



Study of Tourism Development and Planning in the Nashik City

Rathod Nivrutti^{a*}, and V.R. Rathod^b

^a Department of Geography., K.T.H.M. College, Nashik (M.S.) India.

[Affiliated to Savitribai Phule Pune Univeristy, Pune]

^b Department of Geography, Vasantao Naik College, Vasarni, Nanded (M.S.), India

[Affiliated to Swami Ramanand Teerth Marathwada University, Nanded]

[*Corresponding Author's E-mail: nivarathod@gmail.com]

Abstract: Tourism industry is rapidly developing in the world. Tourism plays vital role in many countries, due to the income generated by the consumption of goods and services as well as taxes paid by the tourists. Tourism creates an opportunity for employment in the service industries associated with tourism. Nashik is a well-known religious and holy tourist destination in the country. It is also known for Simhashta Kumbhmela which held once in 12 years. More than 08 million pilgrims visit the city on this occasion. According to mythological belief, Lord Rama, Laxmana and Seeta were lived for 14 years in their exile at Nashik. Nashik has tremendous potentials for tourism development, there 25 tourist places around Nashik city. Panchvati is one of the most important places in Nashik city. Nashik city is well connecting to various important places of India by road, rail and air way. Present paper is the study of tourism development & planning in the Nashik city. Present paper is based on primary & secondary data which is collected by visiting to the tourist centers and information obtained from the tour operators, tourist government agencies and hotel owners. Secondary data is also collected from MTDC Regional Division of Nashik, Collector Office and Municipal Corporation Nashik. The objective of the study is the study of tourism development & planning in Nashik city, an assessment of tourism potentials in the Nashik city. Nashik is a 4th fastest growing city in India. However, tourism has not much developed in the city.

Keywords: *Tourism Development, Tourism Potential, Kumbhmela, Infrastructure Development.*

1 Introduction

Government has an attempt for tourism development from 1956; Indian Tourism Development Corporation has been established in 1966 in India to promote tourism development. Tourism has great role to play in

India's economic development as it generates more employment and also contributes to the Government revenue. Tourism is travels for predominantly recreational or leisure purposes or the provision of services to support this leisure travel. (5)Tourism industry is rapidly

developing in the world. Tourism plays vital role in many countries, due to the income generated by the consumption of goods and services as well as taxes paid by the tourists. Tourism creates an opportunity for employment in the service industries associated with tourism. The industry employs more than 200 million people worldwide. During the period of 1996 to 2006 foreign tourist arrival into India has drastically increasing trends. (13) Tourist offered by various destinations in Maharashtra. Nashik is a well-known religious and holy tourist destination in the country. It is also known for Simhastha Kumbh Mela which held once in 12 years. More than 8 million pilgrims visit the city on this occasion. According to mythological belief, Lord Rama, Laxmana and Seeta were stayed for 14 years in their exile at Nashik. Nashik has a tremendous potentials for tourism development, its development has predominately depend on the tourist attraction and given facilities to the tourist and assessing tourism potentials with respect to the physical and cultural factors in any Region. Nashik city is well connecting to various important places of India by road; rail and air way. Nashik has great background for the development of tourism as it is blessed with Geographical, Religious, culture and social aspect essential for tourism development.

Concept of Tourism Development:

Tourism development has predominately depend on the tourist attractions of a region, such as natural scenery, pleasant climate, sea beaches, waterfall, hot stream, hill stations, temples, fort sculptor, caves ,memorial, paintings and given facilities to the tourist these facility are hotels, resort, food, transportation, communication ,recreational spot and inputs , tourist guide and one of the most important is the accessibility of the tourist center.(3)

Tourism Development for Nashik Region: some tourist attraction in Nashik includes Ramkund,

Muktidham temple, coin museum, pandvaleni caves, deolali camp etc.

However absence of cleanliness amounts to a decline in the rate of tourism in any region, which is a prime concern in the case of Nashik. Lack of adequate facilities and civic amenities near tourist sports needs attention. For this purposed tourism plan of Rs 350 corer which is five times the funds that Nashik has been sanctioned in the past four years will be allocated to this district according to Mr. pradeep potdar, district planning officer of Nashik (14)

Indicators of Tourism Development:

Accommodation facility is very important to the tourist for shelter, destination, defense, rest and visit to the surrounding places and for further travel. (2) Transportation and communication also important in tourism development, tourism activity is not completed without transportation facility. Food culture is support to the tourism development. The important role of tourist guide it gives all information about tourist place to the tourist. An infrastructure and Scenery site contributes to the development.

Significance of tourism:

The industry, transport, storage and communication, trade, hostels, and restaurants account for ground 20-22% of the gross state domestic product and 3.5% of the employment in the state. No specific estimates are available on the employment in the travel and tourism industry.(15)

Nashik city is vital destination in the Maharashtra state .it is also known for the matra,yantra, and tantra bhoomi. Tourism leads to employment generation as well as the generation of economic activity such as a foreign exchange, multiplier effects, an infrasstructure development and regional development done due to the tourism activity. Tourism is a Recreational approach of human being. (2)

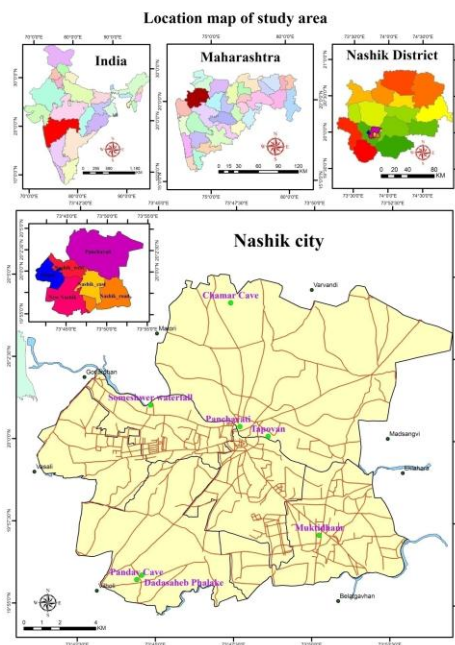
Tourism potentials:

Tourism potential is depending on the physical factor and socio cultural factor in that region.(8) The assessment of tourism potential with respect to physical and cultural factors, in physical factor Relief, (sea beaches, hill station), vegetation, Water bodies, source of river, landforms of the river, hot spring, and in the Cultural factors these are religious factor: places of worship Temples, Masjid, Church, Gurudawra , Historical factor: historical spot , memorial, forts, caves, palace ,Social and cultural factors: culture, festivals, yatra, sport spot, warli paintings etc.(2) chopra, suhita (1991) conducted study on potential of tourism in the khajuraho, the world famous temple and remote tourist in Madhya Pradesh. This study has assessed various impacts on tourism via; physical, economic and socio-cultural impacts this study has been guideline for impact assessment studies on tourism. (9) Wine tourism, usually sold as rural paradise, includes leisure cuisine, scenery and outdoor activities can have great impact on the potential of wine tourism destination (16) Nashik is capital of wine.

2 Study Area:

The Nashik city is situated in the state of Maharashtra ,in the northwest of Maharashtra ,between 19°54'40'North latitude to 20°05'08'North latitude and between 73°41'08'East longitudes to 73°54'22' East longitudes. It is an area of 482 Sq.km. Nashik cities has situated on bank of Godavari River; there are many temples in Panchvati area. It is well known religious and holy city and also grape city in India. (4) Nashik has beautiful Nature and pleasant climate; it is well connecting by the Road, Rail and Air way. There is 25 tourist places in Nashik city. These are Panchvati ,kala Ram Mandir, Godavari temple, Ram kund, sundar Narayan temple,

Sitagumpha, Naroshankar, kapaleshawe, BalajiMandir,vedmandir, someshwer temple,Someshwar waterfall , panda caves , Phalke memorial, Muktidham ,Bhakti Dham, Chamer caves, shitala temple, Katya Maruti, Gora Ram Mandir, Godavari ghat ,Topovan, Vitthalpataleshwer.



3 Methodology:

Present paper is based on primary & secondary data which is collected by visiting to the tourist centers and information obtained from the tour operators, tourist government agencies and hotel owners. Secondary data is also collected from MTDC Regional Division of Nashik, Collector Office and Municipal Corporation Nashik Above chart is use for the assessment of the tourism potential. Tourism potential assess with respect to physical and cultural factors. Increasing tourism potential with increasing height of relative relief, where relative relief height more than 400meters there has 5 marks. Slope also effect on tourism potential. Cultural factors are vital for the tourism potential such as places of worship, memorial, forts, spring, water fall, and hill station.

Weight age/scores of composite index method for tourism potential.

Indicators	Variables	Unit	Marks				
			1	2	3	4	5
Landscape Evaluation	Relative Relief	Meters	< 50	50-100	100-250	250-400	> 400
	Mean slope	Degree	< 3	3-7	7-15	15-25	> 25
	Drainage Density	Sq.Km	0-0.1	01.-04	0.4-08	0.8-1.4	1.4-5.2
	Forest cover	Percentage	0	1-30	31-50	51-80	> 80
Landforms Evaluation	Waterfall	Villages within 3Km					1
Cultural Evaluation	Places of Worship	Villages within 3Km					1

Objectives:

In the present study an attempt has been made to study of tourism development and planning in the Nashik city and an assessment of tourism potential in the Nashik city.

Case studies:

In this study 10 tourist places has been selected for case study they are as follows. Panchvati, Kala Ram Mandir, SitaGupha, Ram Kund, Topovan, Mukti Dham, Pandva Caves, Dadasaheb Phalke Memorial, Someshwer Waterfall , Chamer Caves .

Panchvati:

Panchvati is situated about 2 kms. Away from the Nashik town. The name ‘Panchvati’ is derived from the words Punch which means five and Vati which means banyan tree. Seta Gumpha is situated nearby where Seta, had once taken refuge. There are many temples here such as Kala Ram, Kapaleshwar, Ganga Godavari, Sunder Narayan, Vithal, Pataleshwar and Naroshankar. More than 20,000 tourist per day visit there place and millions tourist visit on occasion.

Ramkund:

The Godavari river one of the holiest places for Hindus all over the world. The pious river bed has 24 kund .Ramkund one of the holy kunds measures 27mtrs by 12 meters was build in 1696 by Chaitraraokhatarkar and it is believed that Ram and seta used to bathe in this kund during their exile. Millions sadhu, take royal bath in Godavari river during the kumh. (6)

Kala Ram Mandir:

Another important temple is that of kala Ram mandir this temple was built by peshwas. There are great processions and utsav on Ramnavami. Dashra and chitrapadva. The specialty of the temple is that it was built with black stones. The stones were brought from Ramsej 200 years ago. It took 23 lakhs of rupees and 2000 workers to build the temple in 12 years. The apex of the temple is made up 32 tons of gold. In 1930 Dr. Babasaheb Ambedkar performed satyagraha to allow the entry of Harijans into the temple. (6)

Topovan:

The topovan literally means precincts reserved for meditation and penance. There is such a precinct for penance ahead of panchvati and hence was named topovan. The sages used to meditate in close proximity with the lush green

nature. Laxmana brother of Rama used to stay here and has cut nose of Shurpanakha sister of Ravana. This place has temples of Laxmana and Hanuman. Even today, this locale captivates mind because of Godavari's silently gurgling stream. Long stretch of green woods and closeness to jungle's flora fauna.(6)

Mukti Dham:

Mukti Dham temple is situated in Nashik road. Built by late Shri Jayrambhaibya is a magnificent piece of architecture, made with marble from Makran in Rajasthan and by Rajasthan sculptors. Unique to this temple are eighteen chapters in Geeta written on the wall. There is a replica of all the twelve.(3)

Pandva caves:

Pandavleni is situated at a distance 9 km from CBS. There are three mountain peaks of Anjinari mountain ranges. These caves were built by Jain kings and are 2000 years old. The engravings inside the gumpas are believed to be of Pandavas of 17th century and thus these caves are named as Pandva caves.

Dadasaheb Phalke Memorial:

Founder of Indian cinema and film industry Dadasaheb Phalke was born at Nashik on 30th April 1870. In 1913 he produced the first Indian film 'Raja Harishchandra' and in the span of 19 years produced 95 films and 26 documentaries in a studio setup at Nashik till 1932. This memorial is a tribute to legendary Shri Dadasaheb Phalke. Budhsmarak & scenic beauty along with park water. (3) More than 30,000 thousand domestic tourists per day visit that place in summer season.

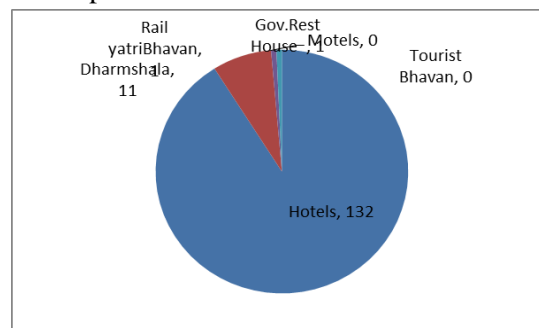
Chamber caves:

One of the sacred places for Jain Religion in Nashik Teerthraj Gajpantha, which is at Mhasrul, 5km from CBS. It is situated on the top of a small hill which is only 400ft tall. The staircase, built in black stone leads to the temple and offers a panoramic view.(4)

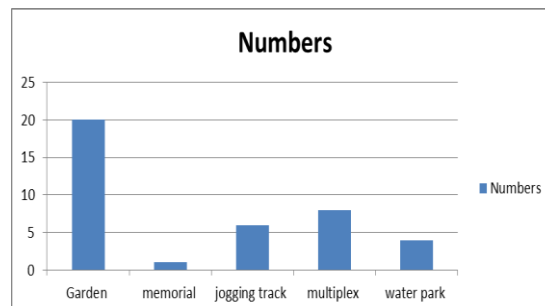
Someshwar Waterfall:

There is a waterfall created in Godavari River in basalt rock near the Someshwar temple. Many domestic tourists visit that place in rainy season. This place is located 6 km away from Nashik on the road to Gangapur.(3)

Facility in Nashik City to Support the Tourism development



Accommodation facilities should have to be for the tourist; there are 132 hotels, 11 dharmshala, 1 Government rest house and 1 rail yatri bhavan available for the tourist.



The important role of Transportation facilities in tourist development, 74 tourist agencies, 250 Nashik municipal buses, 4500 small vehicles providing transporting facilities to the tourist and Nashik city is well connected to the central railway; it also connects to the Airport.

Above facilities available for the tourist, there are 12 shopping malls, 3 local markets and 12 tourist local guides available in Nashik city. Infrastructure facilities and hospitality are very well in Nashik. Grapes, chivda, missal, wine and local food are special in Nashik. The city would develop for wine tourism due to the

availability of grapes(10). Cost spent on Tourism development was 505.27 Lakh in 2013.

One millions core funds obtain from State government& Central Governments on account the kumbhmela.

Tourism potentials: weightage/scores of composite index method use for tourism potential.

Indicators	Variables/factor	Unit	Weightage Scores				
			1	2	3	4	5
Landscape Evaluation	RelativeRelief (pandva caves)	Meters					461
	Mean slope	Degree				15-25	
	Drainage Density	Sq. Km		01.-04			
Landforms Evaluation	Forest Cover	Percentage	0	1-30			
Cultural Evaluation	Waterfalls within 3km	Villages					1
		Places of worship within 3 km					21

With respect to physical and cultural factors; Pandva caves and chamber caves that height Above the 400mtr therefore these places weight age / scores have 5 and 21 temples are situated in Nashik city hence benefit of tourism from that places within 3 km, so these places has weightage scores 5. There have tremendous potentials for Tourism development.

4 Conclusion:

Nashik city has tremendous potential for tourism development because this place is well developing from agriculture to tourism and it is a pleasant climate and many tourist places have surrounding the Nashik city.

Nashik city well known Religious and holy city in India and also known for Simbhatha KumbhMela held once in 12 years. Nashik city well connect byNH-3Mumbai to Agra, NH-50

Nashik to Pune, Nashik to Gujrat and each &every tourist places accessible by road. Accommodation has a medium level; facility should have in reasonable rate. Phalkesmarak is well recreational spot for domestic tourist but it is not well maintain.

Infrastructure development has been done due to the KumbhMela. Lack of trained Guide. Nashik should have Religious tourist center. Accommodation facility requires in reasonable rate & increase the number. Pick and drop service should have for the tourist. Effectively advertisement should have of the tourist center.

5 References:

1. A.V.Bhagawat and Medha S. Joshi (1998): Paryatan Bhugol.Murlidhar Prakashan, Pune.
2. Ajinath chaudher, Rajendra Suraya wanshi, Shivaji Pacharne, Sanjay Patil (2014)

- Tourism Geography.PP 31-36. Athrva Prakashan, Pune. ISBN: 978-93-83639-16-8.
3. Wwww.nic.in. July27, 2015.
 4. Gadakh, B. L., Jaybhaye, R. G., & Nalawade, P. M. (2015) An Assessment of Tourism Potential: A Case Study of Nashik City, Maharashtra. International Journal of Research In Geography, Vol. 1, Issue 1, 8-12
 5. Subhan Mehtani S & A Sinha, TourismGeography(2010).pp2. Commonwealth publishers ISBN 8131102130-9788131102138.
 6. MTDC Nashik Information Books
 7. Official websites Nashik July 2015
 8. Nagktode P.M. Prof. Pardhi, Vidya prakashan Nagpur, Tourism Geography.
 9. Parvez Ali Khan Role of India tourism development corporation (ITDC) in the promotion of tourism in india. (1987) 7,15
 - 10.Raut, A., & Bhakay, J. (2012). Wine tourism in Maharashtra: problems and solutions. Asian Journal of Food and Agro-Industry, 5(2), 141-155.
 - 11.Rathod, H., & Rathod, B. (2009). Poharadevi-A study in pilgrimage tourism center in Maharashtra. International Research Journal, II, 5, 530-532.
 - 12.Socio Economic Abstract Nashik District (2013).pp.271.
 - 13.Jadhav, S. J., & More, V. S. (2010). Minimum expectations of tourists: An essential factor of tourism companies. International Journal of Trade, Economics and Finance, 1(2), 184.
 - 14.T.P. Madhu Nair (2014) Inclusive Growth for Tourism development in India with special reference to the state of Maharashtra, IMRJRMT, Vol. 3, Issue 8, 11-15
 - 15.Usha N. Patil (2011) Tourism Opportunities in Maharashtra, Golden Research Through Vol. 11, Issue 4, 1-3
 - 16.Bharat Sharma (2015) "Viticulture and Vinification" Two Fundamentals in Promotion of Wine Tourism In India, Int. J. Latest Tech. Eng. Mang, App. Sci., volume IV, issue VI, 1-5