ABSTRACT

Tourism is an international business so people have to fulfill many challenges to endure in this business and for this education is extremely important. Tourism is classified on the basis of motives. Tourism is an ever explanting service industry with latent vast growth national social economics phenomenon, which has become the world’s largest and latest growing industry in terms of revenue and the number of people involved. Being a service industry, it created employment opportunities for the local population. It also helps to improve infrastructural facilities like road, railway, electricity, water supply, building etc in tourist’s center and ultimately helps to develop the region by adding national income among the various terms of tourism. Tourism growth potential can be harnessed as a strategy for Rural Development. The development of a strong platform around the concept of village tourism is definitely useful for a country like India, where almost 74% of the population resides in its seven million villages.

The importance of planning in the development of tourism related activities is aimed at creating a balance between the tourism related activities and the local environment. This is particularly the case in developing countries. Here the impact is strongest because local government must develop an infrastructure that preserves the existing unique cultural characteristics and also promotes all – round socio- economic development. At the same time, government should also preserve and enhance their physical environment in order to promote tourism.

Maharashtra is state of religious important from ancient period. But there is an imbalance in the distribution of religious tourist centers. Ahmednagar district is the largest district in the state of Maharashtra. Ahmednagar came into existence as a District in 1860. The region of Ahmednagar district lies between 18°02’ to 19°09’ N. latitude and 73°09’ to 75°05’ E. longitude. It is situated partly in Godavari basin and partly in Bhima basin. It is bounded by on the North by Igatpuritaluka of Nashik district, on the North east by Aurangabad district, on the East by Beed district and Osmanabad district, on the South of Solapur district, on the south- west by Thana district. It has a total area of 17,035 square km. The names of talukas are Kopargaon, Akola, Sangamaner, Shrirampur, Rahuri, Nevasa, Shevgaon, Parner, Ahmednagar, Pathardi, Shrigonda, Karjat, Jamkhed and Rahata. There are many religious places
where all the people irrespective of their faith congregate and worship. The Religious Centers are - Shirdi, Madhi, ShaniShingnapur, Mohatadevimandir, Deogad, Belhekarwadi, Paies, Kham, Nevasa, Meherabad, Bhagwangad, ShiddhatekGanpati, and Sheikh Baba Mandir Shrigonda.

The age-old epic Ramayana is still recreated. From the ancient Aryans to the modern Indian, from the mathematicians who discovered the zero to the modern astrophysicists and atomic scientists, India offers unique continuity. Islam and British ruled on India and so many memorial places were preserved by historians. Historical places in Ahmednagar districts are cultural heritage centers, they are - Ahmednagar Fort, Chandbibi Mahal, Kharda Fort and Choundi. Natural tourist centers are Bhandardara, Mula Dam, Kalsubai Pick, Nizarneshwar, Randha fall, Harishchandragad, Ratangad, ShriHariHareshwarDevastan, Vrudheshwar, Pemgari, Nighoj and PravaraSangam-Toka. Agro base tourist centers are Mahatma PhuleKrushi VidyapeethRahuri, RaleganShiddhi and Hiware Bazar.

The researcher has investigated availability of fundamental facilities and services at tourist centers in Ahmednagar district, with help of field survey, local people’s interview and questionnaire. The co-relationship between the services and the tourist places is also analyzed in this work. While advertising may be useful, its effectiveness will be limited if people do not have a good image of district’s tourist product. No amount of paid advertising can be effective till a concerted public relation campaign is organized though the local press to promote the image of the district as an interesting holiday destination.

Tourist offices cooperate with local clubs, trusts, cultural organizations, social bodies etc., to organize promotional evening, weeks and food festivals for district. Here film shows and talks are arranged, displays of handicrafts and folk dances are organized. This promotion is possible if there is sufficient interest in development of tourism at Ahmednagar district.