त्व पर्यटकांपर्यंत पोहोचवायला हवे.

अभ्यास क्षेत्र : अक्कलकोट तालुका हा महाराष्ट्र पठाराच्या दक्षिण भागात सोलापूर जिल्ह्यात दक्षिणेला वसलेला आहे. अक्कलकोट तालुका 17°17'54" ते 17°44'3" उत्तर अक्षांश आणि 75°53'42" ते 76°25'43" पूर्व रेखांश दरम्यान आहे. क्षेत्रफळानुसार अक्कलकोट तहसील 1401 चौ. किमी. आणि 138 गावांचा समावेश आहे. अक्कलकोट तालुका जिल्ह्याचा

आग्नेय भागने व्यापलेला आहे आणि अक्कलकोट तालुक्याच्या उत्तरेला उस्मानाबाद जिल्हा, आग्नेय आणि दक्षिणेला अनुक्रमे कर्नाटकातील गुलबर्गा आणि विजापूर जिल्हा आणि पश्चिमेला जिल्ह्यातीलच दक्षिण सोलापूर तालुका आहे. अक्कलकोट तालुका बोरी, हरणा आणि सीना नदीच्या खोऱ्याने व्यापलेले आहे.

क्षेत्र नकाशा



साहित्य समीक्षा:

डॉ. बी. एन. कोणदे यांच्या पीएच.डी. प्रबंधात विजापूर व परिसरातील पर्यटन स्थळांचा अभ्यास करण्यात आला आहे. यात जीआयएस प्रणालीचा वापर करून पर्यटन स्थळांची माहिती देण्यात आली आहे. तसेच जिल्ह्यात व परिसरात मुख्य पर्यटन स्थळे व संभाव्य पर्यटन स्थळे यांचा अध्ययन दिसून येते. तसेच पर्यटन व्यवसायाचे आर्थिक सामाजिक पर्यावरणीय परिणामाचे अध्ययन ही दिसून येते. डॉ. एस. सी. आडवितोट यांनी त्यांच्या पीएचडी प्रबंधात अक्कलकोट, तीर्थक्षेत्र पर्यटन व्यवसायातील संधी पर्यटनाचे परिणाम व पर्यटकांचे सामाजिक आर्थिक परिस्थिती व पर्यटकांचे वेगवेगळ्या दृष्टीकोनातून समाधान पातळीचा अभ्यास दिसून येते.

डॉ. व्ही. बी. अरबाळे यांच्या मते पर्यटनामुळे दुष्काळी प्रदेशातील दारिद्र्य निर्मुलन होण्यास मदत होते त्यांच्या पीएचडी प्रबंधामध्ये कर्नाटक व महाराष्ट्र राज्यातील दुष्काळी जिल्ह्यातील पर्यटन केंद्र व त्यांचे दारिद्र्य कमी करण्यास कसे मदत करतात तसेच व्यावसायिक चे

सामाजिक व आर्थिक परिस्थितीचे अध्ययन व पर्यटक प्रवास सर्किट यांचा अभ्यास केला आहे.

डॉ. लता आंबेवाले यांनी त्यांच्या एम. फिल प्रबंधात अक्कलकोट मधील धार्मिक पर्यटनाचा भौगोलिक अभ्यास केला आहे. या अध्ययनात त्यांनी अक्कलकोटची ऐतिहासिक, औद्योगिक पार्श्वभूमी, हवामान, कृषी, लोकसंख्या, अक्कलकोट मधील पर्यटन स्थळे, तेथील पर्यटन सुविधांचे वर्गीकरण केले आहे.

उद्दिष्टे :

1. अक्कलकोट तालुक्याचा पर्यटनाच्या दृष्टीने ,दुर्लक्षित पर्यटन स्थळांच्या सांस्कृतिक, ऐतिहासिक घटकांचा अभ्यास करणे.
2. ग्रामीण भागात पर्यटनामुळे रोजगार निर्मिती घटकांचा अभ्यास करणे.
3. पर्यटनामुळे पर्यावरण व सांस्कृतिक वारसाचे संवर्धन करणे.

अभ्यास पद्धती : प्रस्तुत शोधनिबंध प्राथमिक व दुय्यम आकडेवारी वर आधारलेली आहे.

1. प्राथमिक आकडेवारी हे प्रश्नावली द्वारे अक्कलकोट तालुक्यातील दुर्लक्षित पर्यटन स्थळांची माहिती मिळवण्यात आली.
2. दुय्यम आकडेवारीच्या साहाय्याने म्हणजेच इंटरनेट, पुस्तके, वृत्तपत्रे इत्यादीच्या साहाय्याने माहितीचे संकलन करण्यात आले.
3. प्राप्त झालेली माहिती संख्याशास्त्रीय तंत्राच्या साहाय्याने विश्लेषण करण्यात आले आहे.

माहितीचे संकलन व विश्लेषण :

गृहीतके :

1. अक्कलकोट मधील बहुतांश गावातील मंदिरे व पर्यटन स्थळांकडे पर्यटकांचे दुर्लक्ष होत आहे.
2. पर्यटकांच्या दृष्टीने पर्यटन स्थळाचा पाहिजे तेवढा विकास झाला नाही.
3. पर्यटन व्यवसायात नवनवीन बदल व रोजगारांचे नवनवीन संधी आहेत.
4. योग्य व्यवस्थापनाच्या अभावामुळे पर्यटन स्थळांचे आकर्षणे कमी होत आहेत.

वर्गीकरण	गाव	मंदिर व जत्रा	येणारे भाविक व पर्यटक	गर्दीचा कालावधी
धार्मिक स्थळे	हैद्रा (30km)	ग्रामदैवत ख्वाजा सैफुल मुलूक बाबा	50,000	दर अमावस्या पौर्णिमा
	जेऊर (12km)	काशीविश्वेश्वर मंदिर, पीर दावल मलिक यात्रा	3000-4000	श्रावण व दिवाळी पाडवा, मार्चच्या पहिल्या आठवड्यात
	उडगी (15km)	हजरत पीर जिंदावली बाबा दर्गा	2000-2200	मार्चच्या पहिल्या आठवड्यात
	दुधनी (30km)	सिद्धेश्वर मंदिर	1500-2000	मकर संक्रांत
	बुऱ्हाणपूर(14km)	सिद्धायप्पा मंदिर	7000-10000	दिवाळी पाडवा
	गौडगाव(12km)	जागृत हनुमान मंदिर	5000-7000	दर अमावस्या पौर्णिमा
	तोळणुर (26km)	सिद्धेश्वर मंदिर	1000-2000	मकर संक्रांत
	सलगर (20km)	हनुमान मंदिर, कारहुणवी	4000-4500	जूनमध्ये बैलपोळा
ऐतिहासिक व धार्मिक	अक्कलकोट	नवीन व जुना राजवाडा, बाराज्योतिर्लिंग मंदिर, मल्लिकार्जुन मंदिर, शेख नूरदिन बाबा दर्गा	2000-3000	हनुमान जयंती, श्रावण, 6 एप्रिल सुरुवात
	सातनदुधनी (20km)	चौडेश्वरी, हेमाडपंती कमलेश्वर मंदिर	2000-3000	मे महिना

स्रोत: क्षेत्र अभ्यास (2023)

अक्कलकोट शहरापासून 30 किलोमीटर अंतरावर हैद्रा हे गाव आहे. या गावात ग्रामदैवत खाजा सैफुल मुलुख बाबा दर्गा आहे. या दर्गात येणाऱ्या भाविकांची संख्या 50000 इतके असून या गावात दर अमावस्याला गर्दी जास्त आढळून येते. जेऊर हे गाव अक्कलकोट पासून १२ किलोमीटर अंतरावर आहे या गावात काशी विश्वेश्वर मंदिर प्रसिद्ध आहे. या मंदिराची जत्रा दिवाळी पाडव्यानंतर पाच ते सहा दिवसांनी सुरु होते व श्रावण महिन्यात या मंदिरात गर्दी आढळून येते. या मंदिराला येणाऱ्या भाविकांची संख्या 3000 ते 4000 इतकी आहे. उडगी हे गाव अक्कलकोट पासून 15 किलोमीटर अंतरावर आहे. या गावात हजरत पीर जिंदावली बाबा दर्गा प्रसिद्ध आहे. या गावाची जत्रा मार्चच्या पहिल्या आठवड्यात असतो या गावात जत्रेला येणाऱ्या भाविकांची संख्या 2000 इतकी आहे.

दुधनी हे गाव अक्कलकोट 30 किलोमीटर अंतरावर आहे. सिद्धेश्वर मंदिर प्रसिद्ध आहे. या मंदिराची जत्रा मकर संक्रांत यावेळी होते. या मंदिराला येणारे भावीक हे 1500 ते 2000 या संख्येने येतात. गौडगाव 12 किलोमीटर अंतरावर आहे. जागृत हनुमान मंदिर प्रसिद्ध आहे. या मंदिरात दर शनिवारी गर्दी असते व हनुमान जयंतीला या मंदिराची जत्रा होते व 5000 ते 7000 इतकी येणारे भाविकांची संख्या आहे. मंदिराला भेटी देणारे पर्यटक कर्नाटक, आंध्र प्रदेश, तेलंगणा या राज्यातून येतात. तोळणुर हे गाव 26 किलोमीटर अंतरावर आहे. या गावात सिद्धेश्वर मंदिर प्रसिद्ध आहे. या गावाची जत्रा मकर संक्रांत यावेळेस होते. या गावाला येणाऱ्या भाविकांची संख्या 1000 ते 2000 इतकी आहे. सलगर हे गाव अक्कलकोट पासून 20 किलोमीटर अंतरावर आहे. या गावात कारहुणवी बैलपोळा मोठ्या प्रमाणात साजरा केली जाते ते पाहण्यासाठी भाविकांची मोठ्या प्रमाणात गर्दी दिसून येते. अक्कलकोट या गावात नवीन राजवाडा, जुना राजवाडा, बारा ज्योतिर्लिंग मंदिर मल्लिकार्जुन मंदिर, शेख नूरदिन बाबा दर्गा इत्यादी मंदिरे व ऐतिहासिक स्थळे आढळून येतात व इथे पहावयास येणाऱ्यांची संख्या 2000 ते 3000 इतकी आहे. एप्रिल महिन्यामध्ये सुट्टीच्या कालावधीत गर्दी आढळून येते व ऐतिहासिक दृष्टिकोनातून पाहण्यास येणारे पर्यटकांची संख्या दुर्मिळ आढळून येतात.

सातनदुधनी हे गाव 20 किलोमीटर अंतरावर आहे. या गावात चौडेश्वरी मंदिर आहे. या मंदिराची जत्रा मे महिन्यात होते ते पाहण्यासाठी भाविकांची संख्या 2000 ते 3000 इतकी संख्या आढळून येते.

निष्कर्ष :

या ठिकाणी महाराष्ट्र आणि कर्नाटकातील बहुसंख्य पर्यटक भेट देताना दिसून येतात. अक्कलकोट तालुक्यातील बहुतांश धार्मिक स्थळे ही दुर्लक्षित राहिली आहेत. त्या धार्मिक स्थळांचे महत्त्व पर्यटकांपर्यंत पोहोचत नाही. धार्मिक स्थळांचा व पर्यटन स्थळांचा विकास न झाल्याने पर्यटक ही कमी होत आहे. काही गावांमध्ये विविध धार्मिक लोक राहतात म्हणून काही वेळेस वादविवाद होतो निवास व्यवस्था नसल्याने पर्यटकांची संख्या कमी दिसून येते. पायाभूत सुविधा नसल्यामुळे पर्यटक आकर्षित होत नाही. धार्मिक स्थळांना ठराविक कालावधीतच गर्दीची संख्या वाढते. ऐतिहासिक ठिकाणांना भेट देण्यासाठी सुट्टीची कालावधी एप्रिल ते मे दरम्यान गर्दी असते.

उपाय योजना :

1. धार्मिक स्थळांचे महत्त्व जोपासून विकास करण्याच्या उपाययोजना केल्या पाहिजेत.
2. जत्रेच्या दरम्यान सुरक्षा प्रदान करणे व पर्यटकांसाठी निवासाची व्यवस्था करणे.
3. मंदिराची रचना नवनवीन पद्धतीने करणे व वाहतूक व्यवस्था योग्य करणे.
4. पर्यटकांसाठी योग्य अशी माहिती कार्यालयाची निर्मिती करणे.
5. धार्मिक पर्यटन ठिकाणी स्वच्छता बाळगणे व बाजारपेठेची योग्य मांडणी.
6. धार्मिक स्थळे व ऐतिहासिक ठिकाणांचा जिर्णोद्धार करण्यासाठी सरकारी अनुदानाचा लाभ घेणे व मिळालेल्या अनुदानाचे विकासासाठी व्यवस्थित वापर करणे.
7. प्रसार माध्यमांच्या द्वारे पर्यटकांपर्यंत पर्यटन स्थळाची माहिती पोहोचविणे.

वरील सर्व उपाययोजनाच्या साहाय्याने अक्कलकोट तालुक्यातील दुर्लक्षित पर्यटन केंद्राकडे पर्यटकांची संख्या वाढवण्यात निश्चितच मदत होईल.

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जागतिकीकरणाचा भारतीय कृषीवर झालेला परिणाम

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प्रास्ताविक :

भारतीय अर्थव्यवस्थेमध्ये कृषी क्षेत्राला अनन्यसाधारण असे महत्व आहे. भारतीय अर्थव्यवस्थेचा कणा म्हणून शेती क्षेत्राची ओळख आहे. आज ही एकुण लोकसंख्येच्या जवळपास ६०% लोकसंख्या ही कृषी व कृषी संबंधित व्यवसायात गुंतलेली आहे. राष्ट्रीय उत्पन्न, आंतरराष्ट्रीय व्यापार, रोजगार, औद्योगिक आणि इतर क्षेत्राचा विकास तसेच उपभोगाचे मुख्य साधन इत्यादी बाबतीत कृषी क्षेत्राचा भारतीय अर्थव्यवस्थेत सिंहाचा वाटा आहे. राष्ट्रीय उत्पादनात कृषी क्षेत्राचा वाटा १९५० -५१ मध्ये ५६.४६% इतका होता. यावरून भारतीय अर्थव्यवस्थेमध्ये कृषी क्षेत्राचे असणारे महत्व लक्षात येते. परंतु कालांतराने भारताने उद्योग आणि सेवा या दोन क्षेत्रात केलेल्या वृद्धीने हा हिस्सा कमी कमी होत गेला.

२०११-१२ मध्ये अनुक्रमे राष्ट्रीय उत्पादनात कृषी, औद्योगिक व सेवा क्षेत्राचा वाटा अनुक्रमे १८.९%, ३२.९% आणि ४८.२% इतका आहे. तर सन २०१४-१५ मध्ये राष्ट्रीय उत्पादनात कृषी, उद्योग आणि सेवा क्षेत्र यांचा वाटा अनुक्रमे १७.६%, २९.७% आणि ५२.७% इतका आहे. यावरून असे दिसून येते की, अलीकडच्या काळात शेती क्षेत्राचा वाटा घटत आहे. स्वातंत्र्य प्राप्तीनंतर विशेषतः हरित क्रांतीच्या उदयाने भारतातील अन्नाच्या उत्पादनात व उत्पादकतेत वाढ झाली. खरेतर हा भारतीय शेतीला सुवर्ण काळ होता. याच दरम्यानच्या काळामध्ये उत्पादनामध्ये विविधता निर्माण झाली होती. भारतीय शेतीचा हा प्रवास चालू असतांना सन १९९१ मध्ये प्रक्रिया जगामध्ये सुरु झाली आणि आपणही स्वतःहून हे नविन आर्थिक धोरण स्विकारले.

जागतिकीकरण म्हणजे काय :

भारतीय अर्थव्यवस्थेत जागतिकीकरणाची सुरुवात १९९१ च्या औद्योगिक धोरणानुसार करण्यात आली. अर्थव्यवस्थेचा सर्वांगीण विकास साध्य करण्याकरिता भारतीय अर्थव्यवस्थेत जागतिकीकरण, उदारीकरण व खाजगीकरण या बाबीला चालना देण्यात आली.

रुसी मोदी :

जागतिकीकरण म्हणजे खुली स्पर्धा आणि नवे तंत्रज्ञान यातून उत्पादकता आणि उत्पादन वाढविणे संपूर्ण जगाची एकच बाजारपेठ निर्माण करून वस्तू व सेवांची विक्री करणे म्हणजेच जागतिकीकरण होय.

संशोधनाचे उद्देश :

१. जागतिकीकरणाचे कृषी क्षेत्रावरील प्रभाव.
२. जागतिकीकरणाचे शेतकऱ्यांवरील प्रभाव.
३. जागतिकीकरणाचा आयातीवर प्रभाव,

४. जागतिकीकरणाचा निर्मितीवर प्रभाव.

गृहिते :

१. जागतिकीकरणाचा कृषी क्षेत्रावर प्रतिकूल परिणाम झाला.
२. जागतिकीकरणामुळे शेतकऱ्यांच्या आत्महत्यामध्ये वाढ झाली.
३. जागतिकीकरणामुळे कृषी आयातीच्या प्रमाणात वाढ. .
४. जागतिकीकरणामुळे कृषी निर्मितीत घट झाली.

संशोधन मर्यादा :

जागतिकीकरणाचा प्रभाव वेगवेगळ्या क्षेत्रावर वेगवेगळ्या स्वरूपात झालेला आहे. परंतु हा शोध निबंध फक्त कृषी क्षेत्राच्या अभ्यासापुरता मर्यादित आहे.

जागतिकीकरणाचा कृषी क्षेत्रावरील प्रभाव :

जागतिकीकरणामुळे कृषी क्षेत्राचा आमुलाग्र असा बदल होऊन कृषी क्षेत्राचा समतोल विकास साध्य होईल.

शेतीमालास योग्य भाव मिळेल. त्यातूनच शेतकऱ्यांची आर्थिक परिस्थिती सुधारेल. शेतकऱ्यांचे राहणीमान उंचावेल. कृषी क्षेत्रातून ग्रामीण भागात बारमाही रोजगार उपलब्ध होऊन साधनसामुग्रीचा सुयोग्य वापर होईल. पुरक उद्योग, लघुउद्योगांचा विकास होऊन खऱ्या अर्थाने बळीराजा जीवन जगू शकेल असा विश्वास देशातील कांही अर्थतज्ञ, कृषीतज्ञ व राज्यकर्ते इत्यादींनी व्यक्त केला होता. परंतु ते अंदाज आज दुर्दैवाने निव्वळ खोटे ठरतांना दिसून येत आहेत.

भारताने जागतिकीकरणाचा स्विकार केला तेव्हा जागतिकीकरणामध्ये कृषी क्षेत्राचा अंतर्भाव नव्हता. परंतु एप्रिल १९९४ मध्ये गॅट करारानुसार कृषीला त्यामध्ये समाविष्ट करण्यात आले. आणि येथूनच भारतीय कृषी क्षेत्रावर प्रतिकूल परिणाम व्हावयास सुरुवात झाली. कारण की, WTO च्या AOA (Agreement on Agricultural) करारानुसार कृषी क्षेत्रात खुल्या व्यापार धोरणाचा स्विकार करण्यात आला. तेव्हा पासून भारतीय कृषी क्षेत्र आंतरराष्ट्रीय व्यापाराकरीता खुले करण्यात आले.

१. ग्रामीण भागावर परिणाम :

जागतिकीकरणाचा प्रतिकूल परिणाम हा ग्रामीण भागातील लहान, अल्पभूधारक, मध्यम तसेच अज्ञानी आणि अशिक्षी शेतकऱ्यांवर फार मोठ्या प्रमाणावर झालेला आहे, जागतिकीकरणामुळे बहुराष्ट्रीय कंपन्या उद्योग म्हणून पहात आहेत. ते गरिब कर्जबाजारी लहान आणि अल्पभूधारक शेतकऱ्यांना किंमतीचे अमीष दाखवून त्या ठिकाणी भांडवलदारामार्फत शेती खरेदी करून व्यवसायिक 'पद्धती' शेती करण्याचा प्रयत्न करत आहेत.

२. बहुराष्ट्रीय कंपन्या :

जागतिकीकरणानंतर भारतामध्ये विदेशी बहुराष्ट्रीय कंपन्यांनी भांडवलाच्या आधारावर अद्यावत संशोधन करून आंतरराष्ट्रीय मागणी प्रमाणे नवनविन प्रकारचे उत्पादन करून बाजारपेठ हस्तगत करत आहेत. यामध्ये प्रामुख्याने कारगिल सिडस्, बेजोशितल सिडस्, शॅनडोज, पायोनियर, ओव्हर साईज कापॅरिशन, आयटीसी, अँग्रोटॅक, हिन्दुस्थान लिव्हर इ. यांसारख्या बहुराष्ट्रीय कंपन्या कृषीस लागणाऱ्या बी-बियाणांच्या बाजारात उतरल्या आहेत. इतकेच नाहीतर अमेरिकेतील कारगिल कॉन्टीनेटल ग्रेन आणि युरोपमधील तीन मोठ्या कंपन्या

अशा पाच कंपन्यांच्या हाती जगातील ८०% धान्य बाजार आहे. शेतमालाचा व्यापार करणारा जगातील सर्वात मोठा देश म्हणून अमेरिकेकडे पाहिले जाते. भारतातील गुजरात व पंजाब सरकार बरोबर या वरील कंपन्यांनी करार केलेले आहेत. या वरील कराराप्रमाणे ते आता शेतकऱ्यांच्या बरोबरीने कंत्राटी शेती करू शकतात.

३. आयातीवरील निर्बंध उठवण्यात आले :

जागतिकीकरणामुळे आयातीवरील सर्व निर्बंध उठवण्यात आले. भारताने 1996 पासून आयातीवरील संख्यात्मक निर्बंध उठवण्यास सुरुवात केली. सन १९९५-९६ या वर्षी ६१६१ इतक्या वस्तुचे आयातीवरील निर्बंध काढले. त्यानंतर सन १९९८-९९ या वर्षी १७६३ वस्तुंची आयात पूर्णपणे खुली केली. याच कराराचा एक भाग म्हणून १४२९ वस्तुंवरील संख्यात्मक निर्बंध उठविण्यात आले. सन २००१ मध्ये 715 वस्तुंवरील निर्बंध कमी करण्यात आले.

४. शेती अनुदानातील कपात धोरण :

एप्रिल १९९४ मध्ये डॅकेल प्रस्ताव पारित झाल्यानंतर डॅकेल प्रस्तावानुसार मुक्त आयाती बरोबर शेती उत्पादनावरील अनुदान कपात केली पाहिजे असे बंधनकारक असल्याकारणाने भारतीय शेतकरी आर्थिक संकटात सापडला. कारण की, कृषी हे भारतातील

जवळपास ६०% लोकसंख्येच्या उपजीवीकेचे प्रमुख साधन आहे. म्हणून कृषीक्षेत्राच्या विकासाकरिता सरकारकडून अनुदान मिळणे अपेक्षित आहे. परंतु डॅकेल प्रस्तावानुसार विकसीत देशाने २०% तर विकसनशील देशाने १३.३३% अनुदान कपात करणे बंधनकारक आहे. या धोरणास बांधील राहून भारत सरकारने अनुदान कपात करण्यास सुरुवात केली आहे. परंतु विकसीत देशाने अगोदरच आपल्या देशात कृषि क्षेत्राकरिता प्रचंड अनुदान दिलेले आहे. उदा.सन १९८६ ते १९८८ या दरम्यानच्या कालावधीत २४७०० कोटी डॉलर्सचे अनुदान दिल्याचे नोंद आहे. सन १९९९ या वर्षामध्ये विकसीत देशाकडून रक्कम कमी होण्याऐवजी त्यामध्ये वाढ करून ती ३२६०० कोटी डॉलर्स केलेली आहे. FAQ च्या वतीने प्रसिध्द झालेल्या आकडेवारीवरून दिसून येते.

तक्ता क्र.१.१: विकसित देशातर्फे देण्यात येणारी अनुदाने (सबसिडी)

अ.क्र.	देश	एकूण कृषि उत्पन्नाच्या प्रमाणात टक्के
1	जपान	72.5%
2	कोलंबिया	54.0%
3	दक्षिण कोरिया	61.0%
4	युरोप	37.0%
5	चीन	34.0%
6	अमेरिका	29.0%
7	भारत	03.0%

संदर्भ : डॉ.ढवळे अशोक (२००३) जागतिकीकरणाचा भारतीय शेतीला गळफास, विद्यार्थी विशेषांक (51) महाराष्ट्र राज्य समिती, पुणे जानेवारी, पाने ५१ ते ५७ वरिल तक्ता क्र. १.१ वरून असे दिसून येते की, विकसित देशाकडून अगोदरच मोठ्या प्रमाणात कृषी क्षेत्रास प्रचंड अनुदान दिले गेले आहेत. भारताने मात्र ०३.०% इतके कमी कृषी अनुदान दिले आहे. जागतिकीकरणाच्या प्रक्रियेत १३.३३% एवढे अनुदान कमी केल्याने भारतीय कृषीवर त्याचा अत्यंत प्रतिकूल परिणाम झालेला दिसून येतो,

विकसित देशांची दुटप्पी भूमिका

जागतिक व्यापार संघटनेचे कार्यवाहक मायकेल सुर यांनी विकसीत देश त्यांच्या देशातील कृषी क्षेत्राला ग्रीन

तक्ता क्र.१.२: भारतीय कृषी उत्पादनाची आयात-निर्यात (कोटी रुपयात)

वर्ष	आयात	निर्यात
1990-91	1205.86	6092.05
1991-92	1478.27	7838.04
1992-93	2876.25	9040.30
1993-94	2327.33	12586.55
1994-95	5937.21	13222.76
1995-96	5890.10	20397.74
1998-99	14566.48	25510.64
2001-02	16256.61	29728.61
2004-05	22811.84	41602.62
2006-07	29637.85	62411.42
2008-09	37183.04	85551.67
2009-10	59528.37	89341.50
2010-11	57334.32	117483.61
2011-12	82819.15	187609.33
2012-13	109610.68	232041.11
2013-14	105149.00	268469.05

बॉक्स, ब्ल्यू बॉक्स व अंबर बॉक्स या नावाने दर दिवशी किमान १०० कोटी डॉलर्सचे अनुदान देतात. भारतात मात्र सन १९९१ नंतर केंद्र सरकारने पाणी, खते आणि विज इत्यादी करिता शेतकऱ्यांना दिली जाणारी अनुदाने कमी केलेली आहेत. तर या उलट विकसित देश हे जागतिक व्यापार संघटनेच्या कराराना डावलून फक्त स्वार्थ साध्य करण्याच्या हेतूने जागतिकीकरणाचा वापर करीत आहेत.

भारतातील कृषी क्षेत्राला दिले जाणारे अनुदान विकसीत देशांच्या मानाने अत्यंत नगण्य आहे. आणि त्यामध्येच कपातीचे धोरण स्विकारले असल्याने कृषी क्षेत्राची अत्यंत दयनीय अवस्था झाली आहे.

Source: Directorate General of Commercial Intelligence & Statistics Ministry of Commerce, Kolkata. Note : P Provisional.

सारांश :

जागतिकीकरणाच्या विषम धोरणांमुळे भारतीय कृषी क्षेत्रावर अत्यंत प्रतिकूल विपरित परिणाम झालेला दिसून येतो. कारण की, भारतामध्ये सिमांत शेतकरी ५९% असून, अल्प शेतकऱ्यांची संख्या २३% इतकी आहे. मध्यम शेतकरी १७% तर मोठे शेतकरी यांची संख्या फक्त १% इतकी आहे. जागतिकीकरणाच्या वरिल सर्व परिणामांचा परिणाम म्हणून कौ काय भारतात शेतकऱ्यांच्या आत्महत्येचे प्रमाण दिवसेंदिवस वाढत आहे. जागतिकीकरणामध्ये सामान्य व अल्पभूधारक शेतकऱ्यांचा या चक्रव्यूहात अडकून आत्महत्याच्या माध्यमातून बळी जात आहे. भारतात विविध राज्यांमध्ये सन १९९५ ते २०११ या काळामध्ये २७०९४० इतक्या शेतकऱ्यांनी आत्महत्या केल्या आहेत. तर महाराष्ट्रामध्ये सन १९९५ ते २०११ मध्ये ५३८१८, सन २०१२ मध्ये ३७८६, सन २०१३ मध्ये ३१४६, सन २०१४ मध्ये ४००४ आणि सन २०१५ मध्ये ४२९१ इतक्या शेतकऱ्यांनी आत्महत्या केल्या आहेत.

वरिल आकडेवारीवरून असे दिसून येते की, भारतात सर्वात जास्त आत्महत्या ह्या महाराष्ट्रात झाल्यात. व महाराष्ट्रात मराठवाडा व विदर्भ या दोन विभागात मोठ्या प्रमाणात आत्महत्या झालेल्या आहेत. याचे कारण भारताला विदेशातून मिळणाऱ्या आयात वस्तु ह्या स्वस्तात मिळतात. परंतु भारतात उत्पादित होणाऱ्या कृषी मालाला उत्पादन खर्चा एवढीही किंमत मिळत नाही. म्हणून जागतिकीकरणाचा भारतीय शेतीवर प्रतिकूल परिणाम झालेला आहे.

संदर्भ :

१. रुद्रदत्त, केपीएम, सुंदरम - भारतीय अर्थव्यवस्था २०११-१२
२. झामरे जी.एम. - भारतीय अर्थव्यवस्था
३. भारतातील शेती व उद्योग - यशवंतराव चव्हाण मुक्त विद्यापीठ, नाशिक.
४. प्रतियोगिता दर्पण सन २०१३-१४.
५. दैनिक लोकमत दि.६ फेब्रुवारी, २०१७.



सोलापूर जिल्यामधील मोहोळ तालुक्यातील वडवळ येथील नागनाथ मंदिराचा एक धार्मिक पर्यटन स्थळ म्हणून अभ्यास

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गोषवारा (Abstract)

प्राचीन काळी भारतीय समाजात पर्यटन अस्तित्वात होते. भारतात सिंधु संस्कृतीपासून व्यापार, धर्म, संस्कृती, तत्वज्ञान इ. अनेक कारणांनी पर्यटन झाले आहे. मौर्य कालखंडात मॅगस्थेनिस हा प्रवासी भारतात आला. सम्राट अशोकाने बौद्ध भिक्षुंना भारतातील विविध भागात आणि भारताच्या शेजारील देशात बौद्ध धर्माच्या प्रसारासाठी पाठविले होते. भारतीय धर्म, संस्कृती, शिक्षण, कला, यांच्या अभ्यासासाठी अनेक परकीय पर्यटकांनी भारतात प्रवास केला त्यामध्ये हुएन त्सांग, इत्सिंग अल्बेरुनी इ. ची नावे सांगता येतील. भारतीय पर्यटनात प्राचीन काळापासून धार्मिक पर्यटनाला अनन्यसाधारण महत्त्व आहे. कारण धार्मिक स्थळांना भेटी दिल्याने आत्मिकशांती प्राप्त होते. अशी भारतीयांची भावना आहे. धार्मिक स्थळांच्या ठिकाणी गेल्याने मोक्ष प्राप्ती होते. जिवनाचे साफल्य हाते. त्यामुळे मोठ्या प्रमाणात भारतात धार्मिक पर्यटन केले जाते.

प्रस्तुत संशोधन पेपरमध्ये सोलापूर जिल्यातील मोहोळ तालुक्यातील श्रीक्षेत्र वडवळ येथील नागनाथ मंदिराचा एक धार्मिक पर्यटन स्थळ म्हणून अभ्यास करण्यात आलेला आहे.

नमुना शब्द :- धार्मिक पर्यटन, पर्यटक, मंदिर

प्रस्तावना (Introduction)

आज २१ व्या शतकात पर्यटन व्यवसायास महत्त्व प्राप्त झालेले आहे. व्यक्ती, कुटुंब आणि समाज यांच्या दृष्टीकानातून पर्यटन महत्वाचे मानले गेले. परंतु काळाच्या ओघात पर्यटनाची व्याप्ती वरील घटकांपुरतीच मर्यादित न राहता आज ती वाढलेली आहे. राष्ट्रीय व आंतरराष्ट्रीय पातळीवर पर्यटन व्यवसायाचे महत्त्व ओळखून अनेक देशांनी पर्यटन व्यवसायाच्या विकासाला प्रोत्साहन दिले आहे. त्यामुळे आज पर्यटन व्यवसाय विकसित होत आहे. महाराष्ट्रात पर्यटनाच्या दृष्टीकोनातून सोलापूर जिल्ह्याला महत्वाचे स्थान आहे. सोलापूर जिल्हास सातवाहन कालखंडापासूनची ऐतिहासिक पार्श्वभूमी लाभलेली आहे. जिल्हाच्या भूप्रदेशाचा सातवाहन, चालुक्य, राष्ट्रकुट, यादव, बहामणी, निजामशाही, आदिलशाही, मोगलशाही, मराठे- पेशवे या सत्तांशी संबंध आलेला आहे. त्यामुळे सोलापूर जिल्ह्याचे ऐतिहासिकता समृद्ध झालेला आहे. यातून तेथे धार्मिक संक्रमण मोठ्या प्रमाणात झालेले. याचा परिणाम म्हणून या भूप्रदेशावर हिंदू, जैन, ख्रिश्चन, इस्लाम इत्यादी धार्मिक स्थळे आहेत. यामुळे आज ही सोलापूर

जिल्हातील धार्मिक स्थळावर वारकरी संप्रदाय, भक्ती चळवळ, शैव संप्रदाय, वैष्णव संप्रदाय इत्यादीच्या तत्वज्ञानाचे गुण वैशिष्ट्याचा प्रभाव टिकून आहे. सोलापूर जिल्हातील धार्मिक स्थळे पर्यटनास महत्वाचे असल्याने भारतातून आणि महाराष्ट्रातून लाखोंच्या संख्येने पर्यटक येत आहेत. सोलापूर जिल्हातील मोहोळ तालुक्यातील वडवळ नागनाथ मंदिर हे एक प्रसिद्ध धार्मिक पर्यटन स्थळ म्हणून उदयास आले आहे. या धार्मिक स्थळामुळे तालुक्यातील पर्यटनात वाढ होऊन याचा परिणाम पर्यटन स्थळाच्या सभोवतालच्या परिसरातून आर्थिक क होत आहे. सोबतच भारतीय संस्कृती, स्थापत्य, कला, शिल्पकला, तत्वज्ञान, मुर्तीकरता यांच्या सर्वचनासाठी धार्मिक स्थळे कारणीभूत ठरत आहेत.

संशोधनाची उद्दिष्टे (Objective)

- 1) मोहोळ तालुक्यातील वडवळ येथील नागनाथ मंदिर या धार्मिक पर्यटन स्थळाचा अभ्यास करणे.
- 2) वडवळ येथील नागनाथ मंदिर या धार्मिक पर्यटन स्थळाचे ठळक ऐताहासिक महत्त्व वैशिष्ट्ये अधोरेखित करणे.

- 3) वडवळ नागनाथ मंदिर परिसरातील मुलभूत सेवा-सोयी-सुविधांचा अभ्यास करणे.

व्याप्ती व महत्व (Scope And Significance)

सदरचे संशोधन अभ्यास हे मोहोळ तालुक्यातील वडवळ नागनाथ मंदिराशी संबंधित आहे. वडवळ नागनाथ मंदिर या धार्मिक स्थळाचा पर्यटनाच्या दृष्टीकोनातून अभ्यास केलेला आहे. मोहोळ तालुक्यातील धार्मिक स्थळांचे धार्मिक व सामाजिक जीवनातील महत्व आधारेखित केलेले आहे. त्याच बरोबर या स्थळांच्या परिसरातील आर्थिक परिस्थीतिवर झालेला परिणाम व तसेच वाहतुकीच्या सोयी-सुविधांचा अभ्यास केलेला आहे.

मर्यादा :

सदरचे संशोधन अभ्यास हे मोहोळ तालुक्यातील वडवळस्थित नागनाथ मंदिर एवढेच व्यापक असून

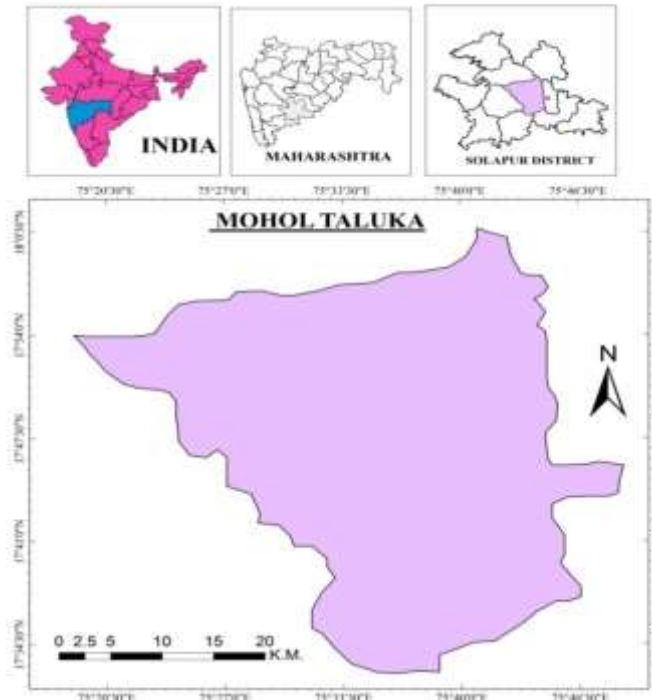
अभ्यासक्षेत्र :- (Study Area)

नागनाथ मंदिराचा धार्मिक पर्यटनाच्या दृष्टीकोनातून अभ्यास केलेला आहे. तसेच या स्थळाच्या परिसरातील आर्थिक परिस्थीती तसेच व्यावसायिक दृष्ट्या सामाजिक जीवनावर झालेला परिणाम, वाहतूक सुविधा यांचा अभ्यास केलेला आहे.

संशोधन पद्धती :

प्रस्तुत संशोधनाची उद्दिष्टे साध्य करण्यासाठी ऐतिहासिक पद्धतीचा वापर केलेला आहे. लिखित व अलिखित साधनांच्या आधारे माहिती मिळवली तसेच संशोधन क्षेत्रास प्रत्यक्ष भेट देऊन येणाऱ्या भाविक पर्यटकाची मुलाखतीच्या माध्यमाने प्रश्नावली भरून घेऊन त्यातून निष्कर्ष काढलेले आहेत. तसेच परिसरातील प्रत्येक घटकाचे प्रत्यक्ष निरीक्षण (सर्वेक्षण) करून त्यासंबंधी उपाय सुचविण्याचा प्रयत्न केला आहे.

LOCATION MAP OF MOHOL TALUKA



सोलापूर जिल्ह्यात मध्यवर्ती उंचवट्याच्या भू-भागात सिना आणि बोरी नद्या दरम्यान मोहोळ तालुका वसलेला आहे. या तालुक्याच्या उत्तरेला बारशी व माढा तालुका येत असून पूर्वेला उत्तर सोलापूर दक्षिणेला मंगळवेढा व दक्षिण सोलापूर आणि पश्चिमेला पंढरपूर तालुका येतो. या तालुक्याचे भौगोलिक क्षेत्रफळ १३२७.५५ चौरस किलोमीटर असून त्याचा क्षेत्रफळाच्या बाबतीत जिल्ह्यात ७ वा क्रमांक येतो या तालुक्याचा अक्षवृत्तीय विस्तार १७°३३' १" ते १८°१' व रेखावृत्तीय विस्तार ७५°२'४५" ते ७५° ४९' २०" इतका आहे या तालुक्यात एकूण १०४ गावे येत असून हा तालुका सोलापूर जिल्हा प्रमाणेच दुष्काळग्रस्त तालुका म्हणून ओळखला जातो येथे

हिवाळ्यात कमीत कमी तापमान १३° सेल्सिअस व उन्हाळ्यात ४२ °सेल्सिअस तापमान आहे येथील वार्षिक सरासरी पर्जन्यमान ५११ मिलिमीटर पेक्षा कमी आहे.

पुणे सोलापूर राष्ट्रीय महामार्ग क्रमांक ६५ वर मोहोळ हे महत्वाचे तालुक्याचे शहर आहे. पुणे सोलापूर राष्ट्रीय महामार्गावर वडवळच्या नागनाथांची भली मोठी कमान सर्वांचे लक्ष वेधून घेते. सोलापूर पासून ३० कि.मी. अंतरावरची ही भव्य दिव्य स्वागत कमान उभारण्यात आलेली आहे. महामार्गापासून ५ कि.मी. असलेले वडवळ गावातील नागनाथ महाराजांचे दर्शन घेण्यासाठी दुर-दुरुन भाविक गर्दी करतात. वडवळचा नागनाथ म्हणजेच मोहोळ तालुक्याचे ग्रामदैवतच मानले जाते.

वडवळ नागनाथ मंदिराकडे जाण्यासाठी भाविक व पर्यटकांना मोहोळ मध्यवर्ती बसस्थानाकांतून महाराष्ट्र एस. टी बसेस ठरावीक वेळाने सोडल्या जातात वार्षिक अमावस्या व इतर सणांच्या वेळी विशेष गाड्यांची सोय बस स्थानकातून केली जाते. तसेच बसस्थानकाच्या बाहेर खाजगी वाहने सुद्धा उपलब्ध असतात. मोहोळ पंढरपुर रोडच्या शेजारी कांदे पेट्रोल पंप आहे. तसेच मोहोळ-पुणे राष्ट्रीय महामार्गावर सी.एन.जी. (CNG) पंप उभारण्यात आला आहे. त्यामुळे पर्यटकांना याचा मोठ्या प्रमाणात लाभ होऊ शकतो. मोहोळ वडवळ परिसरात -उत्तम राहण्या योग्य हॉटेल उपलब्ध आहेत. इत्यादी प्रकाराच्या सोयी-सुविधांच्या उपलब्धतेमुळे धार्मिक पर्यटकांची संख्या दिवसेंदिवस वाढत आहे.

> हेमांडपंथी शैलीचे बांधकाम

हेमांडपंथी शैलीच्या मंदिराचे वास्तुकला पाहताक्षणी डोळ्यात भरते. १२ व्या शतकात याची उभारणी झाली असावी, असा अंदाज वर्तवला जातो. नागनाथ महाराज शंकराचा स्वयंभू अवतार समजला जातो. ज्याप्रमाणे वारकरी पंढरीची वारी करतात, तशीच नागनाथ महाराजांची अमावस्येची वारी असते. या वारीत हजारो भाविक सहभागी होतात. नागनाथ महाराजांची वार्षिक यात्रा चैत्र महिन्यात असते. वर्षातील १२ महिने नागनाथांचे मंदिर हे भाविकांच्या गर्दीने भरून गेलेले असते. महाराष्ट्राच्या शेजारच्या राज्यातल्या हजारो भाविकांचे ते कुलदैवत आहेत. मनोकामणा पूर्ण झालेले भाविक नागनाथांच्या या पुरातन मंदिरात येऊन नवस फेडतात. वडवळ गावासह पंचक्रोशीतील जनता मंदिरात येऊन नित्योपचारात सहभागी होते. मंदिराच्या आवारामध्ये पुजा साहित्याची स्टॉल उभारलेले आहेत. तसेच मंदिरापासून थोड्या अंतरावर ओम नागेश मेडिकल, मंदिरापासून २१ मी. च्या अंतरावर वडवळ प्राथमिक आरोग्य केंद्र आहे

प्राचीन मंदिराचा इतिहास

नागनाथ महाराजांचे मंदिर प्राचीन आहे. तसेच महाराजांची मूर्ती डोळ्यांच पारण फेडणारी आहे. मंदिरांच्या गाभाऱ्यात दक्षिणेला महाराजांच दर्शन घडतं. एक जागृत देवस्थान अशी संपूर्ण महाराष्ट्रात वडवळच्या नागनाथाची ख्याती आहे. महाराजांच्या दरबारातून कोणीच रिकाम्या हाती जात नाही, असा भाविकांचा विश्वास आहे. नागनाथ महाराजांचा दृष्टांत झालेल्या खर्गे परिवाराला या देवस्थानात मोठा मान आहे. यात्रेतील सगळे प्रमुख विधी खर्गे महाराजांच्या सानिध्यात पार पडतात. खर्गे महाराजांच्या भाकणूकीने यात्रेचा समारोप होतो. गेल्या ९०० वर्षांपासून चालत आलेली ही परंपरा आहे. नागनाथ

महाराज खर्गे यांच्या रुपात प्रत्यक्ष भाविकांना भेटतात अशी भावना सर्वश्रुत आहे.

वडवळच्या नागनाथ महाराजांची आख्यायिका

नागनाथ महाराजांच्या अस्तित्वाची आणि वडवळ गावच्या स्थापनेचे आख्यायिका कमालीची रंजक आहे. चंद्रमौळीचे हेगरस हे नागनाथांचे निस्सीम भक्त होते. वडवळ हे घनदाट अरण्य होते. भक्त हेगरसच्या भक्तीने भारावून जाऊन नागनाथ महाराज वडवळ गावी आले. नागनाथांनी गावात येताच एका वाळलेल्या वडाची फांदी रोवून पाणी घातले. त्या वाळलेल्या झाडाला संजीवनी मिळाली आणि पालवी फुटली. या चमत्कारामुळे नागनाथ महाराज पंचक्रोशीत प्रसिद्ध झाले. त्यांचा भक्त परिवार प्रचंड वाढला. इथेच नागनाथांची अवतार कार्याची समाप्ती केली. भक्त हेगरसाने प्रत्यक्ष नागनाथ महाराजांना वडवळ गावी आणले अशी कहाणी प्रसिद्ध आहे.

महिलांना नागनाथांचा आधार

नागनाथ महाराजांवर महिलांची मोठी श्रद्धा आहे. शंकराचा अवतार असलेला हा नागनाथ म्हणजेच समस्त महिलांचा संकट काळात तारणारा आपला भाऊच वाटतो प्रत्यक्षात बहिणीचा तो पाटीराखा आहे अशी महिला भाविकांची श्रद्धा आहे. दरवर्षी नाग पंचमीला भावाचा उपवास म्हणुन नागनाथांच्या नावे महिला उपवास धरतात. राज्यात कुठेही असो नागनाथाला महिला भक्त नतमस्तक व्हायला वडवळला आवर्जून येतो.

सर्वधर्म समभाव जपणारं देवस्थान

श्रावणी सोमवार, नागपंचमी आणि दसऱ्यादिवशी भक्तांची गर्दी होते. यात्रेत होणारा सर्वधर्म समभावाचा गजर आणि सर्व जाती धर्मांच्या भाविकांची उपस्थिती यातच नागनाथ महाराजांचं माहात्म्य अधोरेखित होते. मंदिरासमोरच मस्जिद असल्याने अगोदर शेख नसिरुद्दीन बादशहाचा जयजयकार होतो, नंतर हर हर महादेवाच्या जयघोषाने आसमंत दुमदुमून जातो. सीमोल्लंघनावेळी पालखी बाहेर आल्यावर आरती करण्याचा पहिला मान मागासवर्गीय महिलेचा असतो. यामुळेच महिला भाविकांची संख्या लक्षणीय ठरते.

मंदिराच्या परिसरातील पूजापाठ साहित्य विक्रेते.

नागनाथ मंदिराच्या परिसरात श्री नागनाथ महाराजांची पूजा अर्चा करण्यासाठी आवश्यक असणारे श्रीफळ, कुंकू, हळद, फुलांचे हार, बेल, पेढे, फोटो, पिंड, नागनाथ मूर्ती यांची विक्री तेथे स्थापन झालेले दुकानदार विक्रेते करतात. तेथे एकूण परिसरात १२ दुकाने असून उपहारगृहे, हॉटेल सेवाही उपलब्ध आहे. दररोज येणाऱ्या भाविकामुळे पूजेच्या साहित्य विक्रीतून त्यांना रोजगार प्राप्त झाला आहे. या शिवाय तेथे खाजगी टम-टम रिक्षा-स्टाफ देखील आहे. त्यामुळे त्यांनाही रोजगार उपलब्ध झाला आहे. तेथून मोहोळ बस स्थानक सुमारे ४ किमी अंतरावर आहे.

भाविक पर्यटकाचे प्रश्नावली व मुलाखतीच्या साह्याने करण्यात आलेले अवलोकन (एकूण २१६)

अ. क्र.	धर्मानुसार वर्गीकरण	एकूण संख्या	टक्केवारी
१	हिंदू	१८५	८५.६४
	बिगर हिंदू धर्मीय	३१	१४.३५
२	लिंग गुणोत्तरानुसार वर्गीकरण		
	पुरुष	११६	५३.७०
	स्त्रिया	१००	४६.२९
३	शैक्षणिक स्तर	एकूण संख्या	टक्केवारी
	उच्च पदवीत्तर	२५	११.५७
	१० वि व १२ वी पास	६०	२७.७८
	माध्यमिक शाळा	५५	२५.४६
	न शिकलेले	७६	३५.१८
३.	व्यवसाय	एकूण संख्या	टक्केवारी
	शेती , पशुपालन , शेतकरी	५४	२५
	कुशल कारागीर	३७	१७.१२
	कामगार, शिक्षक	३४	१५.७४
	व्यापारी , दुकानदार	३५	१६.२०
	न व्यवसाय करणारे	५६	२५.९२

(प्रत्यक्ष सर्वेक्षण)

दररोज या मंदिराला येणाऱ्या भाविकांपैकी ८५ %पेक्षा जास्त भाविक हिंदुधर्मीय असून १५% पेक्षा इतर धर्मीय भाविक मंदिराला भेट देतात. दररोज येणाऱ्या भाविकांमध्ये पुरुषांचे प्रमाण ५४% असून स्त्रियांचे प्रमाण ४६% आहे. शैक्षणिक स्तरानुसार उच्च पदवीदर , पदवीदर लोकांचे प्रमाण १२% , दहावी व बारावी पास असलेल्या लोकांचे प्रमाण २८% माध्यमिक शाळांत लोकांचे प्रमाण

२६% आणि न शिकलेले लोकांचे प्रमाण ३५% इतके आहे. तसेच शेतकरी पशुपालन करणाऱ्या लोकांचे प्रमाण २५% , गवंडी, सुतार, कुंभार, बिगारी सारख्या व्यवसाय करणाऱ्या लोकांचे प्रमाण १७% , व्यापारी, अडत, छोटे मोठे दुकानदार, भाजीविक्रेते यासारख्या लोकांचे प्रमाण १६% व कोणताच व्यवसाय न करणारे बेरोजगार लोकांचे प्रमाण २६ % इतके आहे.



शिफारसी (Recommendations)

- १) नागनाथ मंदिर आणि त्याभोवतीलच संवर्धन Development Control Regulation प्रमाणे करावे.
- २) भक्त निवास आणि राहण्याची व्यवस्था मुबलक प्रमाणात करण्यात यावी.

- ३) भरपुर आणि स्वच्छ सार्वजनिक सोयी-सुविधा निर्माण कराव्यात.
- ४) खाण्या-पिण्याच्या सोयी उत्तम व स्वस्त दरात उपलब्ध करण्यात यावी.

- ५) अमावस्या, सण, यात्रांच्या निमित्ताने होणारी गर्दीचे नियमन करण्यासाठी पोलिसांची संख्या वाढवणे.
- ६) पुरुष व महिलांसाठी सार्वजनिक शौचालय बांधणे.
- ७) पर्यटकांना / भाविकांना ने-आण करण्यासाठी बस संख्या वाढवणे.
- ८) पादत्राणे 'सुखरूप काढून ठेवण्याची व्यवस्था मंदिराबाहेर करावी.
- ९) स्थानिक खादयविक्रीची आणि पुजा साहित्याची अधिकृत केंद्र उभारावे.
- १०) वडवळ नागनाथ मंदिर या नावाने संकेतस्थळ मंदिर प्रशासनाने सुरु करावे.

संदर्भसूची (References)

- १) शर्मा देवेश : 'धार्मिक पर्यटन' मोहित बुक्स इन्टरनेशन , प्रकाशन प्रथमावृत्ती २०१०
- २) कुलकर्णी दत्त : 'महाराष्ट्रातील धार्मिक स्थळे
- ३) लक्ष्मण खंडागळे : सोलापूर जिल्ह्यातील धार्मिक पर्यटन स्थळे : एक अभ्यास
- ४) <https://marathi.abp.com>
- ५) www.santsahitya.in



उस्मानाबाद जिल्यातील उमरगा तालुक्यातील उमरगा शहरातील हेमाडपंथीय श्री महादेव मंदिर या धार्मिक पर्यटन स्थळाचा एक भौगोलिक अभ्यास

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गोषवारा

प्राचीन काळी भारतीय समाजात पर्यटन अस्तित्वात होते. भारतात सिंधु संस्कृतीपासून व्यापार, धर्म, संस्कृती, तत्वज्ञान इ. अनेक कारणांनी पर्यटन झाले आहे. मौर्य कालखंडात मॅगस्थेनिस हा प्रवासी भारतात आला. सम्राट अशोकाने बौद्ध भिक्षुंना भारतातील विविध भागात आणि भारताच्या शेजारील देशात बौद्ध धर्माच्या प्रसारासाठी पाठविले होते. भारतीय धर्म, संस्कृती, शिक्षण, कला, यांच्या अभ्यासासाठी अनेक परकीय पर्यटकांनी भारतात प्रवास केला त्यामध्ये हुएन त्सांग, इत्सिंग अल्बेरुनी इ. ची नावे सांगता येतील. भारतीय पर्यटनात प्राचीन काळापासून धार्मिक पर्यटनाला अनन्यसाधारण महत्त्व आहे. कारण धार्मिक स्थळांना भेटी दिल्याने आत्मिक शांती प्राप्त होते. अशी भारतीयांची भावना आहे. धार्मिक स्थळांच्या ठिकाणी गेल्याने मोक्ष प्राप्ती होते. जिवनाचे साफल्य होते. त्यामुळे मोठ्या प्रमाणात भारतात धार्मिक पर्यटन केले जाते.

प्रस्तुत संशोधन पेपरमध्ये उस्मानाबाद जिल्यातील उमरगा तालुक्यातील उमरगा शहरातील येथील श्री महादेव मंदिराचा एक धार्मिक पर्यटन स्थळ म्हणून अभ्यास करण्यात आलेला आहे.

नमुना शब्द :- धार्मिक पर्यटन, पर्यटक, मंदिर

प्रास्ताविक :-

पर्यटन ही संज्ञा प्रवास या शब्दाशी संबंधित आहे आणि प्रवास हा शब्द लॅटिन भाषेतील 'Tornos' या शब्दापासून आलेला आहे. पूर्वी पर्यटन हे काही मर्यादित स्वरूपात होते. व्यक्ती किंवा कुटुंब, परिवार काही दिवस मनोरंजनासाठी अशा ठिकाणी जात होते. जेथे धार्मिक क्षेत्र, ऐतिहासिक ठिकाणे निसर्गरम्य वातावरण असलेली ठिकाणे यांचा समावेश होते. पर्यटनाकडे पाहण्याचा दृष्टीकोन फक्त मनोरंजनापुरते, करमणुकीपुरते एवढाच होता. एका व्यक्तीने किंवा व्यक्ती समूहाने एका ठिकाणाहून दुसऱ्या ठिकाणी मनोरंजनासाठी, अभ्यासासाठी कामासाठी केलेला प्रवास म्हणजे पर्यटन होय. "आज पर्यटनाची शाखा बदललेली आहे. पर्यटन हा फक्त एक विरंगुळा आणि मनोरंजनात्मक क्रियाकलाप नाही तर एक व्यवसाय देखील आहे. जे पर्यटकांना आपल्याकडे आकर्षित करते. करमणूक करते आणि आपल्या देशाला उत्पन्न मिळवून देते. पर्यटनामुळे आपल्याला नवीन संस्कृती शिकायची नवीन लोकांना भेटायची वेगवेगळ्या ठिकाणी मज्जा करण्याची आणि साहसी कार्य करण्याची संधी मिळते. एखाद्या ठिकाणची संस्कृती, चव, परंपरा, हवामान, पर्यावरण, निसर्ग आणि

तेथील यांचा विकास आणि सविस्तर ज्ञान मिळवण्यात मदत करणाऱ्या पर्यटनाला पर्यटन भूगोल असे म्हणतात.

प्रस्तुत पेपरमध्ये उस्मानाबाद जिल्यातील उमरगा तालुक्यातील महादेव मंदिर या धार्मिक पर्यटन स्थळाचा अभ्यास करण्यात येत आहे.

संशोधनाची उद्दिष्टे :

- 1) उमरगा तालुक्यातील महादेव मंदिराचा एक धार्मिक पर्यटन क्षेत्र म्हणून अभ्यास करणे.
- 2) उमरगा शहरातील महादेव मंदिराचा ऐतिहासिक अभ्यास करणे.
- 3) महादेव मंदिराचा पर्यटन स्थळ म्हणून विकसित झालेल्या या पायाभूत सेवा- सोयी सुविधांचा अभ्यास करणे.
- 4) महादेव मंदिराचा पर्यटन स्थळ म्हणून त्या परिसर क्षेत्रातील आर्थिक प्रगतीचा आढावा घेणे.

मर्यादा :

सदरचे संशोधन अभ्यास हे उमरगा तालुक्यातील महादेव मंदिर एवढेच व्यापक असून महादेव मंदिराचा धार्मिक पर्यटनाच्या दृष्टीकोनातून अभ्यास केलेला आहे. तसेच या स्थळाच्या परिसरातील आर्थिक परिस्थिती तसेच

व्यावसायिक दृष्ट्या सामाजिक जीवनावर झालेला परिणाम, वाहतूक सुविधा यांचा अभ्यास केलेला आहे.

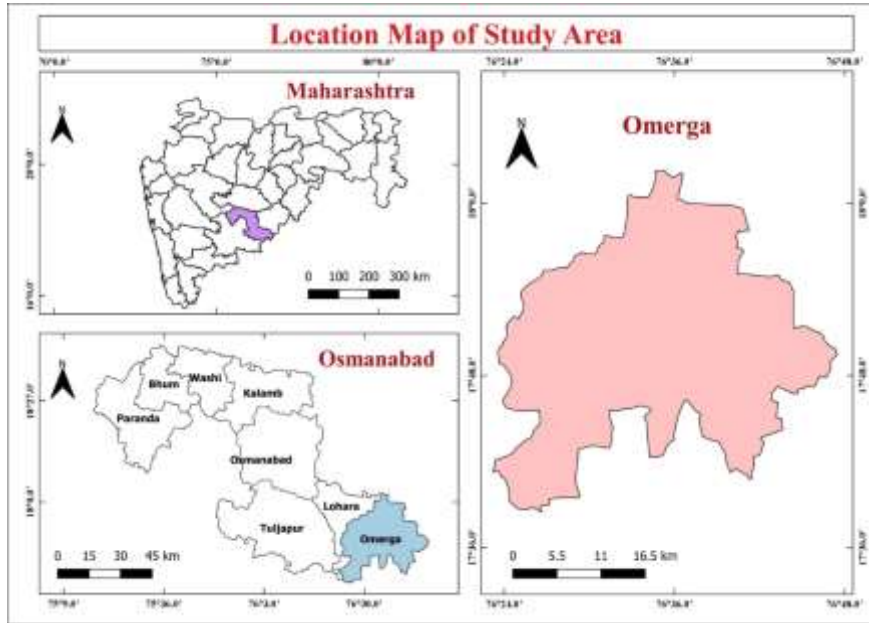
संशोधन पद्धती :

प्रस्तुत संशोधनाची उद्दिष्टे साध्य करण्यासाठी ऐतिहासिक पद्धतीचा वापर केलेला आहे. लिखित व अलिखित साधनांच्या आधारे माहिती मिळवली तसेच संशोधन क्षेत्रास प्रत्यक्ष भेट देऊन येणाऱ्या भाविक पर्यटकाची मुलाखतीच्या माध्यमाने प्रश्नावली भरून घेऊन त्यातून निष्कर्ष काढलेले आहेत. तसेच परिसरातील प्रत्येक घटकाचे प्रत्यक्ष निरीक्षण (सर्वेक्षण) करून त्यासंबंधी उपाय सुचविण्याचा प्रयत्न केला आहे.

अभ्यासक्षेत्र (Study Area) :

उमरगा हे उस्मानाबाद जिल्यातील दक्षिणेकडील तालुका असून तो महाराष्ट्र -कर्नाटक राज्याच्या सीमेवर

स्थित आहे. त्याच्या दक्षिणेकडे गुलबर्गा व बिदर जिल्हे येतात. त्याचा अक्षवृत्तीय विस्तार $17^{\circ} 32'$ ते $18^{\circ} 3'$ उत्तर अक्षवृत्त आणि $76^{\circ} 23'$ ते $76^{\circ} 47'$ पूर्व रेखावृत्त असा आहे. उमरगा तालुक्याचे क्षेत्रफळ 1005.6 चौ.मी. आहे. उमरगा तालुक्याची लोकसंख्या 241339 व्यक्ती असून (2001) घनता 240 कि.मी. लिंगगुणोत्तर 925 असून साक्षरता 79.3% आहे. उमरगा हे संशोधनासाठी निवडलेले अभ्यासक्षेत्र असून उमरगा हे महाराष्ट्राच्या उस्मानाबाद जिल्ह्यातील एक लहान शहर व उमरगा तालुक्यांचे मुख्यालय आहे. उमरगा सोलापूर शहराच्या 45 कि.मी. पूर्वेस राष्ट्रीय महामार्ग क्र. 65 वर वसले आहे. सन 2011 साली उमरगा शहराची लोकसंख्या सुमारे 35000 होती. उमरगा परिसरात अनेक धार्मिक स्थळे आहेत. त्यापैकीच उमरगा शहरातील प्राचीन मंदिर धार्मिक क्षेत्राचा अभ्यास केला जातो.



महादेव मंदिर : ऐताहासिक व धार्मिक मंदिर



उस्मानाबाद जिल्ह्यातील उमरगा या तालुक्याच्या ठिकाणी वसस्थानकाच्या मागील बाजूस अगदी जवळच अत्यंत सुंदर असे १००० वर्षीय जुने महादेव मंदिर आहे. हे हेमाडपंथी मंदिर असून अतिशय कोरीव कलाकुसर आणि विविध भावमुद्रेतील शिल्पकला हे या मंदिराचे खास वैशिष्ट्य आहे. तीदल गाभारा पद्धतीचे हे मंदिर पाहताक्षणीच त्याचे स्थापत्य कलेचे महत्व लक्षात येते. अत्यंत बारीक कलाकुसरीसह सभामंडपाच्या द्वारावर दोन्ही बाजूंना अत्यंत सुंदर अशा सूरसुंदरीची शिल्प कोरलेली आहेत. तसेच तिन्ही गाभाऱ्याच्या द्वारशाखा अत्यंत सुंदर व प्रेक्षणीय आहेत. गेल्या १५ वर्षांपासून सारंग मोहनदेव जोशी हे या मंदिराचे पुजारी म्हणून कार्यरत आहेत.

दरवर्षी श्रावण महिन्यामध्ये संपूर्ण महिनाभर या मंदिरामध्ये भाविकांची मोठ्या प्रमाणात गर्दी होते. प्रत्येक सोमवारी याठिकाणी मोठी पुजा केली जाते. तसेच अनेक भाविक या ठिकाणी अभिषेका सारखी पुजा संपन्न करतात. सदरील मंदिरासाठी भाविक हे पायी ये-जा करतात. तसेच जाणे-येणे करिता अंटो रिक्शा, दुचाकी वाहनांची सुविधा आहे.

मंदिराचा प्राचीन इतिहास :

हे मंदिर पुरातन असून, याची रचना एखाद्या राजवाड्यासारखी आहे. मंदिराला एकूण सात दरवाजे आहेत. येथे ब्रम्हा, विष्णू महेशाच्या मूर्ति आहेत. वनवासाच्या वेळी, राम लक्ष्मण येथे येऊन गेल्याची अख्यायिका आहे. सन २००० मध्ये २५ लाख रुपये खर्च करून ५ शिखरांचे एकच भव्य मंदिर बांधण्यात आले. हे मंदिर शारकुट चालुक्य घराण्याशी संबंधित आहे. प्रत्येक महाशिवरात्रीला येथे मोठा उत्सव होतो. त्यावेळी या ठिकाणी मोठ्या संख्येने भक्तांची गर्दी दिसून येते. सुमारे ५००० ते ७००० भाविक यास भेट देतात. उमरगा शहराच्या ब्रम्हा, विष्णू, महेश हेमाडपंथी देवालयास निजाम राजवटीचा इतिहास आहे. निजाम राजवटीपूर्वी आनंदीबाई चालुक्य राणी यांचे वास्तव्य होते. आनंदीबाई त्या शिवभक्त होत्या. त्यांनी या हेमाडपंथी मंदिराची उभारणी केली. उत्तर चालुक्य खंडातील साधारणतः बाराव्या शतकातील हे मंदिर धार्मिक पर्यटन म्हणून आवर्जून पाहण्यासारखे आहे.

मंदिराच्या परिसरातील पूजापाठ साहित्य विक्रेते.

मंदिराच्या परिसरात श्री महादेवाची पूजा अर्चा करण्यासाठी आवश्यक असणारे श्रीफळ, कुंकू, हळद, फुलांचे हार, बेल, पेढे, फोटो, पिंड यांची विक्री तेथे स्थापन झालेले दुकानदार विक्रेते करतात. दररोज येणाऱ्या भाविकामुळे साहित्य विक्रीतून त्यांना रोजगार प्राप्त झाला आहे. या शिवाय तेथे रिक्शा-स्टाफ देखील आहे. त्यामुळे त्यांनाही रोजगार उपलब्ध झाला आहे.

भाविक पर्यटकाचे प्रश्नावली व मुलाखतीच्या साह्याने करण्यात आलेले अवलोकन (एकूण ११४)

अ. क्र.	धर्मानुसार वर्गीकरण	एकूण संख्या	टक्केवारी
१	हिंदू	१०४	९१.२२
	विगर हिंदू धर्मीय	१०	८.७७
२	लिंग गुणोत्तारानुसार वर्गीकरण		
	पुरुष	७४	६४.९१
	स्त्रिया	४०	३५.०८
२	शैक्षणिक स्तर	एकूण संख्या	टक्केवारी
	उच्च पदवीत्तर	११	९.६४
	१० वि व १२ वी पास	३६	३१.५७
	माध्यमिक शाळा	३४	२९.८२
	न शिकलेले	३३	२८.९४
३.	व्यवसाय	एकूण संख्या	टक्केवारी
	शेती , पशुपालन , शेतकरी	४५	३९.४७
	कुशल कारागीर	१६	१४.०३
	कामगार, शिक्षक	०९	७.८९
	व्यापारी , दुकानदार	१२	१०.५२
	न व्यवसाय करणारे	३२	२८.०७

(प्रत्यक्ष सर्वेक्षण)

दररोज या मंदिराला येणाऱ्या भाविकांपैकी ९०%पेक्षा जास्त भाविक हिंदुधर्मीय असून १०% पेक्षा इतर धर्मीय भाविक मंदिराला भेट देतात. दररोज येणाऱ्या भाविकांमध्ये पुरुषांचे प्रमाण ६५% असून स्त्रियांचे प्रमाण ३५% आहे. शैक्षणिक स्तरानुसार उच्च पदवीदार , पदवीदार लोकांचे प्रमाण १०% , दहावी व बारावी पास असलेल्या लोकांचे प्रमाण ३२% माध्यमिक शाळांत लोकांचे प्रमाण २९% आणि न शिकलेले लोकांचे प्रमाण २८ % इतके आहे. तसेच शेतकरी पशुपालन करणाऱ्या लोकांचे प्रमाण ३९% , गवंडी, सुतार, कुंभार, बिगारी सारख्या व्यवसाय करणाऱ्या लोकांचे प्रमाण १४% , व्यापारी, अडत, छोटे मोठे दुकानदार, भाजीविक्रेते यासारख्या लोकांचे प्रमाण ११% व कोणताच व्यवसाय न करणारे बेरोजगार लोकांचे प्रमाण २८ % इतके आहे.

शिफारसी :

- 1) महादेव मंदिर हे एक हेमाडपंथी मंदिर आहे. यांचे ऐताहासिकदृष्ट्या संवर्धन करण्यात यावे.
- 2) मंदिरात येणाऱ्या सर्व भक्तासाठी आवश्यक त्या मुलभूत पायाभूत सेवा -सुविधा व्यापक प्रमाणात उपलब्ध करून देण्यात याव्यात. यासाठी मंदिर विश्वस्त आणि स्थानिक स्वराज्य संस्था यांची मदत घेण्यात यावी. विशेषता महाशिवरात्री, मंदिराच्या वर्धापन दिन, सोमवती अमावास्या यावेळी भाविकांना निवारा मिळेळ याची सोय करावी. वेळप्रसंगी मंदिर सुरक्षादल , पोलीस दल यांचे सहकार्य घ्यावे.
- 3) मंदिराजवळ सार्वजनिक स्वच्छतागृहाची सुविधा करावी. तसेच स्वतंत्र पादत्राण कक्षाची निर्मिती करावी. पाण्याच्या पाण्याची सोय करावी.
- 4) मंदिराचे परिसर स्वच्छ व प्रसन्न ठेवावे. आजूबाजूच्या परिसरात हिरवीगार वृक्ष वेळीचे जतन करावे.
- 5) शहराच्या सर्व भागातून मंदिराकडे येणारे रस्ते रुंद करावेत. विशेषता यात्रेच्या वेळी वाहनाची व भाविकांची जास्त गर्दी होणार नाही.
- 6) मंदिरामध्ये मंदिराचा इतिहास व त्याचे महत्त्व पटवून देण्यासाठी स्वतंत्र गाईड नेमावा.

संदर्भ ग्रंथ :

- 1) पर्यटन भूगोल :राजेश शुक्ला, रश्मि शुक्ला
- 2) पर्यटन भूगोल : प्रा. के.ए. खतीब
- 3) पर्यटन भूगोल : संकल्पना व व्यवस्थापन
- 4) पर्यटन भूगोल :डॉ. अंकुश आहरे, प्रा. डी. एम. मारकड
- 5) सारंग मोहनदेव जोशी :महादेव मंदिर पुजारी



भारतीय पर्यटन आणि संस्कृती

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सारांश

प्रस्तुत लेखामध्ये भारतीय पर्यटन व संस्कृती यावर प्रकाश टाकला आहे. पर्यटनाचा संस्कृतीवर फार मोठा प्रभाव पडला आहे. पर्यटनाच्या माध्यमातून संस्कृतीची ओळख होऊन ती दृढ करणे तसेच विभिन्न संस्कृतीमध्ये देवाण-घेवाण शक्य झाले आहे. याचाच परिणाम म्हणून पर्यटनाच्या व्यवसायाला भरभराटीचे स्वरूप प्राप्त झाले असून २१ व्या शतकात ते महसुलाचे एक महत्त्वपूर्ण स्रोत बनले आहे. पर्यटनाच्या माध्यमातून विभिन्न कलांची माहिती होऊन कलाक्षेत्रात लक्षणीय प्रगती साधल्या जात आहे. विभिन्न सांस्कृतिक गोष्टींचा वारसा यांची जपवणूक करून देशाच्या गौरवास्पद असलेल्या इतिहासाची ओळख जगाला पर्यटनाच्या माध्यमातून होत असून त्यामुळे वेगवेगळ्या प्रदेशांमध्ये व देशांमध्ये सलोख्याचे संबंध निर्माण होत आहेत. दळणवळणाची साधने, आयात-निर्यात, रोजगाराभिमुखता, सहकार्य यांची भरभराटी होऊन आंतरराष्ट्रीय स्तरावर सलोख्याचे संबंध प्रस्थापित होऊन देशांमध्ये एकात्मतेची भावना दृढ होत आहे.

महत्त्वाच्या संकल्पना- पर्यटन, संस्कृती, आर्थिक विकास, सहिष्णुता.

प्रस्तावना

प्रवास हा छंद अगदी प्राचीन काळापासून रुचीदारपणे जोपासल्या जात आहे तसेच पर्यटन हा आताच्या सहस्रकात महसुलाचे एक अतिशय परिणामकारक स्रोत ठरले आहे (Rao and Rao, 2022). २१ व्या शतकात पर्यटनाचा सर्वात मोठा उद्योग म्हणून समावेश झाला आहे. पर्यटन सामान्यतः सांस्कृतिक, सामाजिक, शैक्षणिक, धार्मिक उद्देशाने केले जात असे. या युगात जागतिक अर्थव्यवस्था चालविणारे तंत्रज्ञान, दूरसंचार आणि पर्यटन ही अत्यंत महत्त्वाची क्षेत्रे आहेत. देशाच्या विकासाचा सतत विचार करणे व ते साध्य कसे करता येईल? याबाबत सदैव वेगवेगळ्या उद्योगांना बढती देणे हे शासनाचे कर्तव्य आहे. तसेच नवनवीन जाँब निर्मिती करिता सुद्धा पर्यटन हे फलदायी आहे (कोल्हापूर, शिवाजी विद्यापीठ, २०१९-२०). पर्यटनाच्या माध्यमातून सांस्कृतिक देवाणघेवाण होऊन त्यामधून शाश्वत गोष्टींचा स्वीकार मोठ्या प्रमाणात होतो तसेच आतिथ्यशीलता निर्माण करून राष्ट्रीय विकास व एकात्मता साधने यामुळे शक्य होत आहे. देश विकसित व सामर्थ्यशाली होण्याकरिता पर्यटन फलदायी ठरत आहे. भारत देश हा विभिन्न धर्म, जाती, भाषा यांनी नटलेला आहे. पर्यटनामुळे विभिन्न धर्मांचे, जातींची नृत्यकला, चित्रकला, स्थापत्यकला, शिल्पकला तसेच विभिन्न भाषेतील साहित्य यांचे आकलन

करून व अंतर्भावामुळे सांस्कृतिक विकासातून देशातील नागरिकांमध्ये सहिष्णुतेची भावना निर्माण होत आहे. तसेच एकात्मतेची भावना वृद्धिंगत होत आहे.

उद्दिष्टे

- १) पर्यटन आणि संस्कृती यांचा पूरक संबंध स्पष्ट करणे.
- २) पर्यटनाचे देशाच्या विकासातील स्थान स्पष्ट करणे.
- ३) पर्यटनाची देशातील सहिष्णुता व एकात्मता निर्मितीमधील भूमिका विशद करणे.

पर्यटन व संस्कृती यांच्या व्याख्या

पर्यटन- जागतिक पर्यटन संघटना (World Tourism Organisation - WTO) या संघटनेने ४ मार्च १९९३ रोजी पर्यटनाची व्याख्या करताना असे म्हटले आहे की, “एखादी व्यक्ती आपल्या वास्तव्याच्या ठिकाणापासून दुसऱ्या स्थळी सलग एक वर्षापेक्षा अधिक काळ न राहता आराम, उद्योग किंवा इतर कामासाठी भ्रमंती किंवा प्रवास करतो त्या सर्वांचा समावेश पर्यटनात होतो” (कोल्हापूर, शिवाजी विद्यापीठ, २०१९-२०).

संस्कृती- युनेस्कोने (United Nations Educational, Scientific and Cultural Organisation) संस्कृतीची पुढीलप्रमाणे व्याख्या केली आहे- “समाज किंवा सामाजिक गट यांचे विशिष्ट आध्यात्मिक, साहित्य, बौद्धिक आणि

भावनिक लक्षणे आणि ते त्यात अतिरिक्त कला आणि साहित्य, जीवनशैली, एकत्र राहण्याचे मार्ग, मूल्ये प्रणाली, परंपरा आणि विश्वास समाविष्ट करते यांचा संग्रह म्हणजे संस्कृती होय.” (“the collection of distinctive spiritual, material, intellectual and emotional characteristics of a society or a social group and that it includes in addition to art and literature, lifestyles, ways of living together, value systems, traditions and beliefs.”) (Rao and Rao, 2022).

भारतीय पर्यटन आणि संस्कृती

भारतीय संस्कृती ही जगातील सर्वात प्राचीन अशा संस्कृती पैकी एक आहे. भारतीय संस्कृती ही ४००० वर्षे इतकी प्राचीन आहे (Zagade and Deore, 2020). भारत देश हा विविधतेने नटलेला आहे. या देशांमध्ये अनेक प्रकारचे धर्म, जाती, भाषा, संस्कृती असून त्या सर्वांचे जतन भारतात होत असून ते सहिष्णू व धर्म धर्मनिरपेक्ष राष्ट्र बनले आहे. विभिन्न संस्कृतीची जोपासना होत असल्यामुळे भारतामध्ये विभिन्न संस्कृती अंतर्गत स्वीकार्यता, सहिष्णुता, आदरभाव, प्रेम, सामंजस्य असल्यामुळे एकात्मतेची भावना आढळून येते. प्रवास हा प्राचीन काळापासून आवडता छंद म्हणून जोपासल्या जात असल्यामुळे लोक विभिन्न स्थळांना भेट देऊन वेगवेगळ्या संस्कृतीची ओळख करून घेत असत. प्राचीन काळी लोक संस्कृती, सामाजिक, शैक्षणिक व धार्मिक दृष्टिकोनातून भ्रमंती करत असत. आजच्या युगात या दृष्टिकोना ऐवजी मनोरंजन या भावनेतून वा उद्देशाने प्रवास अथवा भ्रमंती केली जाते. पर्यटन हा शब्द तेराव्या शतकापासून प्रचलित झाला (कोल्हापूर, शिवाजी विद्यापीठ, २०१९-२०). आज पर्यटन व्यवसायभिमुख बनले असून प्रादेशिक व राष्ट्रीय स्तरावर शासनाला सर्वाधिक महसूल उत्पन्न करून देणारा ठरला आहे. देशांमध्ये हजारो पर्यटक देशी व विदेशी हे मोठ्या आवडीने अनेक ऐतिहासिक, धार्मिक, सांस्कृतिक स्थळांना भेटी देत असतात. पर्यटनामध्ये सांस्कृतिक प्रसार या अंतर्गत पर्यटक आणि स्थानिक समुदाय त्यांच्या संस्कृतीचे घटक आपापसामध्ये स्विकृत करित असत उदा. सात्विक आहाराचे शास्त्र, पोशाख, परंपरा, भाषा, कला, स्थापत्य, धर्म आणि फुरसतीचे उपक्रम (Kapadia, 2021). आज आपण पाहतो की, सांस्कृतिक देवाणघेवाणीमुळे वाङ्मय, नृत्य, चित्रकला, शिल्पकला व स्थापत्यकला यांची विविधांगी ओळख होऊन त्यावरून नवनवीन प्रोजेक्ट उदयास येत आहेत व सांस्कृतिक विकासामध्ये भर पडत आहे. पर्यटनातून आहार, चालीरीती, वेशभूषा, केशभूषा आदी बाबींची ओळख होऊन विभिन्न संस्कृतीमध्ये स्वीकार्यतेची व

सहिष्णुतेची भावना निर्माण होत आहे व आपापसामध्ये प्रेमभावना वाढत आहे.

भारतामध्ये अनेक राज्यांमध्ये विभिन्न प्रकारच्या स्थळांना पर्यटक नेहमी भेट देतात उदा. दिल्ली, आग्रा, वाराणसी, बोधगया, सारनाथ, कुशीनगर, जयपूर, अजिंठा, वेरूळ, दीक्षाभूमी-नागपूर, हैदराबाद, मैसूर, गोमटेश्वर इ. प्राचीन काळात बौद्ध धर्माचा प्रसार विदेशांमध्ये मोठ्या प्रमाणात झाल्यामुळे विदेशी पर्यटकांची गर्दी भारतात प्राचीन काळापासूनच वाढली आहे व आज सुद्धा विदेशी लोकांचा लोंढा भारतात वेगवेगळ्या स्थळांना भेटी देण्यासाठी वाढला आहे. त्या माध्यमातून सांस्कृतिक देवाणघेवाण मोठ्या प्रमाणात वाढत आहे. पर्यटनामुळे संपूर्ण जग विकासाकडे धाव घेत आहे; याचाच परिणाम म्हणून उद्योगधंदे दळणवळण, आयात-निर्यात, राहणीमान, शिक्षण-प्रसार, सांस्कृतिक अभिसरण यामुळे पर्यटनाला व्यापक स्वरूप प्राप्त होत आहे, नवनवीन तंत्रज्ञान विकसित होत आहे व तंत्रज्ञानाच्या आधारावर सुद्धा पर्यटनाला विकसित स्वरूप प्राप्त झाले आहे.

निष्कर्ष

वरील विवेचनावरून आपल्याला पुढील प्रमाणे निष्कर्ष काढता येतील.

- १) सांस्कृतिक जोपासना होत आहे.
- २) नवीन शोध आणि नवे प्रकल्प निर्माण होत असून सामाजिक राजकीय व आर्थिक प्रगती मध्ये वाढ होत आहे.
- ३) वेगवेगळ्या राज्यांमध्ये सहकाराची भावना निर्माण होत आहे.
- ४) देशांमध्ये एकतेची भावना वृद्धिंगत होत आहे.

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सोलापूर शहरातील वैद्यकीय पर्यटनाची सद्यस्थिती आणि संधी

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सारांश : सद्यस्थितीत सोलापूर, महाराष्ट्रातील एक प्रमुख शहर असून दशलक्ष लोकसंख्या असलेल्या शहराकडे त्याची वाटचाल आहे. अशा दशलक्ष शहरांमध्ये पारंपारिक व्यवसायासोबतच नव्याने वैद्यकीय कारणासाठी पर्यटन यासाठी संधी उपलब्ध होत आहेत. या शहरांमध्ये गतिमान पद्धतीने वैद्यकीय सेवा, सुविधा विकसित होत आहेत. यासाठी सदर संशोधनामध्ये सोलापूर शहरातील वैद्यकीय पर्यटनासाठीच्या सद्यस्थितीचा आढावा घेऊन भविष्यातील संधींची चर्चा केलेली आहे. यासाठी प्राथमिक व द्वितीय माहितीचा आधार घेतला आहे. माहिती विश्लेषणासाठी तक्ते, आलेख, नकाशे यांच्या साहाय्याने प्रदर्शित करून निष्कर्ष काढले आहेत. सोलापूर शहर हे वैद्यकीय दृष्टिकोनातून वैद्यकीय पर्यटनासाठी एक उदयोन्मुख शहर आहे. तरी देखील यामध्ये या शहरामध्ये वैद्यकीय पर्यटनाच्या अजूनही बऱ्याचशा संधी उपलब्ध आहेत.

बीज संज्ञा : वैद्यकीय पर्यटन, गंतव्य स्थान, दवाखाना, सुपर स्पेशलिटी हॉस्पिटल.

प्रस्तावना

वैद्यकीय पर्यटन ही एक नवीन संकल्पना रुजू पाहत आहे. वैद्यकीय पर्यटन ही प्रामुख्याने लोकांनी त्यांच्या राहत्या घरापासून, दुसऱ्या शहरांमध्ये, राज्यामध्ये किंवा देशांमध्ये जाऊन स्वतःचा उपचार करून घेणे यासाठी वापरली जाते. वैद्यकीय पर्यटनाला भारतामध्ये नव्याने चालना मिळत आहे. भारतासारख्या विकसनशील देशामध्ये प्राप्त वैद्यकीय सुविधा इतर विकसित देशांपेक्षा कमी खर्चाच्या आणि विश्वासनीय आहेत. या सुविधा मध्ये स्वतःचे औषध उपचार आणि योग्य तो इलाज करून घेण्यासाठी रुग्ण एका देशातून दुसऱ्या देशात जातो त्याला वैद्यकीय पर्यटक म्हणतात. हे वैद्यकीय पर्यटक आपल्या निवास क्षेत्रापेक्षा अधिक चांगल्या व विश्वासनीय सेवा, सुविधा प्राप्त करण्यासाठी इतर ठिकाणी जातात. या उच्च तथा पर्याप्त पैशातील सेवा या वैद्यकीय सेवा पर्यटकांसाठी प्रेरक शक्ती म्हणून कार्य करतात.

आंतरराष्ट्रीय वैद्यकीय पर्यटन संघटने मार्फत नोंदवलेल्या निरीक्षणा नुसार पर्याप्त खर्च आणि उच्च दर्जाच्या वैद्यकीय सेवा याच वैद्यकीय पर्यटनामागील उच्च प्रेरक शक्ती आहेत. रुग्णाची सुरक्षितता व अत्युच्च दर्जाची वैद्यकीय सेवा मिळण्यासाठी वैद्यकीय पर्यटन गंतव्य स्थानाची निवड रुग्णामार्फत किंवा त्यांच्या नातेवाईका मार्फत होते. वाहतुकीच्या शाश्वत व वाढत्या सेवा-सुविधांचा देखील वैद्यकीय पर्यटनावर परिणाम होतो. वाढत्या वाहतुक सुविधा नुसार रस्ते मार्गाने, रेल्वे मार्गाने गंतव्य स्थानाला पोहोचण्यासाठी प्राधान्य दिले जाते. रुग्णाची स्थिती पाहून बऱ्याच वेळेस हवाई रुग्णवाहिकेचा देखील अवलंब केला जातो. महाराष्ट्रातील मोठ्या शहरांमध्ये वैद्यकीय रक्षणासाठी पर्यटनासाठी मोठ्या संधी उपलब्ध आहेत.

उद्दिष्टे :

या संशोधन पेपरचे उद्दिष्ट खालील प्रमाणे

1. सोलापूर शहरातील वैद्यकीय पर्यटनाची सद्यस्थितीचा आढावा घेणे.
2. सोलापूर शहरातील वैद्यकीय पर्यटनाच्या संधींचा शोध घेणे.

संशोधन पद्धती : सदर संशोधनासाठी प्राथमिक व द्वितीय माहितीचा आधार घेतला गेला आहे

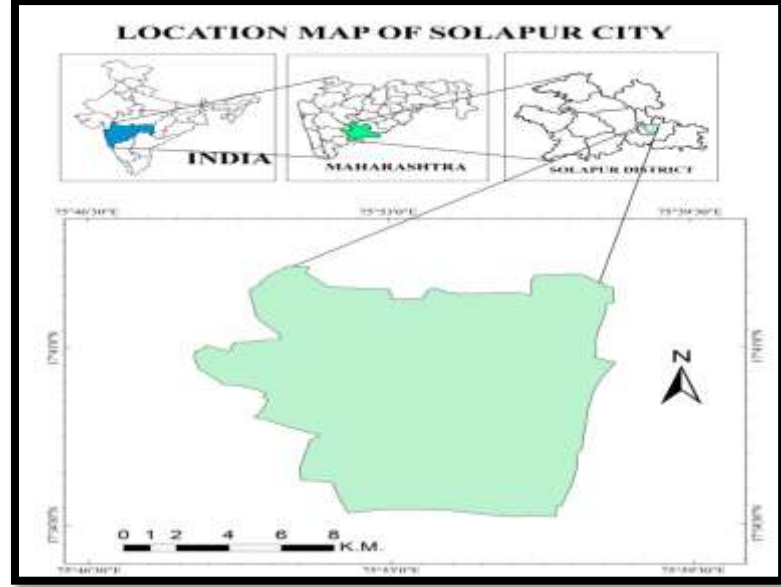
प्रस्तुत संशोधनासाठी, सोलापूर शहरातील महत्वाचे सुपर स्पेशलिटी हॉस्पिटल्स यांना प्रत्यक्ष भेट देऊन अंतर रुग्णास विभाग (IPD) व बाह्य रुग्ण विभाग (OPD) मध्ये येणाऱ्या रुग्णांची माहिती गोळा केली. सुपर स्पेशलिटी हॉस्पिटल नजीक उभ्या असलेले रुग्णवाहिकांचे वाहक, ऑटो रिक्शाचे चालक यांच्या कडून रुग्ण किती अंतरावरून येतात याची माहिती घेतली. प्रत्यक्ष रुग्ण, रुग्णासोबत आलेले नातेवाईक, ऑटो रिक्शा चालक, रुग्णवाहिकांचे वाहक यांच्या मुलाखती घेऊन सोलापूर मध्ये येणाऱ्या वैद्यकीय पर्यटकांची माहिती निश्चित केली. ही माहिती (डाटा) संकलित करताना प्रत्यक्ष निरीक्षणे, साधलेला संवाद, केलेली चर्चा यावरून प्रतिसादकांची माहिती निश्चित केली आहे. यासोबतच सुपर स्पेशलिटी हॉस्पिटल्स मधील केस पेपर या दुय्यम माहितीवरून देखील सोलापुरात येणाऱ्या वैद्यकीय पर्यटकांची माहिती पडताळून घेतली आहे. माहिती विश्लेषणासाठी तक्ते, आलेख, नकाशे यांच्या साहाय्याने प्रदर्शित करून निष्कर्ष काढले आहेत.

अभ्यास क्षेत्र :

सोलापूर शहर शहराचे स्थान 17°10' उत्तर अक्षवृत्त ते 18°32' उत्तर अक्षवृत्त आणि 75°42' पूर्व

रेखावृत्त ते 75°15' पूर्व रेखावृत्त असे आहे. सोलापूर प्रामुख्याने चादर उद्योगासाठी प्रसिद्ध आहे. याच सोबत पारंपारिक पद्धतीने या ठिकाणी बिडी व्यवसाय केला जातो. सोलापूरचे स्थान महाराष्ट्र, कर्नाटक व आंध्र प्रदेश यांच्या

नकाशा १



याच सोबत राष्ट्रीय महामार्ग क्रमांक ९, १३, २११, २०४ हे शहरास जोडले आहेत. सन 1993-94 मध्ये सोलापूर महानगरपालिकेने शहराची हद्दवाढ करून करून नव्याने अकरा गावे शहर हद्दीत समाविष्ट केली आहे.

विषय विवेचन :

भारतातील अर्थव्यवस्थे मध्ये वैद्यकीय पर्यटना मधून मिळणारा महसूल हा वर्षानुवर्षे वाढत आहे. महाराष्ट्र हे भारतातील एक प्रगतिशील राज्य असून त्यामधील शहरांचा वैद्यकीय पर्यटनासाठी सुविधा वाढ होत आहे.

सीमावर्ती भागात आहे. हे शहर समुद्र सपाटीपासून 550 मीटर उंच आहे. शहराचे क्षेत्रफळ 179 चौरस किलोमीटर आहे. शहर रेल्वे मार्गाने जोडले गेलेले आहे.

वैद्यकीय पर्यटना हे केवळ मोठे ऑपरेशन करून घेणे, असाध्य रोगांच्या ऍलोपॅथी

उपचारासाठीच आढळून येत नाहीत तर बऱ्याच वेळेस आयुर्वेदिक, होमिओपॅथिक, युनानी, निसर्गोपचार औषध उपचारांसाठी देखील वैद्यकीय पर्यटनाला पसंती दिली जाते. सोलापूर शहर हे महाराष्ट्रातील वैद्यकीय सेवा सुविधा पुरवण्यासाठी मागील दोन दशकापासून महत्त्वपूर्ण शहर ठरत आहे. सोलापूर शहरांमध्ये शंभर पेक्षा जास्त हॉस्पिटल्स असून त्यामध्ये सातत्याने भर पडत आहे. याच सोबत सुपर स्पेशलिटी हॉस्पिटल सोलापूरच्या वैद्यकीय पर्यटना मध्ये नव्याने भर टाकत आहेत. सोलापूर शहरात खालील सुपर स्पेशलिटी हॉस्पिटल आहेत.

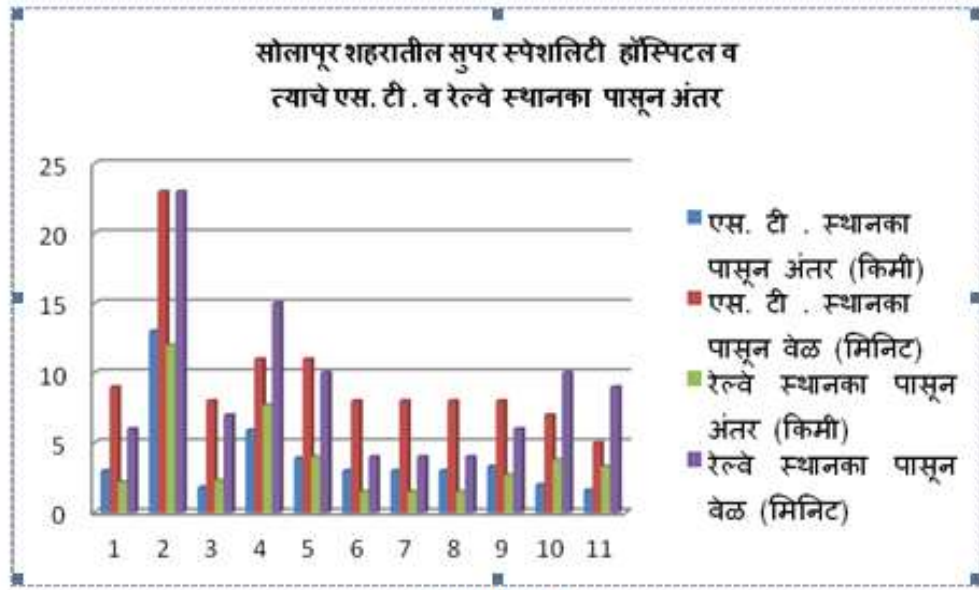
तक्ता क्र. १ सोलापूर शहरातील सुपर स्पेशलिटी हॉस्पिटल व त्याचे एस. टी . व रेल्वे स्थानका पासून अंतर

अ.क्र .	सुपर स्पेशलिटी हॉस्पिटलचे नांव	एस. टी . स्थानका पासून अंतर	रेल्वे स्थानका पासून अंतर
१.	अश्विनी सहकारी सुपर स्पेशलिटी हॉस्पिटल (सदर बझार)	3 (१.00 मि)	२.२ (६.०० मि)
२.	अश्विनी सहकारी सुपर स्पेशलिटी हॉस्पिटल (कुंभारी)	१३ (२३.०० मि)	१२ (२३.०० मि)
३.	यशोधरा सुपर स्पेशलिटी हॉस्पिटल (सिद्धेश्वर पेठ)	१.८ (८.०० मि)	२.३ (७.०० मि)
४.	यशोधरा सुपर स्पेशलिटी हॉस्पिटल (हैदराबाद नाका)	५.९ (११.०० मि)	७.७ (१५.०० मि)
५.	सोलापूर सहकारी मार्केडिय रुग्णालय	३.९ (११.०० मि)	४ (१०.०० मि)
६.	गंगामाई न्यूरो सायन्स हॉस्पिटल	३ (८.०० मि)	१.५ (४.०० मि)
७.	वळसगकर न्यूरो सायन्स हॉस्पिटल आणि संशोधन केंद्र	३ (८.०० मि)	१.५ (४.०० मि)
८.	काटीकर न्यूरो हॉस्पिटल	३ (८.०० मि)	१.५ (४.०० मि)
९.	चंदन न्यूरो सायन्स आणि संशोधन केंद्र	३.३ (८.०० मि)	२.७ (६.०० मि)
१०.	बलदवा न्यूरोलॉजिकल सेंटर	२ (७.०० मि)	३.८ (१०.०० मि)
११.	मुदकन्ना न्यूरोलॉजिकल सेंटर	१.६ (५.०० मि)	३.३ (९.०० मि)

स्रोत : सशोधकाचे सर्वेक्षण

शहरांमध्ये जागा कमी असल्यामुळे हे सर्व सुपर स्पेशलिटी हॉस्पिटल शहराच्या सीमावर्ती भागात विकसित झाले आहेत. वरील तक्त्यामध्ये या प्रत्येक सुपर स्पेशलिटी

हॉस्पिटलचे एस.टी. स्थानकापासून व रेल्वे स्थानकापासून अंतर व प्रवासासाठी लागणारा वेळ दिलेला आहे.



आकृती - १

अश्विनी सहकारी सुपर स्पेशलिटी हॉस्पिटल कुंभारी हे एस.टी. स्थानकापासून सर्वात जास्त अंतरावर (13 कि.मी.) असून या हॉस्पिटलला जाण्यासाठी 23.०० मिनिटं कालावधी लागतो. रेल्वे स्थानकापासून देखील अंतर जास्तच आहे. सर्वात कमी अंतरावर एस.टी. स्टॅंडच्या परिसरामध्ये 1.6 कि.मी. अंतरावर मुदकन्या न्यूरोलॉजिकल सेंटर आहे. हे सर्व सुपर स्पेशलिटी हॉस्पिटल शहराच्या सीमावर्ती भागात विकसित होण्याचे कारण असे की, शहराबाहेरच्या भागातून शहरांमध्ये प्रवेश करेपर्यंत त्या रुग्णांना तातडीची रुग्ण सेवा मिळावी. वैद्यकीय पर्यटक हे शहरांमध्ये प्रवेश करण्याच्या अगोदरच अशा सुपर स्पेशलिटी हॉस्पिटलमध्ये आपले प्रवेश निश्चित करून रुग्णांना तातडीचे रुग्णसेवा मिळवितात. मध्यवर्ती शहरी भागात यशोधरा सुपर स्पेशलिटी हॉस्पिटल (सिद्धेश्वर पेठ), अश्विनी रुग्णालय (सदर बाजार), सोलापूर मार्केडिय रुग्णालय शहरातील रुग्णांसोबतच बाहेरच्या आलेल्या वैद्यकीय पर्यटकांना देखील उच्च दर्जाची वैद्यकीय सुविधा पुरवितात.

या सुपर स्पेशलिटी हॉस्पिटल मधून तज्ञ डॉक्टर, पॅरामेडिकल स्टाफ, रोगाचे योग्य निदान करण्यासाठी अत्याधुनिक मशीन आणि जलद औषध उपचारांची सुविधा उपलब्ध आहे. या सुपर स्पेशलिटी हॉस्पिटल सोबतच सोलापूरमध्ये हृदयरोग, मेंदू विकार, मज्जातंतू विकार, अस्थिरोग तज्ञ, त्वचारोग तज्ञ, अपघात, डोळ्याचे विकार,

कॅन्सर यावर सेवा देणारे अत्याधुनिक हॉस्पिटल्स कार्यरत आहेत.

निष्कर्ष

वैद्यकीय पर्यटनाद्वारे केवळ डॉक्टर, पॅरामेडिकल स्टाफ, औषध यांनाच चालना मिळत नसून मल्टिप्लायर इफेक्टने हॉटेल्स, कॅन्टीन, ऑटो रिक्षा चालवणारे, फळ विक्रेते यांच्याही व्यवसाय चालना मिळत आहे. वैद्यकीय पर्यटनाद्वारे तज्ञ डॉक्टर, पॅरामेडिकल स्टाफ, औषधोपचार तातडीने रुग्णास उपलब्ध होतात. त्यामुळे रुग्णांचा सोलापूर मध्ये वैद्यकीय पर्यटनाच्या दृष्टिकोनातून भेट होते. रुग्णांची वाहतूक करण्यासाठी रिक्षा चालक, रुग्णवाहिका चालक यांचाही पर्याप्त व्यवसाय होतो. या शहरामध्ये वैद्यकीय पर्यटनाच्या अजूनही हृदयरोग, त्वचारोग व अपघात सेवा यासाठी बऱ्याचशा संधी उपलब्ध आहेत.

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सोलापूर शहरातील वैद्यकीय पर्यटनाचा भौगोलिक अभ्यास - विशेष संदर्भ महात्मा ज्योतिराव फुले जन आरोग्य सेवा योजना

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सारांश :

वैद्यकीय पर्यटन ही जागतिकीकरणाच्या प्रवाहात नव्याने गतिमान बनली आहे. वैद्यकीय पर्यटन हा एक पृथ्वीतलावरचा गतिमान उद्योग बनला आहे. महाराष्ट्रातील सोलापूर हे एक प्रमुख शहर आहे. या शहरांमध्ये महात्मा ज्योतिराव फुले जन आरोग्य योजनांच्या माध्यमातून बहुतांश रुग्ण सेवा घेत आहेत. या योजनेमुळे रुग्णांचे वैद्यकीय पर्यटन होते. यासाठी सदर संशोधनामध्ये सोलापूर शहरातील महात्मा ज्योतिराव फुले जन आरोग्य योजनेच्या माध्यमातून वैद्यकीय पर्यटनासाठी कसे प्रेरक बनले आहे याचा आढावा घेतला आहे. यासाठी प्राथमिक व द्वितीय माहितीचा आधार घेतला आहे. माहितीचे सादरीकरण, विश्लेषण करण्यासाठी आलेख, नकाशे, तक्ते यांचा वापर केला आहे. सोलापूर शहरात महात्मा ज्योतिराव फुले जन आरोग्य सेवेच्या माध्यमातून उच्च वैद्यकीय सेवा-सुविधा प्राप्त करून घेण्यासाठी वैद्यकीय पर्यटन केले जाते.

बीज संज्ञा : वैद्यकीय पर्यटन, महात्मा ज्योतिराव फुले जन आरोग्य योजना.

प्रस्तावना :

वैद्यकीय पर्यटन हा एक पर्यटनातील नवीन कल निर्माण होत आहे. वैद्यकीय पर्यटनामध्ये गतव्य स्थान क्षेत्र व स्रोत क्षेत्र या दोन्ही ठिकाणी भरपूर नव्या योजना राबविण्यास वाव आहे. खाजगी क्षेत्रातील विमा कंपन्या ग्राहकांच्या मूळनिवासी क्षेत्रापेक्षा, बाहेरच्या ठिकाणी जाऊन वैद्यकीय सेवा सुविधा घेण्यासाठी ग्राहकांना प्रोत्साहित करत आहेत. विमा ही आग्रहाची विषय वस्तू आहे. मात्र सर्वच लोक पर्याप्त उत्पन्ना अभावी विमा घेऊ शकत नाहीत. अशा कमी उत्पन्न गटाच्या नागरिकांना वैद्यकीय सेवा-सुविधा मिळण्यासाठी शासकीय पातळीवरून विविध योजना आखल्या जातात. महात्मा ज्योतिराव फुले जन आरोग्य सेवा ही त्यापैकीच एक योजना होय.

महात्मा ज्योतिराव फुले जन आरोग्य योजना ही महाराष्ट्र शासनाची महत्त्वाकांक्षी आरोग्य विमा योजना आहे. या योजनेअंतर्गत काही निवडक आजारांवर शासकीय तथा निवडक खाजगी रुग्णालयांमध्ये रुग्णांना सेवा प्राप्त होते. यासाठी ग्रामीण भागातून रुग्ण, उच्च दर्जाच्या सेवा प्राप्त करण्यासाठी वैद्यकीय पर्यटन करतो. ही योजना पूर्वी केवळ महाराष्ट्रातील आठ जिल्ह्यांमध्ये लागू केली होती. मात्र त्याचे विस्तारीकरण करून उर्वरित २८ जिल्ह्यांमध्ये राबवली जाते. सोलापूर जिल्ह्यामध्ये महात्मा ज्योतिराव फुले जन आरोग्य योजना सक्षम पद्धतीने कार्यरत आहे. सोलापूर शहरांमध्ये एकूण बारा रुग्णालयातून या योजनेचे

लाभ दिले जातात. या योजनेचा लाभ घेऊन उच्च दर्जाची, शाश्वत वैद्यकीय सुविधा प्राप्त करून घेण्यासाठी वैद्यकीय पर्यटनाचा निर्णय घेताना दिसून येतो.

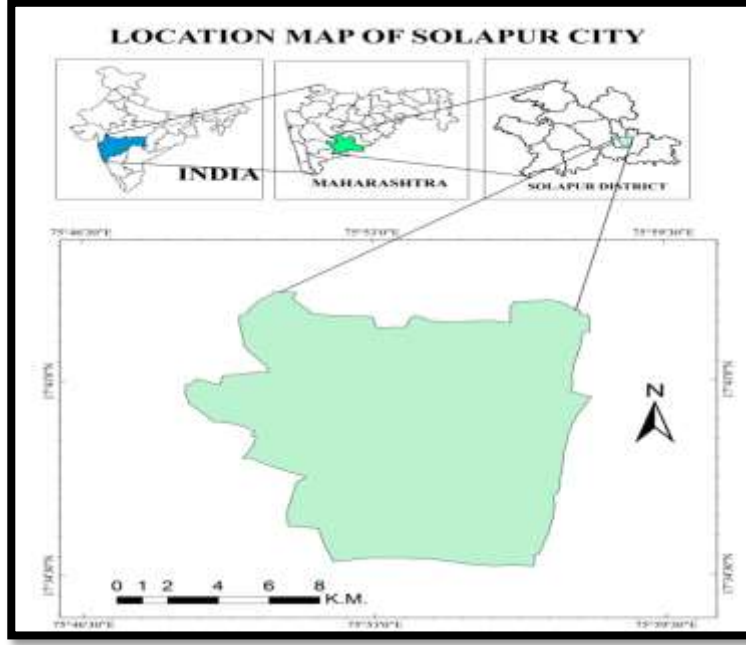
उद्दिष्टे :

प्रस्तुत संशोधनाचे उद्दिष्ट खालील प्रमाणे

१. सोलापूर शहरातील वैद्यकीय पर्यटनाचा अभ्यास करणे.
२. सोलापूर शहरातील हॉस्पिटलमध्ये महात्मा ज्योतिराव फुले जन आरोग्य योजनेच्या स्थितीची आढावा घेणे.

संशोधन पद्धती :

सदर संशोधनासाठी प्राथमिक व द्वितीयक माहितीचा आधार घेतला आहे. प्रस्तुत संशोधनासाठी सोलापूर मधील महात्मा ज्योतिराव फुले जन आरोग्य योजनेच्या सेवेचा लाभ देणारे बारा हॉस्पिटल मधून माहिती संकलित केली आहे. प्रत्यक्ष सर्वेक्षण करून रुग्णांना मिळणाऱ्या सेवा-सुविधांचा आढावा घेतला आहे. या निवडक हॉस्पिटलच्या सेवेत असलेले रुग्णवाहिकाचे चालक, हॉस्पिटलच्या बाहेर असलेले रिक्षांचे चालक यांच्याशी चर्चा करून माहिती संकलित केली आहे. सर्वेक्षण, चर्चा व रुग्णालयाच्या अभिलेखांमधून मिळालेली माहिती यांची पडताळणी करून प्रतिसादकांची माहिती निश्चित केली आहे. संकलित केलेली माहिती सादरीकरण करण्यासाठी तक्ते, आलेख, नकाशे तयार केले आहे. माहितीवर प्रक्रिया करून विश्लेषणात्मक मांडणी केली आहे. याद्वारे निष्कर्ष मांडण्यात आले आहेत.



अभ्यास क्षेत्र :

सोलापूर शहर शहराचे स्थान 17°10' उत्तर अक्षवृत्त ते 18°32' उत्तर अक्षवृत्त आणि 75°42' पूर्व रेखावृत्त ते 75°15' पूर्व रेखावृत्त असे आहे. शहराचे क्षेत्रफळ 179 चौरस किलोमीटर आहे. हे शहर समुद्र सपाटीपासून 550 मीटर उंच आहे. सोलापूर प्रामुख्याने चांदर उद्योगासाठी प्रसिद्ध आहे. सोलापूरचे स्थान महाराष्ट्र, कर्नाटक व आंध्र प्रदेश यांच्या सीमावर्ती भागात आहे. शहर रेल्वे मार्गाने जोडले गेलेले आहे. याच सोबत राष्ट्रीय महामार्ग क्रमांक ९, १३, २११, २०४ हे शहरास जोडले आहेत. सन 1993-94 मध्ये सोलापूर महानगरपालिकेने शहराची हद्दवाढ करून करून नव्याने अकरा गावे शहर हद्दीत समाविष्ट केली आहे.

विषय विवेचन :

वैद्यकीय पर्यटन हे भारतासारख्या विकसनशील देशांमध्ये महसूल प्राप्तीचे प्रमुख साधन होऊ शकते. केवळ भारताबाहेरूनच येणाऱ्या रुग्णांना भारतात चांगली सेवा

देऊन प्राप्त करता येणार नाही तर ग्रामीण भारतातील ही नागरिकांना उच्च प्रतीच्या वैद्यकीय सेवा सुविधा मिळणे आवश्यक आहे. हीच गरज ओळखून महाराष्ट्र शासन महात्मा ज्योतिराव फुले जन आरोग्य योजना राबवित आहे. महाराष्ट्रातील सोलापूर हे एक दशलक्ष शहर आहे. महाराष्ट्राच्या दृष्टिकोनातून सोलापूरला महत्त्वपूर्ण स्थान आहे. अशा महत्त्वपूर्ण शहरांमध्ये महात्मा ज्योतिराव फुले जन आरोग्य योजना सक्षमतेने राबविण्यासाठी प्रयत्न केले जातात. या माध्यमातून ग्रामीण भागातील नागरिक सातत्याने सोलापूर शहराला उच्च वैद्यकीय सुविधा प्राप्त करून देण्यासाठी भेट देतात. वैद्यकीय पर्यटन हे केवळ छोट्या मोठ्या रोगांसाठीच नसून असाध्य रोगांसाठी देखील केले जाते. महात्मा ज्योतिराव फुले जन आरोग्य योजनेच्या माध्यमातून मोठ्या ऑपरेशन देखील केले जातात. अशा वैद्यकीय सेवा सुविधा विविध वयोगटातील जनतेला दिल्या जातात. सोलापूर शहरांमध्ये महात्मा ज्योतिराव फुले जन आरोग्य योजना खालील हॉस्पिटल मधून उपलब्ध आहे.

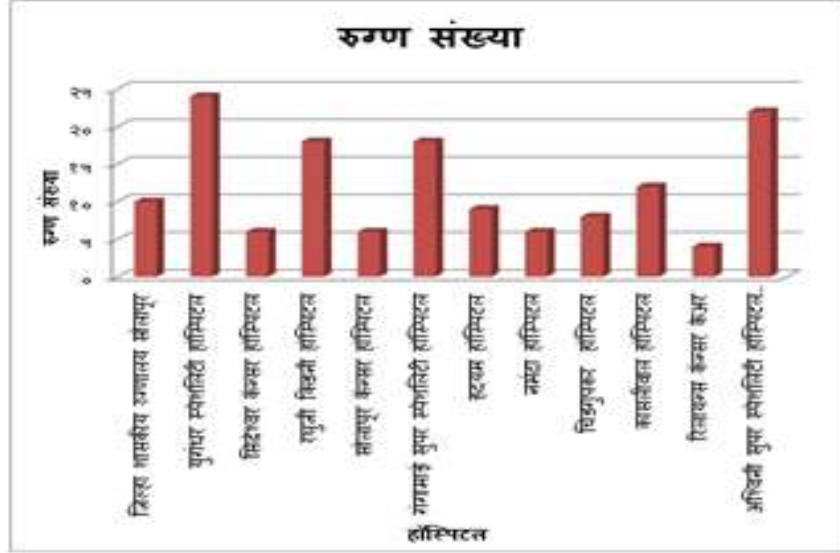
तक्ता क्रमांक १ : महात्मा ज्योतिराव फुले जन आरोग्य योजना उपलब्ध असलेले हॉस्पिटल व नोंदविलेले रुग्ण

अ. क्र.	हॉस्पिटल	रुग्ण संख्या
१.	जिल्हा शासकीय रुग्णालय सोलापूर	१०
२.	युगंधर स्पेशलिटी हॉस्पिटल	२४
३.	सिद्धेश्वर कॅन्सर हॉस्पिटल	०६
४.	रघुजी किडनी हॉस्पिटल	१८
५.	सोलापूर कॅन्सर हॉस्पिटल	०६
६.	गंगामाई सुपर स्पेशलिटी हॉस्पिटल	१८
७.	हृदयम हॉस्पिटल	०९
८.	नर्मदा हॉस्पिटल	०६
९.	चिडगुपकर हॉस्पिटल	०८
१०.	कासलीवाल हॉस्पिटल	१२
११.	रिलायन्स कॅन्सर केअर	०४
१२.	अश्विनी सुपर स्पेशलिटी हॉस्पिटल कुंभारी	२२
	एकूण	१४३

स्रोत : संशोधकाने सर्वेक्षणातून संकलित केलेली माहिती. (दर महिना सरासरी)

महात्मा ज्योतिराव फुले जन आरोग्य योजनेअंतर्गत केवळ उपचार केले जात नसून बऱ्याचदा मोठ्या शस्त्रक्रियाही पार पाडले जातात. अशा शस्त्रक्रिया करून घेण्यासाठी कमी उत्पन्न गटाच्या कुटुंबाला आर्थिक दृष्ट्या परवडत नाही. त्यामुळे ते रुग्ण सोलापूर मध्ये शाश्वत आणि चांगल्या सुविधा असलेल्या वैद्यकीय सेवा सुविधा घेण्यासाठी येतात.

त्यापैकी सर्वात अधिक रुग्ण (24) युगंधर स्पेशलिटी हॉस्पिटल याला पसंती देऊन त्या ठिकाणी उपचार करून घेतला आहे. याचे कारण असेल की, युगंधर, एक मल्टी स्पेशलिटी हॉस्पिटल आहे. या ठिकाणी सर्व प्रकारचे सुविधा उपलब्ध आहेत. त्यामुळे तातडीची रुग्णसेवा मिळवण्यासाठी रुग्ण या ठिकाणी प्रवेश घेतात. महात्मा ज्योतीराव फुले जन आरोग्य योजना अंतर्गत दीड लाख ऐवजी पाच लाख रुपये इतका निधी उपचारासाठी अर्थसंकल्पात मंजूर झाला आहे. युगंधर स्पेशलिटी हॉस्पिटल नंतर अश्विनी सुपर स्पेशलिटी हॉस्पिटल, कुंभारी या ठिकाणी 22 रुग्ण प्रवेश घेतला. हे ठिकाण शहराच्या तुलनेत लांब असले तरी महात्मा ज्योतिराव फुले जन आरोग्य योजना अंतर्गत सुविधा मिळविण्यासाठी रुग्ण या ठिकाणी प्रवेश घेतात. सरासरी दहा रुग्ण संख्येपेक्षा कमी नर्मदा हॉस्पिटल, हृदयम हॉस्पिटल यांचा समावेश होतो. या ठिकाणच्या रुग्णसेवेस अनुसरून रुग्ण प्रवेश घेतात



निष्कर्ष :

सोलापूर शहरामध्ये महात्मा ज्योतिराव फुले जन आरोग्य योजना सक्षमतेने राबवली जाते. या योजनेअंतर्गत तज्ञ डॉक्टर, पॅरामेडिकल स्टाफ, औषधोपचार तातडीने रुग्णास उपलब्ध होतात. त्यामुळे रुग्णांचा सोलापूर मध्ये वैद्यकीय पर्यटनाच्या दृष्टिकोनातून भेट होते. रुग्णांची वाहतूक करण्यासाठी रिक्षा चालक, रुग्णवाहिका चालक यांचाही पर्याप्त व्यवसाय होतो. महात्मा ज्योतिराव फुले जन आरोग्य योजनेचा लाभ घेणारे रुग्ण हे कमी उत्पन्न गटातील असल्याने शक्यतो शासकीय रुग्णवाहिकांचा वापर करतात. महात्मा ज्योतिराव फुले जन आरोग्य योजनेचा लाभ सर्वच वयोगटातील रुग्णांना होतो, पैकी बाल रुग्णांची संख्या सर्वात कमी तर वृद्ध रुग्ण लाभार्थी अधिक नोंदवल्याचे दिसून येते

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सारांश : पर्यटन व्यवसायामध्ये पर्यटकांची निवास व्यवस्था, पार्किंगची व्यवस्था इत्यादी घटकांसाठी मोठ्या प्रमाणात वृक्षतोड केली जाते. दिवसेंदिवस वाढत असलेल्या पर्यावरणीय परिस्थिती धोक्यात येते की काय असे वाटते. विशेषता प्राणी व वनस्पती पर्यटन स्थळासाठी आकर्षित करतात. पर्यावरण निरोगी असेल तरच पर्यावरणाचा विकास शक्य होईल व याचाच परिणाम म्हणून त्या पर्यटन स्थळावर पर्यटकांची गर्दी दिसून येते. या गर्दीचाच परिणाम पर्यटन स्थळावर होताना दिसून येतो.

प्रस्तावना :

पर्यावरणाचा समतोल राखण्यासाठी, चिरकाल विकाससाठी पर्यावरणाचे काळजीपूर्वक व्यवस्थापन व नियोजन करण्याची आवश्यकता आहे. वाढती लोकसंख्या व उपलब्ध साधन संपत्तीचा अपुरा पुरवठा यामुळे पर्यावरणावर दबाव वाढत चालला आहे. मानव हा जन्मतः भ्रमणशील प्राणी आहे. नवनवीन स्थळांची आकर्षण असल्याने सतत प्रवास करण्याची लालसा असते. मानवाच्या भ्रमण कार्यातून पर्यटन उद्योग वाढीस लागला. भारतामध्ये शेती व्यवसायानंतरचा प्रमुख व्यवसाय म्हणून पर्यटन उद्योगात वाढ होत आहे. पर्यटन हा एक असा व्यवसाय आहे की, जो लोकांना पर्यटन स्थळाकडे आकर्षित करणे, त्यांच्या पर्यटन स्थळापर्यंत पोहोचवणे. विसाव्या शतकात झपाट्याने विकसित होत गेलेल्या पर्यटनामुळे विकासाच्या अनेक संधी उपलब्ध होत गेल्या. तशा अनेक समस्या ही उत्पन्न झाल्या. या समस्या पर्यटन जिथे मोठ्या संख्येने गर्दी करू लागले याचाच परिणाम हा पर्यावरणावर होत गेला.

भारताला स्वातंत्र्य मिळाले त्यानंतर भारत सरकारने पर्यटन व्यवसायाचे महत्त्व लक्षात घेऊन टप्प्याटप्प्याने पर्यटन विकासाला प्राधान्य दिले.

अभ्यास क्षेत्र

श्रीक्षेत्र अक्कलकोट हे महाराष्ट्रातील तीर्थ क्षेत्र आहे. अक्कलकोट शहराचे स्थान १७° ३२' उत्तर अक्षांश आणि ७६° ७५' पूर्व रेखांशावर आहे. या शहराची समुद्रसपाटीपासून उंची ४५१ मीटर आहे. या शहराने सुमारे ४.४२ चौरस किलोमीटर इतके क्षेत्र व्यापलेले आहे. अक्कलकोट हे उस्मानाबाद जिल्ह्यातील तुळजापूर व उमरगा हे तालुक्याच्या सीमेवर आहे. या तालुक्याच्या पूर्वेला आणि दक्षिणेला कर्नाटक राज्याचे सीमा आहे. अक्कलकोट हे धार्मिक पर्यटन स्थळ सोलापूर जिल्ह्यापासून पूर्वेला ४० किलोमीटर अंतरावर आहे.

ऐतिहासिक पार्श्वभूमी

प्रवास ही एक अतिशय प्राचीन व अपूर्व अशी गोष्ट आहे. अगदी सुरुवातीच्या काळापासून माणसाला प्रवासाविषयी आकर्षण आहे. सुरुवातीच्या काळात प्रवास हा मनात कोणत्याही उद्देश्य किंवा जाणीव न ठेवता आणि साधेपणाने होत आहे. अठराव्या शतकाच्या सुरुवातीला प्रवासाचे स्वरूप बदलले आणि प्रवास हा मनोरंजनासाठी होऊ लागला. मनोरंजनासाठी प्रवास ही कल्पना रोमन साम्राज्याशी संबंधित मानली जाते. रोमन हे मनोरंजनासाठी प्रवास करणारे जगातील पहिले प्रवासी होत.

१९ व्या शतकात झालेल्या रेल्वे मार्गाचा आरंभ म्हणजे प्रवासाच्या इतिहासातील महत्त्वाची घटना मानली जाते. इ.स. १८३० मध्ये जगात सर्वप्रथम रेल्वे वाहतूक इंग्लंडच्या लिंक्नरपूल ते मँचेस्टर या दरम्यान झाली.

उद्दिष्टे :

१. पर्यटनामुळे पर्यावरणावर होणारे परिणामांचा शोध घेणे.
२. पर्यावरण व्यवस्थापनाचे महत्त्व अभ्यासणे.
३. अक्कलकोट पर्यटनाच्या विकासाचा आढावा घेणे.
४. पर्यटनामुळे होणाऱ्या दुष्परिणामांचा अभ्यास करणे.

संशोधन पद्धती :

प्रस्तुत संशोधनासाठी प्रामुख्याने दुय्यम स्रोतांचा वापर करण्यात आलेला असून त्यामध्ये प्रकाशित प्रकाशित लिखाणे, संदर्भ ग्रंथ, नियतकालिके, साप्ताहिके, ग्रंथ, मासिके, वर्तमानपत्र, इंटरनेट, विविध लेख इत्यादींचा वापर करण्यात आलेला आहे.

विषय विवेचन :**१. पर्यटन व पर्यावरणाचे प्रदूषण :**

अनेक तीर्थक्षेत्र किंवा जलकुंड, नदी अशा ठिकाणी हजारो पर्यटक स्नान करतात. त्यामुळे हे पाणी अशुद्ध होते आणि पिण्यासाठी याच पाण्याचा वापर केला जातो. त्यामुळे वेगवेगळे रोग होण्याची संभावना निर्माण होते. तसेच मंदिराच्या परिसरात व रस्त्याच्या कडेने पर्यटकांमुळे मोठ्या प्रमाणात कचरा निर्माण होतो. बरेच दिवस हा कचरा उचलला जात नाही. त्यामुळे दुर्गंधी पसरते. एक प्रकारे पर्यटन स्थळाला कचऱ्याचे स्वरूप प्राप्त झाल्यासारखे वाटते. बऱ्याच पर्यटन स्थळाच्या ठिकाणी शौचालयाची सोय नसल्याने परिसर प्रदूषित होतो.

पर्यटनामुळे निर्माण होणाऱ्या पर्यावरणाच्या समस्या समाधानासाठी पर्यटन स्थळाचे नियोजन करणे आवश्यक आहे. आज पर्यटन करत असताना आपल्या आजूबाजूची नैसर्गिक साधन संपत्ती प्राणीजीवाला पोहोचणारा धोका, निसर्गाचे अनमोल दौलत संपत्ती, वनसंपत्तीचा हव्यास, अभयारण्यात येणाऱ्या वाहनांचा आवाजाने वन्य प्राण्यांना होणारा व्यत्यय, वाहनाखाली सापडून मरणारे वन्यजीव यांची काळजी घेतली पाहिजे. पर्यटन म्हणजे पर्यावरणाचे हानी नव्हे सर्वांनी लक्षात घेतले पाहिजे.

२. स्वयंचलित वाहनामुळे होणारे हवा प्रदूषण

आज दिवसे-दिवस स्वयंचलित लहानांची संख्या वाढत आहे. पेट्रोलवर चालणारी मोटार, स्कूटर इ. वाहने बहुसंख्य कार्बन डायऑक्साइड सोडतात. त्यामुळे पंधरा ते वीस टक्के इंधनाची नासाडी होते. या उलट डिझेल इंजनवर चालणारी मोठी वाहने 90% NO₂ वातावरणात सोडतात. त्यामुळे स्थानिक लोकांना या वाहनांचा हवेवर होणाऱ्या परिणामाला समोर जावे लागते. त्याचाच परिणाम म्हणून अनेक आजारांवर प्रभाव होताना दिसून येतो.

३. ध्वनी प्रदूषण

ध्वनी प्रदूषण हे अत्यंत कर्कश असा वाहनांचा आवाज. याचा परिणाम म्हणून कानाचे वेगवेगळे आजार, बहिरेपणा अशा आजारांना स्थानिक नागरिकांना सामोरे जावे लागते. तसेच या ठिकाणी दिवसेंदिवस वाहनांची संख्या वाढतच आहे. याच्यावर काही उपाययोजना शासनाने राबविणे गरजेचे आहे.

४. भूमी / मृदा प्रदूषण

जमिनीच्या अयोग्य वापराने भूमी / मृदा प्रदूषण होताना दिसून येते. लोकांच्या दिवसेंदिवस वाढते प्रमाण, वाहनांचे वाढते प्रमाण यामुळे या ठिकाणी मृदा प्रदूषण मोठ्या प्रमाणावर होताना दिसून येते.

वाहनांच्या धुराळामुळे जमीन नापीक बनते. मोठ-मोठ्या इमारतीचे होत असलेली वाढ यामुळे मोठ्या प्रमाणावर मृदा प्रदूषण होताना दिसून येते.

५. पर्यटन व वन्यजीवन

सामान्य प्राणी व पशुपक्षी यांच्यामुळे जगात अनेक ठिकाणी पर्यटक आकर्षित होतात. पण आज पर्यटनामुळे त्याच ठिकाणच्या वनस्पती, जंगल कटाई मोठ्या प्रमाणात होत आहे.

उदा. धार्मिक पर्यटन स्थळाच्या ठिकाणी मंदिराची रचना मोठ्या प्रमाणात होते व त्या ठिकाणची वने, जंगले संपुष्टात आणून त्या ठिकाणीच्या वन्य प्राण्यांची संख्या, प्रजाती संपुष्टात येत आहेत.

६. पर्यटनाचा भूरूपाच्या वर होणारा परिणाम

पर्वतीय व टेकड्यांचा प्रदेश, किनारी प्रदेश, बेटे यावर पर्यटकांची भ्रमती सतत सुरू असते. त्यांचेही दुष्परिणाम वेगवेगळ्या भूरूपावर दिसून येतात.

अक्कलकोट शहर हे तालुक्याचे ठिकाण असून हा सपाट मैदानी स्वरूपाचा असल्याने या ठिकाणी पर्यटकांची संख्या दिवसेंदिवस वाढताना दिसून येते. या ठिकाणच्या सामान्य जनतेवर याचा परिणाम करताना दिसून येतो.

७. पर्यटनाचा व्यवसाय होणार परिणाम

ज्याप्रमाणे भूरूपे, प्रदूषण, विविध समस्या प्रमाणे पर्यटनाचा परिणाम हा या ठिकाणातील व्यवसायावर सुद्धा होताना मोठ्या प्रमाणावर दिसून येतो. या वाढत्या छोट्या-मोठ्या दुकानांचा परिणाम या ठिकाणाच्या बाजारपेठेवर होतो व याचाच परिणाम दिवसेंदिवस वाढत चाललेले दुकानांच्या मांडप्यावर होताना दिसून येतो.

समस्या

१. ध्वनी प्रदूषण, वायू प्रदूषण टाळण्यासाठी प्लास्टिक वापर मोठ्या प्रमाणात दिसून येतो.
२. मंदिर परिसरात नारळ, फुले इतर पूजेचे सामान विखुरलेले दिसून येते.
३. कचऱ्याचे योग्य विल्हेवाट नाही.

उपाययोजना :

१. ध्वनी प्रतिबंधक उपाययोजना लागू करणे.
२. स्वयंचलित वाहनावर विविध नियमावलीने त्यांच्यावर काटेकोर त्या नियमाने अंमलबजावणी करणे.
३. नवीन रस्ते निर्माण करणे.
४. जलसिंचनाचा संयमित वापर करणे.
५. विविध प्रसार माध्यमाद्वारे लोकांना पर्यटन विषयी माहिती देणे.
६. आधुनिक तंत्रज्ञानाचा वापर करणे. त्याचा प्रदूषणावर नियंत्रण कसा होईल याकडे लक्ष देणे.
७. व्यापक पातळीवर पर्यावरण व्यवस्थापन करणे.

निष्कर्ष :

१. अक्कलकोट शहरातील विविध प्रदूषणाची माहिती मिळाली.
२. पर्यावरण व्यवस्थापनामुळे पर्यावरणाचा समतोल साधता येतो.
३. शासकीय नियमांची काटेकोर अंमलबजावणी पालन व्हावे असे निदर्शनास आले.
४. आर्थिक घटकांची मोठ्या प्रमाणावर आदान प्रदान होते आहे.
५. लहान मोठ्या मनोरंजनाच्या अनेक सोयी सुविधा उपलब्ध आहेत.
६. यात्रेमध्ये धार्मिकतेच्या दृष्टीने सामाजिक परिस्थिती दिसून येते.

७. विविध राज्यातून लोकांची संख्या जास्त आहे.

संदर्भ ग्रंथ :

१. पर्यावरण भूगोलशास्त्र : डॉ. विठ्ठल घारपुरे
२. भारताचा भूगोल : डॉ. प्रकाश सावंत
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