

Assessment of Tourism Potential for Regional Development - A Case Study of Newasa Tahsil

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Abstract

Fast growing tourism industries have provided a focus for policymakers and academics concerned with regional and national economic development in periphery areas. Tourism is one of the main sources of revenue. Tourism involves mostly small enterprises, so the role of tourism entrepreneurs can be very important for the development of rural tourism. The aim of the study is to investigate the potential of successful and sustainable contribution of the tourism sector for regional development in the study area. In particular, the study aims to: explore the differences in developed and undeveloped tourist and investigate the impact of transportation infrastructure and investment initiatives on the growth of the study area. This study aims to highlight the importance and potential of regional development through tourism. Whole Newasa tahsil consider as study area for the present paper.

KEYWORDS: Tourism; Potential; Regional development;

Introduction:

Tourism is a potential force of environmental, socio-cultural, Historical and economic change and its significant influences on the development of communities throughout the world. People often travel in search of natural environments and cultures different from their own. The impacts they have upon these elements will vary, depending upon the attitudes, beliefs and values they bring with them and those of the peoples already living and interacting in those areas. This blending of two different attitudes, way of life and values can affect both the visitor and the visited, resulting in permanent changes to societies.

Maharashtra is the second most visited state in India by foreign tourists, with more than 2 million foreign tourists' arrivals annually. Maharashtra boasts of a large number of popular and revered religious venues that are heavily frequented by locals as well as out-of-state visitors.

Ahmednagar District is the Largest District in the State of Maharashtra having 5.66% of the area of the state. The district has historical heritage. The name of the District Ahmednagar has come from the name of the founder of the town Ahmednagar by Ahmed Shah Nizam Shah. The District place Ahmednagar has many places of Historical importance.

Actual economic flows see in tourism one of the most important activities. Positive effects of tourism are bigger and bigger from day to day, not only for the regions but also for entire countries.

The main purpose of this research paper is to study the potential of tourism potential of NewasaTahsil with relation to regional development. Newasatahsil having large religious tourism potential there are two religious places which are very developed but

some tourist places are not require infrastructural facility for tourism development. These are affecting the regional development in this area.

Review of Literature

Rural tourism is not altogether a new phenomenon. Interest in the countryside recreation started to grow towards the end of the eighteenth century as a reaction to the stress of the increasing urbanization and industrialization. The nature and the countryside became the “gaze” of tourists (Urry, 1990) and influenced poets and artists. However, its growth and development is due to technological advance, the availability of free time and the increase in disposal income (Sharpley, 1996).

According to ISRDS (2000) rural development initiatives should place emphasis on changing environments to enable the rural people to earn more, invest in themselves and their communities and contribute toward maintenance of key infrastructure. Previous research indicates that tourism activities focusing on beaches, large holiday home developments, big hotels among other major touristic products are difficult to integrate into the concept of rural development (Reeder and Brown, 2005; Cabrini, 2002).

In regard to this notion, rural tourism is thought to be one of the sustainable development channel through which rural areas can achieve economic, environmental and socio-cultural growth (Haghsetan, Mahmoudi and Maleki, 2011; Reeder & Brown, 2005). Rural areas of most touristic countries have become the centre of attraction for tourism planners and holiday makers (Haghsetan, Mahmoudi and Maleki, 2011; Kneafsey, 2001).

Objectives:

1. To study the tourism potential in NewasaTahsil.
2. To study the regional development tourism activity.

3. Source of Data:

The present study is based on the data collected from primary and secondary sources. Primary data will be collected through intensive field work by visiting various destinations in the study region. Questionnaire of local people and tourist interview will be applied for the data collection. Secondary data will be collected through District Census Hand Book, Sndarbha Maharashtra, District Gazetteer, Published and unpublished materials, Travel books, Newspaper, periodicals etc.

Study Area:

The NewasaTahsil is located in the northern part of Ahmednagar district of Maharashtra it is between 19° 32' 0" north, 74° 56' 0" east. Newasa is a Taluka headquarter. Newasatahsil 1343.43 sq. km. it is 7.72% of total geographical area of Ahmednagar district.

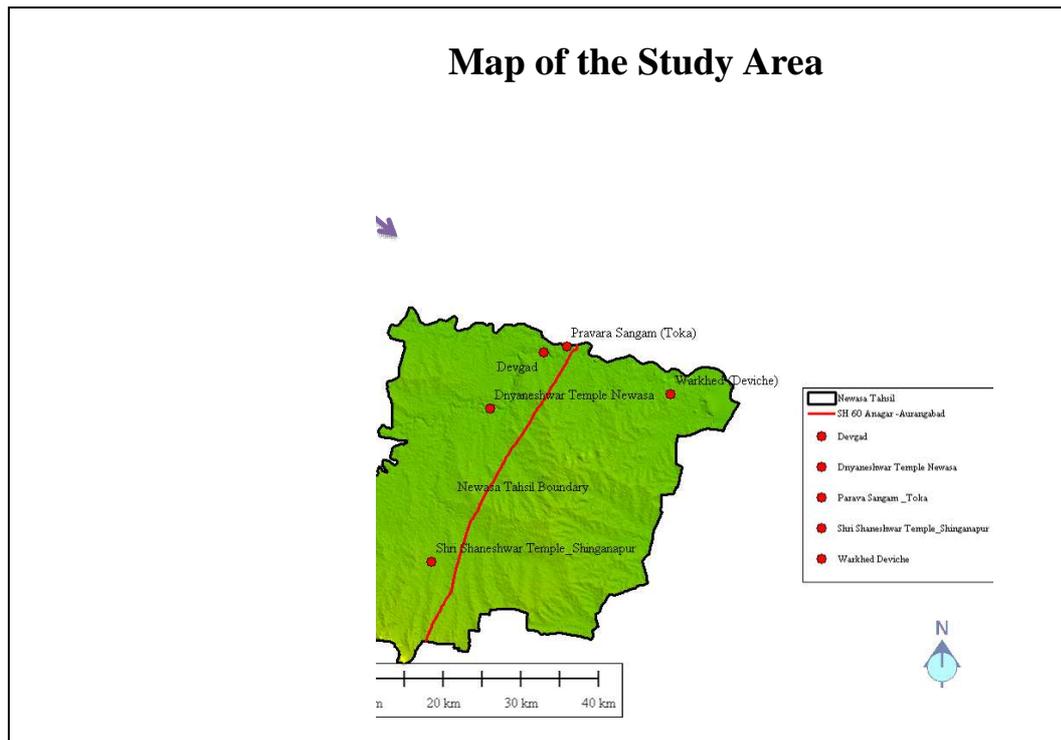


Fig.: Map of the Study Area

Discussion

Pravarasangam (Toka)

Pravarasangamis located in Newasatalukain Ahmednagar district. It is located on the confluence of the River Godavari and River Pravara it is between $19^{\circ}37'$ North and $75^{\circ}07'$ East longitude. So it is called as Pravarasangam. The village is located along the Aurangabad-Pune state highway No.60. Distance from the Newasa is 14 km. as well as 45 km from Aurangabad.



Photo: Pravarasangam (Toka)

ShaniShinganapur

ShaniShinganapur is a village in the Indian state of Maharashtra. Situated in Nevasataluka in Ahmednagar district, ShaniShinganapur is located $19^{\circ}24'$ North latitude and $74^{\circ}49'$ East longitudes.the village is known for its popular temple of Shani, the Hindu god of the planet (graha) Saturn. Shinganapur is 35 km from

Ahmednagar city. The shrine for Shani comprises of a five and a half feet high black rock installed on an open-air platform, which symbolizes the god Shani. A Trishula (trident) is placed along the side of the image and a Nandi (bull) image is on the south side. In front are the small images of Shiva and Hanuman. Generally, the temple has 30-40,000 visitors a day, which swells to around three lakh (i.e. three hundred thousand) on Amavasya (the new moon day), believed to be the most auspicious day to appease Lord Shani.



Photo: ShaniMaharaj Temple

Shree Kshetra Devgad

Devgad is a holy temple of Dattatrya, attracts worshippers. It is situated on the bank of river Pravara and located between 19°38' North latitude and 74°42' East longitude. Devgad is one of the most famous, well known and beautiful place which is achieving celebrity under the direction of Bhaskar Gire Maharaj. Devgad, a holy temple of Dattatrya, attracts worshippers. It is situated on the bank of river Pravara. Devgad is one of the most famous, well known and beautiful place which is achieving celebrity under the direction of Bhaskar Gire Maharaj. It is a holy place established and developed by Bhaskar Gire Maharaj. It is famous for its discipline and cleanliness. People from all over Maharashtra as well as from the neighboring states visit this place.



Photo: Devgad Temple



Rest House at Devgad



BhaktNiwas at Devgad

Parking facility at Devgad

Newasa- PaisKhamb

Newasa is located between 19°32' North latitude and 74°56' East longitude bank of river Pravara. In 1290 A.D. Saint Dnyaneshwardictated Dnyaneshwariand wrote ShriSacchidanandThawareat Newasa. Saint Dnyaneshwar leaned against the pillar while composing his great work Dnyanshwari. This pillar is called as a PaissKhamb. Big brother Saint Niwruttinathrequested Dnyaneshwarto translate the Sanskrit 'Geeta' in simple language so people were unable to understand preaching and philosophy in Sanskrit. At this place Saint Dnyanshwargave 'Pasaydan' for the well being of all the human beings of this world.

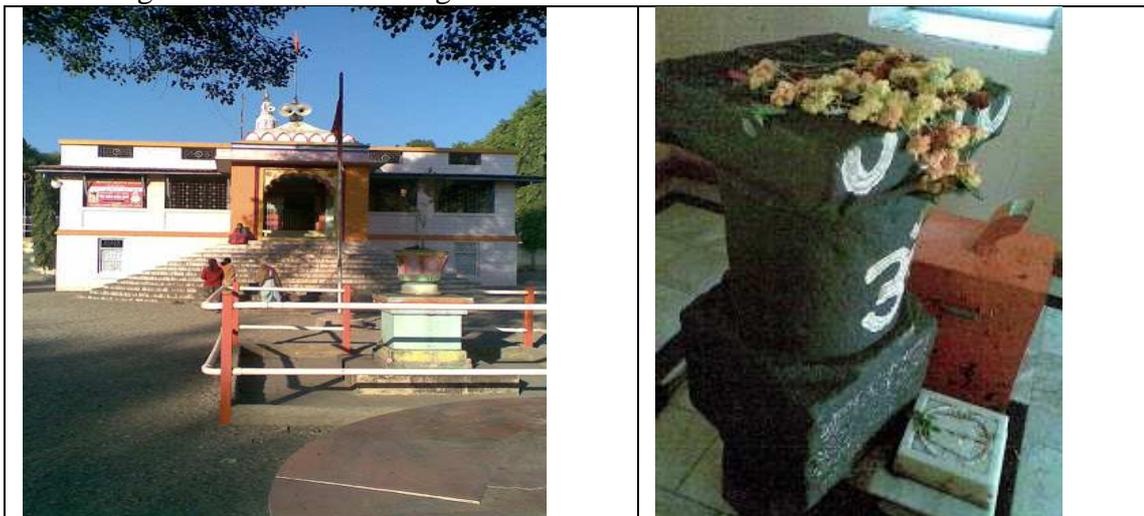


Photo: Dnyaneshwar temple (PaisKhamb) at Newasa

Benefits of rural tourism in study area

Rural tourism is beneficial not only to the local people, but also for the tourists and the government. Some of the important benefits of rural tourism are listed below:

- Rural tourism is obviously a small scale industry so it cannot create jobs like the government itself, but it can help in the job retention.
- It especially helps in increasing the flow of retailing, transportation, hospitality, medical care, farming and fishing. It creates jobs for the local people in tourism related places like hotels, catering, retailing, transportation, communication and heritage interpretation.
- It gives opportunity to the youth of the place to get involved in tourism related activities.
- It helps the new businesses boom. Handicraft business and local food business come in, demand when the flow of tourists increases.

- It helps in the preservation of rural culture and heritage, because when people understand that their culture and heritage are the source of their prosperity, they are inspired to preserve their culture and heritage.
- Tourism brings money and that money could be used in the maintenance of the place.

Conclusion

Outcome of this research by using through observation and interview of people, visitors of study area are given below.

All fundamental and public facilities are available here. Better economic condition also changed the standard of living of local people. The young people are attracted towards the business related tourists industry. It is observed that more than 5000 tourists visit this place every day, about 60000 on every Saturday and Sunday and about 3to5 lakh tourists on no moon day (Shaniamavaaya). About 3000 to 4000 vehicles come here on every Saturday and Sunday. It has created another problem of air and noise pollution. The visitors take bath and throw the worship material in Panasnala, which pollutes water. The sweet oil which is used for the 'Abhishek' is collected and stored in underground tank. It is used in soap factory.

It is a holy place established and developed by BhaskergiriMaharaj. It is famous for its discipline and cleanness. People from all over Maharashtra as well as from the neighboring states visit this place. The tourist centre is on the way of progress and provides all the types of facilities to the tourists and devotees.

Main attraction of Newasais 'Pillar of Paiss'. By touching the pillar, the mind is tranquillized. People enjoy the spiritual satisfaction and experience calmness. Every day on an average 800 devotes visit this center. On the day of Ekadashi, the number of devotes exceeds Shirdi, Devgad, ShaniShingnapur, Belhekarwadietc. They don't miss this place as it is on the way and complete the tourist circuit.

This center is connected with transportation facilities. Every year about 80 to 90 thousand pilgrims take holy bath on the day of mahashivratri.

- Tourism in the Newasatahasil has need with proper planning and well execution.
- The development of tourism centre will provide employment to thousands of local people.
- There is no doubt that local, cultural, economic and social development will be initiated by tourism.
- Basic infrastructure like water, roads, fencing and guest house is essential as near about 4 to 5 lacks people visit to the Newasatahasil.

Challenges in Tourism Development in Newasa

- Access to location (proper road connectivity)
- Type of accommodation offered (rooms, cottage)
- Leisure opportunities (games, crafts)
- Local area attractions (events, forts)
- Quality of general environment
- Smooth interaction between local community and the guests
- Maintaining cleanliness and hygiene
- Maintaining Sustainability

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