

Chapter 1

Introduction to the research topic

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Chapter 1

Introduction to the research topic

1.1 Introduction

Tourism is one of the most important parts from ancient Indian Society of Indian region. People have positive attitude for going out of their homes for different purposes. It is famous from ancient region and according to the purpose of travelling; references related to the ancient tourism are also available in Sanskrit literature. There are three terms which are found in and used for the travel in Sanskrit literature are Paryatana, Deshatana and Tirthatana. The word 'Tour' is derived from the Latin "tornare" and the Greek "tornos" meaning a lathe or circle, the movement or traveling around a central point or axis. In short tourism is the means of the relationship and phenomenon arising from the travel and stay of strangers which provide the stole and it ignores the establishment of a permanent residence and is not connected with a remunerated activity. **S.P. Gupta(199)¹**

The term Tourism development refers to all the activities associated with facilities which are provided for tourists in a particular time at particular destination. It involves various activities such as skills development, job and wealth creation and marketing. Marketing of various tourist destinations through association, training and advice of local tourism business; it promotes for development of tourism. Perfect plan management of tourism would work under the perfect conditions, which is practically found appropriate in rare cases only. And the plans which need changes or modifications according to the situation created while travelling is known as 'the Legal Escape Plan.

Tourism Planning is describes as contemporary planning issues and concerns of a specific tour planning are about setting and achieving goals where as tourism is travel for recreational, vocational or business commitments. Tourism includes many activities in a community of region that requires planning and coordination. Like any other type of tourism planning is goal-oriented striving to achieve certain. On one hand, tourism is one of many activities in an area that must be considered as part of physical environmentas well as social and economic planning.

Tourism Planning has evolved from two related sets of planning such as philosophies and methods. Therefore, it is common to find tourism in a regional land use, transportation, recreation, economic development or comprehensive plan. Planning is known as the dynamic

process which is helpful in determining the tourism goals, systematically selecting alternative courses of action to achieve those goals, implementing the chosen alternative and evaluating the choice to determine if it is successful. The planning process regarding the environment includes political, physical, social and economical elements as inter-related and interdependent components which should be taken into account in considering the future of destination used for tourism. **P.N.Pade(2014)**³²Themotivating to achieve certain objectives by matching available resources and pograms with the needs and wants of people for complete planning. It requires a systematic approach, usually involving a series of steps. The planning process is best viewed as an interactive and ongoing one, with each step subject to modification and refinement at any stage of the planning process.

1.2 Nature of Tourism Geography

Geography is an important subject which tries to study about the physical, social, environmental and economical aspects. Manmade aspects of the earth are too much important that helps in the spatial variation related to the earth’s surface. It is the major discipline that concerned with the identification, analysis and interpretation of spatial distribution of phenomena and their areal associations as they occur on the surface of the earth. **NikamN(2003)**³.

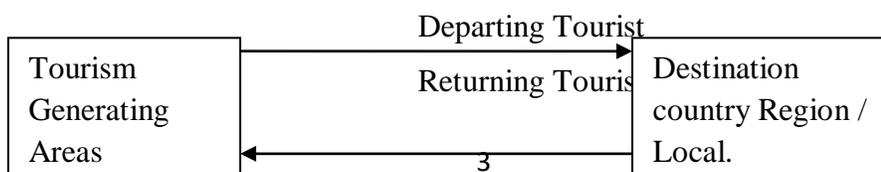
Haring and Lansbury has expressed it as, “Human Geography is one of the major branch of Geography that deals with people, their activities and their spatial distribution.”

Tourism Geography is a branch of Human Geography which includes various aspects of studies in different study centers, infrastructure facilities and other aspects of tourism. Tourism is a main economic activity of man; hence geographers have contributed much more in tourism research and have developed ideas about tourist generating and tourist receiving areas by linking them. Three basic components of Geography of tourism are as under. **Lepiere N.(1976)**²⁵

| Sr. No | Basic Components | Meanings |
|--------|---|--|
| 1 | Generating area | The tourists come from different countries |
| 2 | Destination area | tourist receiving countries from various areas |
| 3 | The routes traveled between the respective locations. | |

Model No.1.1

Relationship between Tourist Generating Region and Destination Areas



According to the Lepier, the tourist generating areas means the home of the tourists from where they start their journey and where they end it. It is based on the basic components of tourism; it includes transport, location and accommodation. **Datta &Sundaram(2013)⁸**

Dynamic Tourism known as the tourism by doing something differently on the one hand and concern is widespread about the potential for damage from tourism. Tourism may have harmful social, cultural and environmental effects on human beings⁶. On the other hand, as a tool for change, tourism is widely seen as a chance for social, cultural and economic benefits. Today tourism activity is known as one of the biggest activity in the world. People get joy, relief, entertainment, recreation from tourism activity and become fresh, energetic from their busy and hectic schedule. Hence according to its nature of place and geographical relation tourism can be classified into following two categories;

1.2.1 Internal /Domestic Tourism and

1.2.2 International Tourism.

1.2.1 Internal /Domestic Tourism

The Internal Tourism is now getting importance due to its economical, social, cultural, creational activities and it also tries to increase national integration. Domestic tourism depends upon basic infrastructure such as Natural and cultural tourist places, transportation and other essential facilities. It also gives promotion to direct and indirect job opportunities to the skilled, unskilled and semi-skilled workers and other people. It also helps to promote and to develop base for the international tourism. It develops small scale industries i.e. Local crafts and related industries. The international tourism also plays an important role in economy of each and every country, through receiving foreign currency and creating employment opportunities in the destination countries.

1.2.2 International Tourism

The Dynamic Tourism ensures that the frameworks are of a particular style and quality to allow flexibility for responsiveness and change attitude of people. It is found by watching with its dimensions of constant change and destiny, contribution of the essence of dynamics in tourism. Dynamic Tourism is about change, perpetual change over a wide range of components and facets. Its power lies in its rapid change, speed and flexibility of response, with changing is necessity in tourism.

1.3 Tourism Development

India has great and glorious tradition and rich cultural heritage which are closely related with the development of tourism. Its magnificent monuments attract a large number of tourists from all over the World. The natural surroundings, the architectural master-pieces, the music, dance, paintings, customs and languages all these have great ratio for making India as one of the different and magnificent tourist paradise. In ancient India, there were no travel formalities for travelling in the period of Chandragupta-II, and that time the famous Chinese pilgrim Fa Hein travelled between A.D.401 and 410 without a passport. But according to Kautilya's Arthashastra, passport or Mudra was essential, for all travelers in the 3rd century B.C. During the Vedic period, the tourists were accommodated at 'dhams' or holy place of the country. **Bhatia A.K.(2007)⁶**.

There was a remarkable increase in the travelers coming to India, as a result of the discovery of the new sea route by Vasco-de-Gama. When Alexander-the Great reached in India, he found well maintained roads-lined with trees and wells and rest- houses for stay/rest. Along with the royal highway which is 1920 km long and 19 meters wide, men travelled in Chariots, palanquins, bullock-carts, on animals such as donkeys, horses, camels and elephants. During the British period, tourism in India becomes more organized. They built Dak-Bungalows on the road side of the local area for the convenience of dak traveler. The finest of India's cuisines is as rich and diverse as its civilization. In Sanskrit literature the three famous words "*Atithi Devo Bhavo*" means 'the guest is really like as god' are dictum of hospitality in India.

India is a store-house of art, painting and crafts appeared on pots and cloths and wooden paintings found in the Indus valley civilization as the 3rd century B.C. the cave painting of Ajanta and Ellora created since date back to the 1st to 5th century to document the wealth of material available in the country. According to foreign visitors, art and cultural of India are too much attractive and central part helpful for showing integration of the century's heritage.

The land of India is known as a land of geographical diversity; blessed with a long history of rich civilization and culture. It is a potential tourism paradise with a wide variety of attractions ranging from beautiful beaches, hill-stations, valleys, scenery, forts, temples, museums, monuments, fairs, festivals, arts, crafts, culture, forests, wild-life and various types of religious centers, etc. India's forests, rivers, streams, valleys are bursting with rich wild-life. The largest wild-life sanctuaries in Asia e.g. Kanha National Park and Rani ki Nav in Gujarat-Lion, Ranthambor in Rajasthan-Peacock, Kaziranga in Assam-Rhinosours and Bandipore Karnataka, etc. The temples trails in India like Gurudwara in Amritsar-Punjab, Trirupati Balaji in Andhra Pradesh, Mathura, Ayodhya, Badrinath, Haridwara and Rushikesh. The hill stations like Simala, Kulu, Manali, and Massoorie in the north, Shilling and Darjeeling are located in the east. Ooty, Munnar and Kodaicanal are located in south and Mahabaleshwar, Matheran, Chikaldara and Amboli are located in central are of India. All these tourist places are most popular, which attract large number of tourists.

Maharashtra has recognized as a dynamic tourism place because it has a major thrust area for economic growth in the state, that Sahyadri Mountain is the backbone of Maharashtra. Maharashtra is a land of rich culture, tradition and festivals and is also a major trade and tourist destination of India. The features of Maharashtra are attracting thousands of tourists from across the world every year. As a result Maharashtra is the first state to declare "Tourism District" for the tourism development. Marathi is the mother-tongue (language) of Maharashtra. Maharashtra takes great pride in their language and history, particularly the Maratha Empire; its founder King Chatrapati Shivaji is considered as a folk hero across India. There are many temples in Maharashtra, some of them being hundreds of years old and are constructed in a fusion of architectural styles borrowed from North and South India. The temples have also blended great themes from Hindu, Buddha, Sikhs, Jain and other cultures. The temple of Lord Vitthala at Pandharpur is one of the greatest temples for the *Varkari*, known as devotees of God. Other important religious places are the *Ashtavinayak* temples of Lord Ganesha, *Shri Sai Baba* in Shirdi is famous in the world for its historical miracles. Bhimashankar, Trymbakeshwar, Ghrushneshwar (verul), Aundh-Nagnath, Parli-Vaigntha which are major five Jyotirlings from the Twelve Jyotirlings (Lord Shiva Temples) located in all over country. Ajanta, Ellora caves near Aurangabad, Pandav & Chabhar caves near Nashik, Elephanta caves near Mumba are

famous places of ancient cave sites and famous tourist's attractions. Mughal architecture are also be seen in the tomb of wife of Aurangzeb, called Bibi Ka Makbara situated at Aurangabad.

Maharaja Ranjit Singh's endowment saw the construction of a beautiful Gurudwara at Nanded around 1835 A.D. The features of Gurudwara are an imposing golden dome with intricate carving and a breath taking Gurudwara. Maharashtra, like other states of India, has its own folk culture concentrated on dance, music and art. The folk musical programs like *Gondhal*, *Lavani*, *Bharud*, *Powada*, *Abhang*, *Bhakti geets*, *Kirtan*, *Pravachan* stands popular especially in rural areas. The Maharashtra state has its separate department for tourism which is set up in 1969, but to promote and to develop the tourism sector in Maharashtra State, a separate government body was established in 1975, named as Maharashtra State Tourism Development Corporation (MTDC). The offices of the MTDC's are located in most of the major cities of the state and also in the outside states as in New Delhi, Goa and other places. Since 1989, there is an opportunity to develop tourism industry on large scale for promoting and for developing the tourism activities in all over Maharashtra.

Under the protection policy including rules and regulations of the corporation, a number of tourist homes, resorts and hotels operate from several tourist sites to accommodate visitors and provide information and also arrange guided tours. The corporation also organizes numerous festivals, performances, dance and music. It is providing an opportunity to visitors to experience the land, its heritage, its people and their customs. Some of these festivals are the Ellora festival, The Pune Shri Ganesha festivals, Shri Shirdi Sai Baba festival, The Sapatashruni festival, Trymbakeshwar festival, etc. in Nashik and others. Maharashtra state includes a number of sites of historical, natural and Cultural with different importance. At the state level, with the active support of Hon. Chhagan Bhujbal, the Minister of Tourism, there has been an all round increase in the resource funding, the implementation of people friendly and employment generating projection has been made possible.

On a 720 kms long strip between the Western Ghats and the Arabian Sea (Mumbai, Alibagh, Juhu, Ratnagiri, Goa, etc), lie a host of hidden beaches and creeks. Only a few of them are known to the regular beach hopper. These solitary beaches, alongside the wild and verdant Western Ghats, are a quite alternative to the more animated counterpart¹⁰. During a drive between Mumbai, Ratnagiri and Goa, are spots with dozens of unexplored beaches with white sands, calm and co-operative people. There are so many antique items/beautiful things to buy in

Maharashtra and so it has its speciality such as Kolhapuri-saj and chappals, painthani-sari, solapuri-chadar, Irkali-sari, Sawantwadi-toys, Warli-paintings etc.

The Nashik District has great potential for tourism resources; it has a great treasure of tourist places. The main attraction of Nashik District is natural scenery, caves, temples, panchavati, international vipashana centre, fort, dams, valleys, etc. The climate of sahyadri mountains range, Trymbakeshwar & Igatpuri hill-stations is good. Trymbakeshwar is a source point of Godhvari River where Godavari River rises, instead this Bramhagiri shiva temple, nivruttinath maharaj samdi mandir, shri swami samrath mandir, Bramhagiri Mountains, gangadwar are also located in Traymbakeshwar. Igatpuri tahasil are kavnai, taked vipassana center, ghatndevi, tringalwadi fort. They are tourist centers. Marathi is a local language in the district. Ganeshostava, Shimaga, Navratri, Dasara, Hanuman Jayanti, Mahashivaratri, Ambedkar Jayanti, Christmas, etc are the important religious festivals celebrated in Nashik District.

1.4 The Selection of Topic

The Researcher has selected the research title as

“Dynamics in Tourism Development Planning of Natural, Historical and Religious Tourist Centers in Nashik District of Maharashtra”

Nashik district is very close of Mumbai, the capital of Maharashtra. It is on railway route of Mumbai-Manmad central railways. It also discloses a treasure of great tourism resources. Geographically the Nashik district has considerable varieties in climate as well as in socio-economic status. Trymbakeshwar, Saptsrungi Garh, Vipassana/Dhamgiri Meditation Centre-International Vipassana Center, Kavnai, Panchavati, Tapovan, Kala Ram Mandir, Someshwar Mandir- Waterfall, Tirupati Temple, Gangapur Dam, etc. are well known tourist places of the Nashik District. Instead this, the district has vast and great tourist places such as Pandv and Chabhar Caves, Panchavati, Tapovan which have historical background in all tehsils.

Nashik District is an important district of Maharashtra because it is nearest to capital city Mumbai and it is also educationally well developed that three Universities are located in Nashik (YCMOU, Arogya Vidnyan Vidyapeeth, Sandip University). Nashik District is also well known as hill-station due to location of Saptashrungi Garh (vani), Sahyadri ranges, Igatpuri, Trymbkeshwar Temple, Anjeneri, instead this Nashik district is famous for waterfalls, dams and valleys such as Dugarwadi Waterfall, Someshwar Waterfall, and due to other tourist places such as Vipassana International Academy, Panchavati, Pandavleni, Chambhraleni, Nandur

Madyameshwar Bird Sanctuaries. Nashik is main attraction of the tourist from all over Maharashtra and India. M.T.D.C. has planned special tourist package to develop Gangapur Dam as tourist destination and has provided various facilities like travelling, accommodation, museum and information center etc. There is great opportunity for development through tourists and the place has potential to satisfy more than lakh tourists throughout the year if well planned. Gangapur Dam has facilities of seaplane, garden, back water, boating etc. and other places attract huge number of tourist and their dynamic change.

This study has helped to find out some basic requirements of these places to promote and to develop them as tourist destinations. With respect to the Nashik district efforts have been taken in this study to explore historical importance of existing tourist places forts, caves and many more things are here to visit. Many tourists wish to visit these places but they are not getting proper information. The tourism industry will change the future of the district and will improve the socio-cultural and economic status of Nashik district. This is the main motive behind selection of this topic for research.

1.5 Significance of Tourism

Tourism has been regarded as an economic proposition in India and has a distinct role to play as a tourist industry. Tourism has bright future at local, national as well as on international level. As a private sector units and individuals are taking various measures to promote tourism. Promotion of tourism can contribute immensely to our national economy. From many years, tourism was neglected at various levels but now a day's tourism is concentrated for tourist place and various efforts are being made to improve the position and standard of tourism and also for the social benefit of the people.

The importance of present investigation is explained in view. The study helped to find out the influence and importance of tourist places in development of the district through increasing job opportunities, self-employment opportunities such as accommodation facilities, travelling facilities, hotel business and many more. It also supports to the private vehicle drivers to promote their driving business and to be a tourist guide. It also gives complete planning related to economic levels of local people share of tourist center economy of India, people watching with its dimension of constant change and serendipity, partakes of the essence of Dynamic Tourism. Nashik district has great historical, natural and religious background due to which tourists have scope to visit and residential have opportunities for job creation.

1.6 Review of Literature

*Lepiere(1976)*¹⁷ in his research article viewed that tourist destination from five broad sectors are mainly attractions, transport, accommodation supporting facilities and infrastructure, He also explained that attractions factor encourage tourists to visit the location, the accommodation and supporting facilities a like (e.g. Shops, Banks, Restaurant, hotels, etc). Cater for the wellbeing during their stay and the infrastructure assures the essential functioning of all the above sectors. *Negi (1979)*²⁹ noted in his book that the future growth of tourism with largely depend upon the growth of suitable hotel, accommodation in the region. Promotion of tourism is supported with transportation and other infrastructure facilities available during traveling. According to the views of *Seth(1985)*⁴⁰ expressed in his book entitled “Tourism Development planning in Srilanka” the correlation between International Trade & economic development; proper investigation and perfect planning/management is too much important factor and healthy relationship between tourism & growth in a dynamic model of trade. The analysis is carried out for both small and the large country case welfare necessarily increase with the growth in tourist consumption of non-traded goods.

In the book, *K.K.Sharma(1991)*²² defined that the tourism industries have to advance their knowledge on the extent to which tourists use social networking sites not only for achieving information on possible destinations but also for expressing negative judgments, in order to figure out the major problems created during tourism and consequences for tourism marketers and possible solutions. It also described in detail the current shifting from e-tourism to f-tourism (from e-channel to Face book).In the research thesis, *Sudheer, S.V.(1991)*⁴⁷indicated the latest trend in the tourism industry which is called as ‘ecotourism’ which refers to travel that combines preserving the natural world and sustaining the well-being of the human culture that inhabit it. A systematic approach to tourism development, planning and management is advocated because it can accommodate social and environmental problems as well as economic factors that have been the focus of previous research. Economic factors have been focused on previous research fund and the open tourism system. *Mera Seth(1996)*²⁸ has evaluated the concepts and applications in the research paper published in the journal of Yojana. He defined the development of Indian tourism on the context of advanced and developed countries, which is too much difficult to achieve by the developing countries like India. In addition, he has not focused on the areas such as pilgrimage and heritage tourism which gives maximum tourists.

C.Sumathi(2000)⁵, a Professor in Marketing, focused on the 4Ps of Marketing Mix. He defined that 4Ps-as Product, Price, Place and Promotion. The strategies of 4 Ps are flexible and are modified when applied to services and according to the special features of the services. Different types of problems are encountered as challenges by the service maker such as heterogeneity, the necessity of customers, and communication with customers while delivering services and absence of marketing mix to include people, processes, and physical evidence. **J.K.Shama(2000)**¹⁸ defined the concept of Sustainable development of tourism which depends on the breakable balance between its fast growth and the consumption tendency to its own life support systems including nature, culture, and communities. The emergence of new technologies, evolution of social media, various offers on a neutral ground supports open participation of stakeholders. He also explores the employment opportunities available through social media and achieved by individual users of Trip Advisor and by institutional actors (destination organizations). **Thampi, S. Santhosh. (2002)**⁵⁰wrote his famous book, “Eco-Tourism Marketing”. He attempts the basic foundations of tourism planning and development caters to tourism designers, planners and developers of varied experiences and knowledge for planning of tourism industry in near future. He describes the concept of tourism planning, approaches, techniques and principles applied at various levels. **Vasanti Venugopaland V.N.Raghu(2002)**⁵² pointed out the tourism as “the sum of the phenomena and relationships created from the interaction of tourists, business suppliers, host governments and host communities in the process of attracting and hosting these tourists and other visitors”. As an important part of national development, it achieves economic benefits; tourism encompasses social and cultural benefits as well. From socio-economical and cultural point of view, tourism develops interaction between cultural attitudes of the visitors and others of the host population. It promotes friendship, understanding and social interactions as well as knowledge among different parts of the world. **Zacharias, James Manalel., Jose, M.C., & Afsal Salam (2003)**⁴³ analyzed that in 2011-2012, 157 million domestic tourists visited Andhra Pradesh thus it are known as one of the leading State in the country. This shows an increase of 14% over 2010-2011. The next four states of domestic visitors’ are noted as in Uttar Pradesh-134 million, in Tamil Nadu-115 million, in Karnataka-32.8 million and in Rajasthan-25.9 million. All these states accounted for about 72% of the total domestic tourists in 2011-2012. The top five states for international visitors are New Delhi, Maharashtra, Tamil Nadu, Uttar Pradesh and Rajasthan.

M.B.Potdar(2003)²⁷ structured a perfect working definition of tourism that "the temporary movement of people to destinations outside their regular places of work and residence, the activities undertaken during their stay in those destinations, and the facilities created to cater to their needs. **Chawla Romila (2003)**⁶ opined in his book entitled, "Tourism in the 21st Century". She emphasized on important features of the tourism industry, its contribution to the national integration and creation of harmonious social and cultural environment and also suggests the promotion of arts, crafts and culture and brings about prosperity and sustainable development. Twenty First Century is the age of information technology and tourism. She gives aspects and challenges of tourism in the Twenty First Century. **Subhash N. Nikam(2003)**⁴⁶ suggested in his Ph.D. thesis entitled, "Potential and Prospects for Tourism Development in Nashik District". He tried to focus for understanding the stage of tourism development by considering four case studies and he found the need of efficient potential for prospects of tourism industries. According to the situation, proper and different planning is important at different destinations. He also noted remarkable recommendations for tourism development in the Nashik district. This study has been beneficial to the researcher for identification of potentials and prospects for tourism and for tourism development in the context of Nashik district.

Chinmaya Kumar Dash(2003)⁷ examined on the "Strategic Management Model for Tourism in Orissa." He examined the views and attitudes of tourists about different facilities provided by the Tourists. He made the SWOC analysis of the present marketing strategy of tourism industries. He suggested for efficient strategic planning for promotion of tourism based on planning, product, pricing and accommodation and miscellaneous. He also formulated an efficient and effective marketing strategy and promotion efforts for development of tourism. **Jim Butcher(2003)**¹⁹ noted the moralization of tourism in his book; He also focused on present critique of tourism in historical context and present the outline based on a distinctly moral concepts of modern tourism. It supported for identifying a new moral tourist by drawing on arrange of contemporary examples. He also provided a wide range critique looking at both the effect the new moral tourism based on the holiday marker and its effect on the host societies in terms of development opportunities. Traveling is non-intrusive and it gives low impact in the way of reconnecting with nature and rediscovering lost truth.

Kandari O.P. and Ashish Chandra (2004)²⁴ wrote a book entitled, “Tourism Development Principles and Practices”. He noted that planning and assessment are important parts of sustainable development of tourism. He focused on issues are important parts of sustainable development, particularly from economic, ethnic and environmental perspectives and also explained the Goals and strategies for effective tourism practices. **Fillipe Rodrigues e Melo and Dr. S.S Hugar (2004)**¹⁵ in their article “Factors influencing performance of Goa Tourism Development Corporation (GTDC): A Multiple Regression Analysis made an attempt to identify the factors that determine the level of satisfaction of the tourists and of the tourism industries in regard to the services offered by GTDC viz. Accommodation, River Cruise, Tours and tours packages, etc. **K.Sasikumar and R.Bindu (2004)**²⁰ in their article of 'Performance of Tourism Industry in Kerala” examined the growth of tourism industry in Kerala state and compared to the Kerala state with other states and also criticized the developmental activities of tourism industry in Kerala and the role of different agencies involved in tourism development by providing tourism facilities, infrastructure, tourism vision of the state and comparison is also made with the other states.

According to **R. Renganathan (2004)**³⁴ positioning a tourism destination to achieve a competitive advantages, the status of the tourism industry is one of the important factor which affects positioning in the tourism marketing, positioning process and types of positioning. In their article 'Incredible India's Tourist Share Growing' **Dr.G.Ganaesan and Dr.K. Chandra shaker Rao (2004)**⁴³ stated that according to the record of World Travel & Tourism Council, India has ranked second highest in global travel and tourism demand that tourism growth ratio is increasing with nearby 10 percent every year. Socio-Economical tourism, Farm-tourism, Cultural and Heritage tourism and Medical tourism are the promising sectors of Indian tourism. As per the opinions of **Dr.P.B.Patil (2004)**¹⁴ opined in his article 'Marketing of tourism in western Maharashtra and Goa: The Seven A' S Strategy' that it is essential to understand the existing status of tourism with tourist services in the study area, with a broad view it focused out on essential elements of Marketing of tourism strategies in the study area and relevance of factors with 7'A' as Attraction, Accessibility, Accommodation, Attendance, Alertness and Accord.

Sharma O.K. (2004)⁴² pointed out key issues of tourism in his book “Tourism and Regional Development of tourism. He identified key issues of carrying capacity and community participation. He also stated that role of tourism in rural development is fundamentally an

economic one and can help to sustain and improve the quality of life in rural areas. **K. Anil Kumar(2004)**²¹ analyzed negative factors of tourism. He emphasized on the various negative factors of tourism covering from pollution to prostitution. He also suggested a mechanism to monitor for identifying negative factors of tourism and to control or to prevent the negative impacts inflicted by the factors on the industry. The government also has to prevent the exploitation by the shopkeepers and other service providers should approve prices and service charges. Proper steps should be taken for controlling the pollution and to keep the environment clean and green, instead this, government also has to take step against drugs trafficking, prostitution, illegal and unscientific massage parlors, robberies and assault on tourists including rapes and murders. In a research paper entitled, Himachal Tourism: A SWOT Analysis, of **Saurabh Rishi & Sai Giridhar, B.(2004)**³⁹, they noted that planning and assessment are important parts for sustainable development of tourism. Further he focused on burning issues of tourism development i.e. economic, ethnic and environmental perspectives. They explained the Goals and strategies for effective tourism practices, and identified the key issues of carrying capacity and active participation of community and stated the role of tourism in rural development, fundamentally an economic one to sustain and improve the quality of life in rural areas. A research work of **Sarngadharan, M., & Retnakumari, N.(2005)**³⁸ entitled, “Hospitality and Tourism: A Case Study of Kerala” was elaborating theoretical framework of tourism. He underlined concept and indicators of tourism demands. He also emphasized on economic, environmental and socio-cultural impact on tourism development. He highlights issues pertinent to the future of tourism development. **M.A. Khan(2005)**³⁷, wrote a book on, “Principles of Tourism Development”. Which deals with hotel industry and tourism, these are the two significant sectors of modern day economy, tourists are honored guests and the hotels offer them the demanded hospitality. He also focused on the role of information technology in tourism industry. **Thankamani, K(2005)**⁵¹ defined in his research work, that the deals with hotel industry and tourism which are known as two significant sectors of modern day economy. Tourism is honored guest and the hotels affect them by their demanded hospitality. He also focused on the role tourist guide and of information technology in tourism industry. **K. Srinivasa Rao(2005)**²³ studied on Religious Tourism in Andhra Pradesh, and he hospitality regarding Transportation, food and accommodation facilities are not satisfactory to the expectation of the pilgrims and tourists. The shrines and its surrounding area should be peaceful, serene, and clean and hygiene

surrounded by well-maintained gardens and trees. Security, proper information, guidance and public relations should be improved. Better transport facilities, good food and safe drinking water should be provided.

Jay Raju V.(2005)¹⁸ studied about the managerial and commercial aspects and explored the importance and potential of eco-tourism in India. He discussed the principles of eco-tourism from an overview of tourism. In addition to this he defined eco-tourism with adventure tourism, sustainable tourism, responsible tourism, nature based tourism, green tourism, multi-sport adventure and cultural tourism. The eco-tourists are classified into four parts i.e. hard core eco tourists; dedicated eco tourists; main stream nature tourists and casual nature tourists.

R.K. Malhotra(2005)³⁵ analyzed in his book “marketing of tourism” that the various factors influence the successful marketing of tourism. He also focused on the drawbacks in existing methods and gave suggestions for improving the present situation. In the research work **Anchal. A(2005)**¹ pointed on problems of tourism destination marketing with its special features, tourism marketing segmentation and also suggested proper solution to the problems of destination marketing. She studied about the development policy and promotion of eco-tourism and adventure tourism. She recommended for improvement in roads, transportation and to provide vegetarian food. **Dr.G.Ganesan and Dr.K.ChandrasekharaRao(2005)**¹⁰ explained in their article about rural tourism, Nature-based tourism and Heritage tourism. Rural tourism means the activities related with rural people on tourists’ trade. It includes local community with their involvement and promoting natural beauty. Rural tourism includes Nature-based tourism and heritage tourism.

According to **T. Suchitra Rani and Dhanya Menon(2005)**⁴⁹, innovations need to ensure profitability for the tourism companies. In growing competition, organizations concentrate for increasing the number of tourists. Customer-centric orientation has resulted into revolution and has led to a paradigm shift. **P.C Sinha(2005)**³¹ worked on, Tourism Research policy and regulation and defined that tourism has seen rapid and sustainable development. The desirability of tourism has been questioned by government due to profit motives. Thus local communities, due to some negative social issues and environmental impact of tourism have voiced their concern against it. Tourism development strategy should be different as per regions and also should be properly implemented. **Aman deep kaur and Dr. PunamAgarwal(2007)**⁹ analyzed the importance of Tourism and the country side and focused on Dynamic Relationship established

on context for the subsequent and more that follow by outlining issues relating to, dimensions of, and questions surrounding the dynamic nature of rural tourism and recreation.

*Sunanda, V. S.(2007)*⁴⁸ noted in her research work, “Tourism Planning and Development” that the tourism industries are providing large number of job opportunities to the local people. But it has adverse effect on the destinations that it contains vital information on tourism planning and management also focused on critical issues related to tourism. *Manish Ratti(2007)*³⁶, in his “Tourism Planning and Development” book which deals with the tourism industry also provides a number of job opportunities to the local people, adverse effect on the destination; it contains vital information on tourism planning and management, crucial issues are given an elaborate treatment. *Bhatia A.K(2007)*⁴ in the book titled as ‘Tourism development- Principles and practices’ has strongly argued in favour of planned tourism development. His emphasis on integrated approach and incremental approach, increase the quality of tourism services and effective management of tourism. He defined 56 transportation, services, information and promotion, physical environment and tourism organization as the basic components for tourism planning and development in a particular region.

*Dr. Kulwant Singh Pathania and Dr. Arun Kumar(2008)*¹² “Tourism in India” focused on all aspects related to the tourism and outdoor with its recreations called as resources based on the concept of development of tourism. All the recreation resources have usefulness for the development of any tourist destination in India. *M.M. Khan(2009)*¹³ highlighted in his an important book series on “Encyclopedia of Tourism”. He accentuated on theoretical framework of tourism development on national and international level, it includes fundamental aspects, salient features and various organizational goals. He emphasized on the origin of tourism, types of tours and tour operators, system of social organizations, different types of criminal theories, relation between tourism and hotel industry. He explained the deals with basic aspects of ticketing and booking, global ticketing and booking and also defined complete history of ticketing and booking of air, rail and Water and road transportation for travelling. *Sandeep Das(2011)*³⁷ defined in his article that tourism provides direct job opportunities by job creation strategy. So this sector provide with economical and non-economical incentives for sustainable development and overall economic growth along with creation of jobs.

As per the information given by *Barna Maullick(2012)*² in his article The Tourism as Strategy for Rural Development, highlights on the tourism mainly on management strategy of

tourism for rural development. He has given first priority of tourism sector to its contribution for earning foreign exchange and acceleration trend and strategies of this sector towards attracting the foreign tourist arrival in India and for increasing the visitors' ratio. According to *Silpa & Rajithakumar(2012)*⁴⁴ tourism is known as an engine for economic growth and economic development of the nation. In his study he highlighted on the progress of rural economy of Himachal Pradesh with the findings and he suggested that this state is emerging as a favorite destination for all types of the tourists i.e., domestic as well as foreigners which helps for the growth of the state. *Parmar Jausingh(2012)*³³ has defined in his book “, “Tourism as an engine for economic growth” that the tourism has great impact on the agents time preferences. He also defined “Dynamic Model of Tourism and Economic Growth: the role of Physical & Human Capital.” This book pointed out the model analyses with the relationship between tourism and economic growth, Physical and Human capital accumulation and changes in the terms of trade.

1.7 Study Area

The study area in Nashik District is rhomboidal in shape with a longer, diagonal of about 170 Km. the southern east and on extreme breadth of about 180 Km. from North to south. Nashik District is situated at 180 Km. from Mumbai and is located at height of 565 meters above mean sea level. It is located between 18⁰ 33' N. and 20⁰ 53' N. latitude and between 73⁰ 16' E. to 75⁰ 16' E. longitude in North West part of the Maharashtra State. It is surrounded by Dhule district in the north. Dang & Surat District of Gujrat State in the north west, Jalgaon in the east and northeast Ahmadnagar in the south, Aurangabad in the southeast and Thane in the west and south west. Nashik district headquarters is located at Nashik town, for administrative purpose four divisions have been formed namely Nashik. Niphad, Malegaon and Peth the district is further subdivided in 15 Tehsils viz. Nashik, Igatpuri, Dindori, Peth, Surgana, Yeola, Satana, Kalwan, Chandwad, Niphad, Sinnar Deola, Malegaon, Nandgaon, and Trimbekeshwar.

The climate of the district is generally dry except during the monsoon season. The average annual rainfall of the district as a whole is 1034 mm. The rainfall decreases from west to east. The summer is moderately hot & the temperature varies from 36⁰ to 43⁰ C, the air is humid during the monsoon season. The most of the sturdy area are the Trimbekeshwar, Igatpuri is known world famous for vipassana International Academy, Panchavati, Saptashrunji Gad, Pandav Caves etc. these are famous tourist point.

1.8 Objectives of the Research

Following are the major objective of the present study:

1. To study the dynamic change of the study region.
2. To research natural tourist centers in Nashik district.
3. To find out the historical tourist centers in the study area.
4. To analyze the Religious tourist spots of Nashik district.
5. To search the causes behind the development or less development of Tourist centers of Nashik District.
6. To suggest the proper planning of tourism activities.

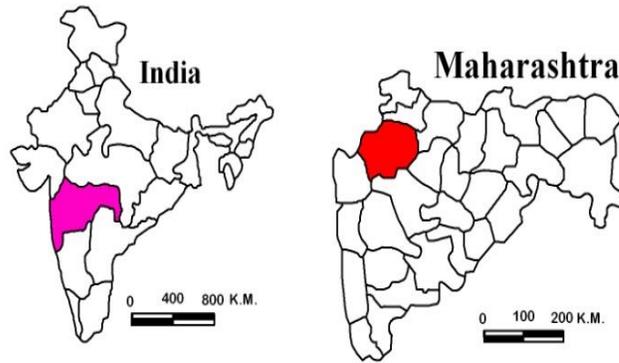
1.9 Hypotheses of Research

1. Socio-environmental factors are responsible for dynamic of Tourism Development.
2. Attractions of tourists made impact on the Tourism Activities.
3. The development & planning of tourism is essential for tourism Development.

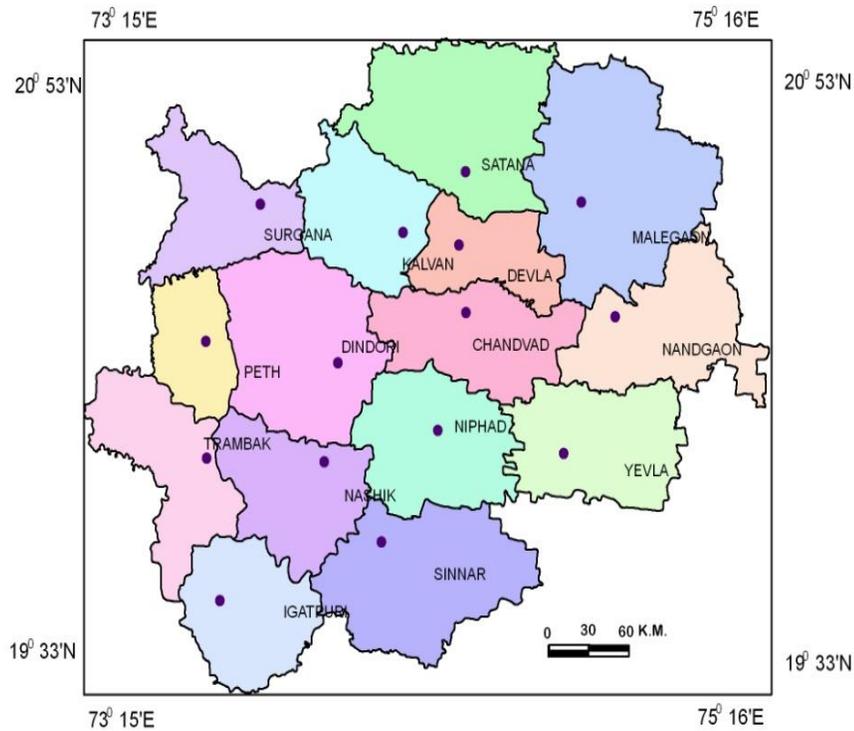
Figure No 1.1

LOCATION OF NASHIK DISTRICT

Location Map



Nashik District



1.10 Data Collection and Methodology

The study is based on both primary and secondary data. The primary data -have been collected by field survey, visit tourist and tourist places. Secondary data is collected from various reports of tourism development. Government of Maharashtra, Maharashtra Tourism Development Corporation (MTDC), Nashik District Tourism centre as well as from published booklets, news papers, periodicals, journals and books. The span of the study is of two decades (1991 to 2001 and 2001 to 2011)

This research work has based on statistical data, field investigation, sample survey, observation, interview and other information about aspects various reports of development of tourism. After the collecting of data, tabulated and represented with the help of various statistical techniques and tools various map, diagrams have prepared to show different types of information and the analysis with interpretation are completed from geographical point of view.

1.11 Limitation of the Study

There are certain limitations in this research work. In the present research work, following limitation are observed.

1. The study is mainly restricted to the Nashik District.
2. Study is based on the observations and informal interviews taken from tourists.
3. Time constraint is also one of the major factors because; same tourists are not visiting certain places at certain time.
4. Due to the different mood, tourist hesitates to give the information; they do not take it seriously.

1.12 Summary of the Chapter

The present research work has been divided into eight Chapters.

A chapter first has been introductory chapter; it gave the Dynamic, development & planning of tourism. It also objectives, Hypothesis, Methodology, Sources of data & Importance of the tourist centers. Chapter second has devoted to examine the geographical profile of the study region. This chapter included location, Administrative divisions, Physiographic, Climate, Drainage working, Population & its characteristics. Occupation Structure, Water Supply, Transportation and other facility of the study region are studied briefly. The third chapter is related development of tourism on National, State & also district level. It also deals with details. The chapter four is related to Natural tourist centers in Nashik district for example Panchavati,

Gangaghat, Bramhagiri, Gangadwar, Someshwar waterfall, Taharabad, etc. The chapter fifth has related include to Historical Tourist Spot in Nashik District e.g. Pandav Caves, Chambar Caves, Panchavati, Tapovan, etc. The chapter six is related Religious Tourist Centres, They are Trimbakeshwar, Saptashrunji Gad, Vipassana International Academy, Kavnai, Taked, etc. The chapter seven is related to Tourism Planning in Natural, Historical & Religious tourist centers in Nashik District.

Last chapter is also relating to finding, conclusions and recommendation. Finally an attempt has been made to complete bibliography of books, articles, reports which are used while preparing this work.

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