

‘HISTORIC TOURIST CENTERS AND DEVELOPMENT’

Introduction : The beauty of nature lies in its variety which indeed is endless. So is the timeless desire in the human beings to appreciate the nature from the bottom of their heart. This is why since ancient times explorers, discoverers and travellers undertook adventurous journeys in spite of all difficulties they came across. The underlying idea of visiting new places to appreciate their beauty, in course of time, has given birth to a modern industry called tourism. It is the job of tourism industry to spot such places of beauty and interest and bring people and places physically closer to one another by providing every facility and comfort. Thus natural scenery, favourable weather and climate and cultural heritage are used for area development through promotion of tourism.

Historical Development of Tourism : Before looking at the emergence of tourism industry in India, looking at the history of travel, would be in order, in the history of the world, there has never been a migration of people from one country to another on such a large scale as it taking place today. According to world tourism organization on 1983. The resident of one of the most advanced country of the world usa. Spent more than 300 billion on domestic international travelling which are more than the expenditure to their country on defense. (Bhatia, A.K 1993) Out of much reason for the rapid growth of this industry in the world, a rapid change in automobile industry is important. Fast expansion of aircrafts fleets, improved communication system, world wide availability of rental care and accommodations are a few reasons to home. Although there has been travelers in the past also but people believed that man prefers safety necessary. For example argons left central Asia due to change in climatic conditions. The travel is directly related to trade because with the invention of money people started trading and for trading they went from one place to other.

DEVELOPMENT OF TOURISM IN INDIA

Early Development

The first conscious and organized efforts to promote tourism in India were made in 1945 when a committee was set up by the Government under the Chairmanship of Sir John Sargent, the then Educational Adviser to the Government of India (Krishna, A.G., 1993). Thereafter, the development of tourism was taken up in a planned manner in 1956 coinciding with the Second Five Year Plan. The approach has evolved from isolated planning of single unit facilities in the Second and Third Five Year Plans. The Sixth Plan marked the beginning of a new era when tourism began to be considered a major instrument for social integration and economic development.

Tourist Attractions in India: India is a country known for its lavish treatment to all visitors, no matter where they come from. Its visitor-friendly traditions, varied life styles and cultural heritage and colourful fairs and festivals held abiding attractions for the tourists. The other attractions include beautiful beaches, forests and wild life and landscapes for eco-tourism; snow, river and mountain peaks for adventure tourism; technological parks and science museums for science tourism; centres of pilgrimage for spiritual tourism; heritage, trains and hotels for heritage tourism. Yoga, ayurveda and natural health resorts and hill stations also attract tourists.

The Indian handicrafts particularly, jewellery, carpets, leather goods, ivory and brass work are the main shopping items of foreign tourists. It is estimated through survey that nearly forty per cent of the tourist expenditure on shopping is spent on such items.

IMPACT OF TOURISM IN INDIA : Tourism industry in India has several positive and negative impacts on the economy and society. These impacts are highlighted below.

POSITIVE IMPACTS

1. **Generating Income and Employment:** Tourism in India has emerged as an instrument of income and employment generation, poverty alleviation and sustainable human development. It contributes 6.23% to the national GDP and 8.78% of the total employment in India. Almost 20 million people are now working in the India's tourism industry.

Dr. M. D. Udgaonkar

Associate Professor, Smt. G. K. G. K. M., Jaysingpur

2. Developing Infrastructure: Tourism tends to encourage the development of multiple-use infrastructure that benefits the host community, including various means of transports, health care facilities, and sports centers, in addition to the hotels and high-end restaurants that cater to foreign visitors. The development of infrastructure has in turn induced the development of other directly productive activities.
3. Source of Foreign Exchange Earnings: Tourism is an important source of foreign exchange earnings in India. This has favourable impact on the balance of payment of the country.
4. Preservation of National Heritage and Environment: Tourism helps preserve several places which are of historical importance by declaring them as heritage sites. For instance, the Taj Mahal, the Qutab Minar, Ajanta and Ellora temples, etc, would have been decayed and destroyed had it not been for the efforts taken by Tourism Department to preserve them. Likewise, tourism also helps in conserving the natural habitats of many endangered species.

NEGATIVE IMPACTS

1. Adverse Effects on Environment and Ecology: One of the most important adverse effects of tourism on the environment is increased pressure on the carrying capacity of the ecosystem in each tourist locality. Increased transport and construction activities led to large scale deforestation and destabilisation of natural landforms, while increased tourist flow led to increase in solid waste dumping as well as depletion of water and fuel resources.
2. Undesirable Social and Cultural Change: Tourism sometimes led to the destruction of the social fabric of a community. The more tourists coming into a place, the more the perceived risk of that place losing its identity. A good example is Goa. From the late 60's to the early 80's when the Hippy culture was at its height, Goa was a haven for such hippies. Here they came in thousands and changed the whole culture of the state leading to a rise in the use of drugs, prostitution and human trafficking. This had a ripple effect on the country.
3. Increase Tension and Hostility: Tourism can increase tension, hostility, and suspicion between the tourists and the local communities when there is no respect and understanding for each other's culture and way of life. This may further lead to violence and other crimes committed against the tourists. The recent crime committed against Russian tourist in Goa is a case in point.
4. Creating a Sense of Antipathy: Tourism brought little benefit to the local community. In most all-inclusive package tours more than 80% of travelers' fees go to the airlines, hotels and other international companies, not to local businessmen and workers. Moreover, large hotel chain restaurants often import food to satisfy foreign visitors and rarely employ local staff for senior management positions, preventing local farmers and workers from reaping the benefit of their presence. This has often created a sense of antipathy towards the tourists and the government.

CONCLUSION

Tourism industry in India is growing and it has vast potential for generating employment and earning large amount of foreign exchange besides giving a fillip to the country's overall economic and social development. But much more remains to be done. Eco-tourism needs to be promoted so that tourism in India helps in preserving and sustaining the diversity of the India's natural and cultural environments. Moreover, since tourism is a multi-dimensional activity, and basically a service industry, it would be necessary that all wings of the Central and State governments, private sector and voluntary organisations become active partners in the endeavour to attain sustainable growth in tourism if India is to become a world player in the tourism industry.

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SOCIOAL AND ECONOMICAL ASPECTS OF TOURISM IN INDIA**ABSTRACT;**

The growth in tourism sector is expected to rise further in the coming decades as the sector is expanding fast. Several establishments are included in the tourism industry whose products are mainly sold to visitors. Railways, waterways, Roads and other amenities like Electricity, supply of Water, Sewage Drainage, and other facilities like Accommodation, Aviation Sector Recreational facilities, Restaurants and Shopping facilities etc. are one of them. As all these components create the foundation of tourism industry the Government of India and Ministry of Tourism are launching and developing various development schemes to improve the present situation of infrastructure in India. Tourism is an activity that is mainly carried out for recreational and leisure purposes. This activity has proved vital for many countries – developing as well as developed countries. It has been proved in the case of India.

Present paper highlights the role of tourism industry in social and economical development of country, contribution of Government, Ministry of Tourism and other tourism related organization in infrastructure development, effectiveness of different schemes and programmes initiated by Government to increase the tourist inflow and economic benefits of tourism industry. Tourism industry is expanding day by day contributing a lot towards the economic development of society by providing employment opportunities and huge increase in foreign exchange earnings. Some negative sides too but this problem can be eliminated by the joint efforts of government, tourism organizations, media, and of course local communities.

KEY WORDS: Earlier and today's development, social and economical impacts, Indian Tourism present situation.

INTRODUCTION:

Tourism activity is not a new phenomenon for Indians. In recorded history there have been instances whereby one is able to know that man has been travelling throughout the ages. In 19th century people have seen travelling for the purpose of trade and commerce. Through history, traders and merchants have travelled to far off lands in order to trade with other nations and tribes. Then after people have started journeys to seek knowledge and explore the unexplored land. During the middle ages the practices for travelling for religious purposes became a well established custom in many parts of the world. It served as powerful means of forging established custom in many parts of the world. It served as powerful means of forging unity and understanding between peoples for widely different regions.

The concept of pleasure tourism can be directly associated with the Roman empire. Romans were the first who have constructed a fine network of road and developed seaside resorts during this period. Besides this the introduction of Railways and Ships in 19th century and introduction of air transport and motor cars in 20th century gave a boom to the development of tourism industry. India is a country which is known for its lavish treatment to all visitors, no matter where they come from. It is entertaining its visitors with its varied attractions which include beautiful beaches, forests, wild life, landscapes, snow, river, mountain peaks, and technological parks, and science museums, centers of pilgrimage, heritage trains, hotels, yoga, ayurveda and natural health resorts. The Indian handicrafts particularly, jewellery, carpets, leather goods, ivory and brass work are the main shopping items of foreign tourists. The facts vindicate that nearly forty per cent of the tourist expenditure is done on the shopping of such items.

Dr. Prof. Sonawane V.K.
(Department Of History)

Krishna Mahavidyalaya, Rethre Bk, Shinagar- 415108

Tourism has various social, economical, cultural, psychological and environmental impacts on larger social fabric of society. The facet of these impacts may be positive or negative. On the one hand tourism industry is helping in socio – economic development of India ; on the other hand it is degrading the culture , environment and belief system of the society. Tourism industry is playing a significant role in the social , economical, cultural and environmental development of society. Tourism industry is one of the world’s fastest growing economic sector and largest employer of manpower .

DEVELOPMENT OF TOURISM IN INDIA :

Early Development:

The first conscious and organized efforts to promote tourism in India were made in 1945 when a committee was set up by the Government under the Chairmanship of Sir John Sergeant, the Educational Adviser to the Government of India (Krishna, A.G. 1993). Thereafter, the development of tourism was taken up in a planned manner in 1956 coinciding with the Second Five Year Plan. But it was only after the 80’s that tourism activity gained momentum. The Government took several significant steps. A National Policy on tourism was announced in 1982. Later in 1988 the National committee on Tourism formulated a comprehensive plan for achieving a sustainable growth in tourism. In 1992, a National Action Plan was prepared and in 1996 the National Strategy for Promotion of Tourism was drafted. In 1997, New Tourism Policy recognizes the roles of Central and State governments, public sector undertakings and the private sector in the development of tourism

Present Situation and Features of Tourism In India :

Today tourism is the largest service industry in India, with a contribution of 6.77% to the national GDP and providing 8.78% of the total employment. India witness’s more than 5 Million annual foreign tourist arrivals and 562 million domestic tourism visits. The tourism industry in India generated about US\$100 billion in 2008 and that is expected to increase to US\$100 billion in 2008 and that expected to increase to US\$275.5 billion by 2018 at a 9.4% annual growth rate The Ministry of Tourism is the nodal agency for the development and promotion of tourism in India and maintains the “Incredible India” campaign.

1. The national GDP and 8.78 of the total employment in India .beside that almost 20 million people are now working in the Indian’s tourism industry.
2. Source of Foreign Exchange Earnings: Tourism is an important source of foreign exchange earnings in India. Theyhas favorable impact on the balance of payment of the country. The tourism industry in India generated about US\$100 billion in 2008 and that is expected to increase to US\$275.5 billion by 2018 at a 9.4% annual growth rate.
3. Preservation of National Heritage and Environment: Tourism helps preserve several places which are of historical importance by declaring them as heritage sites.
4. Developing Infrastructure: Tourism tends to encourage the development of multiples-use of infrastructure that benefits the host community, including various means of transports, health care facilities and sports centers.
5. Promoting Peace and Stability: Tourism industry can also help promote peace and stability in developing country like India by providing jobs, generating income & diversifying the economy.
6. The Multiplier Effect: The flow of money generated by tourist spending multiplies as it passes through various sections of the economy.
7. Regional Development: The Underdeveloped regions of the country can greatly benefit from tourism development. Many of The economically backward regions contain areas of high scenic beauty and cultural attractions.
8. Economic Value Of Cultural Resources: Tourism Provides monetary incentives for the development of many local crafts and culture, thus it has an effect on the income of the local artisans and artists.
9. Promotion Of International Understanding: Tourism can also become an effective tool to develop a better understanding and interacting amongst people of different countries.

GROWTH OF TOURISM IN INDIA: ITS IMPACT ON EMPLOYMENT AND ECONOMIC DEVELOPMENT

Tourism in India has a strong relevance to economic development, cultural growth and national integration. India is a vast country of great beauty and diversity and her tourist potential is equally vast. With her rich cultural heritage as superbly manifest in many of the architectural wonders (palaces, temples, mosques , forts, etc), caves and prehistoric wall paintings, her widely varied topography ranging from the monotonous plains to the loftiest mountains of the world , her large climatic variations ranging from some of the wettest and the driest as well as from the hottest and the coldest parts of the world, beautiful long beaches on the sea coast, vast stretches of sands, gregarious tropical forests and above all, the great variety of the life-style, India offers an unending choice for the tourist .

The root of tourism in India can be traced to pilgrimage. Places of pilgrimage provided a firm ground to tourism in the beginning and still continue to be one of the most effective factors of promoting tourism in India. It is interesting to note that in the early stages, pilgrimage based tourism was only of domestic nature but during recent years, an increasingly large number of foreign tourists have also started visiting places of pilgrimage. Today, the majority of the tourists feel that travelling for sheer pleasure offers much wider scope than that offered by pilgrimage and thus the former is always more colorful, lively, intimate, soothing to mind and body and hence, more enjoyable. Sometimes, people combine pilgrimage with pleasure trips to draw the benefit both.

Organized tourism in India began in the 1950 with the genesis of planned development. Over the years, Indian tourism has grown considerably as is indicated by the arrival of foreign tourists. This shows that the number of foreign tourists visiting India has increased substantially after the beginning of the planned era. With the successful launch of very penetrative ad campaign – Incredible India- there seems to be revival of increasing trend in the tourist arrivals. This, Coupled with the open skypolicy and good private- government partnership, is bringing back foreign tourists to India. Thus, tourism has become the second largest foreign exchange earner next only to garments if gems and jewellery trade is left out because of the vast outgo on import inputs.

DOMESTIC TOURISM:

Domestic tourism has increased considerably during the last couple of decades. The improved economy and greater exposure through mass media have developed increasing awareness among the people about tourism and new dimension to their life style. Larger income, longer holidays coupled with certain incentives given by public and private organizations to their workers, have contributed a lot in infusing interest among the hitherto stay-at home people to look around for a place for an annual or biannual visit with family members.

EMPLOYMENT OPPORTUNITIES IN TOURISM:

Tourism in India has vast employment potential, much of which still awaits exploitation. At present about 20.44 million persons are directly employed by hospitality services. This is about 5.6 per cent of the total work force of the country. By 2015, it would provide 25 million jobs. In addition, the industry provides indirect employment to about 40 million persons. Further, it interesting to note that the employment generation in proportion to investment is very high in tourist industry. According to one estimate, an investment of Rs.10 lakh creates 89 jobs in hotel and restaurant sector as against 44.7 jobs in agriculture and 12.6 in manufacturing industries.

Another important aspect of employment in tourism is that it employs a large number of women, educated and uneducated, as well as skilled and unskilled. In fact, women are greater in number than men in hotels, airline services, travel agencies, handicraft making and cultural activities, etc. Tourism is labor – intensive industry and is likely to offer more jobs in the coming years. And since most of the natural beauty and wildlife are to be found in non-urban areas, rural people could find employment as guides and transporters: with proper training. More jobs in rural areas would also help reduce continuous migration of people to town.

HOTEL ACCOMMODATION:

The Department of Tourism classifies functioning hotels under the star system into various categories from one to five-star deluxe and Heritage (Heritage Classic, Grand and Heritage Renaissance) and Apartment Hotels from three stars to five stars deluxe. Since foreign tourists are crazy about Indian culture and heritage,

care has been taken preserve the original form of the buildings while developing them as heritage hotels. So far, 32 properties have been classified in heritage hotel category providing a room capacity of 9723 rooms. Another 38 heritage hotels projects comprising of 710 rooms are in the pipeline. The hotel industry has shown a spectacular growth during the last one decade. Industrial Policy has now placed hotels and tourism related activities as a priority industry. Automatic approval is available for foreign direct investment (FDI) up to 100 per cent in hotel and tourism sector

Tourism is one of the largest and dynamically developing sectors of external economic activities. Its high growth and development rates, considerable volumes of foreign currency inflows, infrastructure development, and introduction of new management and educational experience actively affect various sectors of economy, which positively contribute to the social and economic development of the country as whole. According to the world's workforce. Many people emphasize the positive aspects of tourism as source of foreign exchange, a way to balance foreign trade, an "Industry without chimney. Socially tourism has a great influence on the host societies.

NEGATIVE IMPACTS:

1. Undesirable Social and Cultural Change: Tourism sometimes led to the destruction of the social fabric of a community. The more tourists coming into a place, the perceived risk of that place losing its identifying.
2. Increase Tension and Hostility: Tourism can increase tension, hostility and suspicion between the tourists and the local communities when there is no respect and understanding for each other's culture and way of life.
3. Creating a Sense of Antipathy: Tourism brought little benefit to the local community. In most all-inclusive package tours more than 80% of traveler's fees go to the airlines, hotels and other international companies, not to local businessmen and workers.
4. Adverse Effects on Environment and Ecology: One of the most important adverse effects of tourism and other products that the host country cannot supply, especially developing countries.
5. Import Leakage: This commonly occurs when tourists demand standards of equipment, food drinks, and other products that the host country cannot supply, especially developing countries.
6. Seasonal Character of Job : The job opportunities related to tourism industry are seasonal in nature as they are available only during the tourist season
7. Increase In Prices : Increasing demand for basic services and goods from tourists will often cause price hikes that negatively affect local residents whose income does not increase proportionately

Possible Positive Effects Of Tourism:

- Developing positive attitudes towards each other.
- Learning about each other's culture and customs.
- Reducing negative perception and stereotypes.
- Developing friendships
- Developing pride, appreciation understanding, respect, and tolerance for each other's culture
- Increasing self – esteem of hosts and tourist.
- Psychological satisfaction with interaction So, Social contacts between tourists and local people may resulting mutual appreciation, understanding, tolerance, awareness, learning family bonding respect, and liking. Residents are educated about the outside world without leaving their homes, while their visitors significantly learn about a distinctive culture.

- Local communities are benefited through contribute on by tourism to the improvement of the social infrastructure like schools, libraries, health care institutions, intermit cafes, and so on. Besides, if local culture which maybe were on the link of the extinction. On the other side tourism can increase tension economic and social impacts on the local community depend on how much of the incomes 80 % of travelers fees go to the airlines, hotels and other interactional companies, not to local.

- The point is to promote tourism in the region so that it would both give incomes and of tourism on the local ecology. The point is promote tourism in the region so that it would both give incomes and of to truism on the local ecology.

- Tourism often grows into mass- tourism. It lead to the over consumption, pollution, and lack of resources.

INDIAN TOURISM:

According to World travel and Tourism council, India will be a tourism hotspot from 2009-2018 having the highest 10 year growth potential. As per the Travel and tourism competitiveness report 2009 by the World Economic Forum India is ranked 11th in the Asia pacific region and 62nd overall, moving up three places on the list of the world's attractive destinations. It is ranked the 14th the best tourist destination for its natural resources and 24th for its cultural resources, with many World Heritage Sites, both natural and transport network. The India travel and tourism industry ranked 5th in the long –term (10-year) growth and is expected to be the second largest employer in the world by 2019. Moreover, India has been ranked the “ best country brand for value-for money” India made it into two years, led by the United Arab Emirates, that are likely to become major tourist destinations in next five years, led by the United Arab Emirates, China, And Vietnam .The Demand for travel and tourism in India is expected to grow by 8.2 per cent between 2010 and 2019 and will place India at the third position in the world. India travel and tourism sector is expected to be the second largest employer in the world, employing 40,037,000 by 2019.

CONCLUSION:

The impact of tourism on local communities can be both positive and negative, whether it comes to economic, social, or environmental effects. It depends to which extent tourism is developed in a particular region. Every region has its bearing capacity, that is to say the limit of the incoming influence that does not harm the host community. If we overcome that limit negative impacts of tourism will follow. Tourism industry in India is growing and it has vast potential for generating employment and earning large amount of foreign exchange besides giving a fillip to the country's overall economic and social development. Eco-tourism needs to be promoted so that tourism in India helps in preserving and sustaining the diversity of the India's natural cultural environments. Tourism in India should be developed in such a way that it accommodates and entertains visitors in a way that is minimally intrusive or destructive to the environment and sustains and support the native cultures in the locations it is operating in. Moreover, since tourism is a multi- dimensional activity, and basically a service industry, it would be necessary that all wings of the central and State governments, private sector and voluntary organizations become active partners in the Endeavour to attain sustainable growth in tourism if India is to become a world player in the tourism industry.

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THE SAGA OF THE ANIMALS OF THE JUNGLE IN JUNGLE BOOK OF RUDYARD KIPLING

Abstract:-

The present paper tries to study the importance of the preservation of the species. The aspects of wildlife encounters that appear to contribute most conservation learning. The Jungle Book by Rudyard Kipling is a collection of stories that examines the jungle, nature and survival from the perspective of the animals. The author provides a complex mix of storytelling in intertwining the tale of Mowgli and the saga of the animals of the jungle in Jungle Book. Kipling travelled extensively throughout the country. The woods of Pench became an inspiration for The Jungle Book.

Keywords: wildlife, nature, travel, preservation, species

Introduction:-

Ecotourism is one of the important choices to the divesting nature of mass tourism in the present scenario. This is an alternative form with the primary objective of providing wilderness experience to nature lovers. It is a paradigm, philosophy and catalyst to promote responsible travel to study, enjoy the natural beauty, wild animals, plants and indigenous culture.

Wildlife tourism is a main attraction of ecotourism. It is based on encounters with non domesticated animals. India is in the limelight for jungle safari and wildlife watching. It is centre to nearly 9 percent of the world's mammal species, 12 percent of its bird species, 11 percent of fish, 6 percent of its reptiles and more than 4 percent of its amphibians. These take refuge in 80 national parks and 441 sanctuaries dotted around the country. These are the perfect ambassadors for tourism. Its largest fauna, from the tiger and leopard to the elephant, Asiatic lion and rhinoceros, have been the source of legend, fairytale and folklore across the world.

Rudyard Kipling's Jungle Book gives much information regarding wildlife and their habitats in the protected areas in India. The present paper is attempted to study the jungle where Mowgli of Rudyard Kipling grew. It also tries to study the importance of the preservation of the species.

The Jungle Book is a collection of stories written in the late nineteenth century by Rudyard Kipling. The Pench National Park is the setting for this book. A character in this book called 'Mowgli' became popular and this area came to be known as Mowgli Land. The woods of pench became an inspiration for the book. The Pench terrain was described in naturalist R.A. Sterndale's 1877 book "seeon or camp life on the Satpura Range." Which Kipling borrowed material to write the book on jungle.

The Jungle Book's stories examines the jungle, nature and survival from the perspective of the animals. By illustrating life from the perspective of animals, Kipling is able to address fundamental aspects of human nature through the eyes of the animals and exploit the wonders of nature itself. The author provides a complex mix of storytelling in intertwining the tale of Mowgli and the saga of the animals of the jungle in Jungle Book. Kipling uses the animals to teach Mowgli the 'laws of the jungle'.

Mowgli finds he is no longer welcome in the jungle when the fearsome tiger, Shere Khan, who bears the scars of man, promises to eliminate what he sees as a threat. Mowgli embarks on a captivating journey of self-discovery, guided by panther turned -stern mentor, Bagheera and the free spirited bear, Baloo. Mowgli is an outsider who has to learn to navigate the jungle life while co-existing with many different types of wild animals along the way. Mowgli is both the friend and master of the other animals. His mastery is purely the result of his nature; the other animals cannot look in to his eyes because he is human. But he is both man and animal in the jungle.

Dr. Kavita Tiwade

Assistant Professor, Department of English
Shikshanmaharshi Dr. Bapuji Salunkhe College, Miraj

He says, 'Mowgli the frog have I been 'said he to himself "Mowgli the wolf have I said that I am. Now Mowgli, the Ape .I must be before I am Mowgli the Buck. At the end I shall be Mowgli the Man (Kipling 1895:191)

But in the jungle, the wolves do not harm Mowgli because they know that harming a human can bring other humans upon them, endangering them. Mowgli exists in a pure relation; he wants nothing from animals. It is significant that we never see him embarked on a kill, or play and always his trick is accomplished through the co-operation, of some other animal. There is a certain respect for the order of every species and its place in nature. He is a special boy –a jungle child. He learns all about the jungle and ways of life, and he can do so in large measure because all the animals talk. They also act remarkably like various types of people.

Baloo the bear and Bagheera the panther also look after him. Mowgli stays in the jungle for ten years. When Akela becomes old ,Shere khan thinks he might now get Mowgli with help of the young wolves who don't like him.Mowgli defends himself by throwing fire at his enemies,but he must leave the jungle.

Kipling was born in India and spent six years of his adulthood there in addition to having spent the first six years of life in the Indian sub continent. His travels throughout that vast region, as well as his time South East Asia, strongly influenced his perceptions of native cultures. He heard the story of the 'the wild boy of Aveyron, an eleven year old child who had been found running naked and wild in a forest in France.

A region that had inspired the writer to write the book on jungle is fascinated to the people. The world of the real jungle can still be experienced, in some of India's famous national parks. The species nature –loving visitors to India most want to see the tiger. India's Bengal tiger is the most numerous of the world's five tiger subspecies. Today, this population of species is scattered across various key reserves, as well as those in Madhya Pradesh, Ranthambore, Corbett, Bandhavharh and Tadoba. The black panther is occur in the south not in Jungle Book country, Kipling Bagheera escaped from the King's palace at Oodeypore. Baloo is a black bear the only species found in Jungle Book country. Akela and Raksha, Mowgli's adoptive parents are Indian wolves, which are simply wolves that live in India. The conniving kaa is an Indian rock python. King Louie, Gigantopithecus has been extinct for several hundreds of thousands of years. The Pench National park is one of the oldest protected areas which have become an internationally known wildlife tourism destination.

Around 122 years ago when the book first came out, it is said the area was a part of one big forest. That has now been reduced to the Kanha and Pench sanctuaries connected by a fast depleting forest corridor. There was wolf boy named 'seeal' in Mervyn Smith's sport and Adventure in the Indian Jungle. Shere Khan might be the Villain in The Jungle Book, but in real life, Bengal tigers have unfortunately become victims. According to the world wildlife fund, they are an endangered. Species threatened by poaching, the illegal wild life trade,and loss of habitat due to forest clearing and climate change.

Thus in the Jungle Book, the conflict between Mowgli the man cub, and Shere Khan, the man eating tiger, threatened the balance of nature, but Mowgli successfully restored to the animal kingdom. Mowgil's adventures have been retold time and again in animated films, television, shows, and plays. The aspects of wildlife encounters that appear to contribute most to .These include observing opportunities for close encounters with animal behavior to observe animal behavior. Rudyard Kipling's Jungle book gives much information regarding wildlife and their habitats in the protected areas in India.

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NEGATIVE ECONOMIC IMPACTS OF TOURISM

Abstract: There are many hidden costs to tourism, which can have unfavorable economic effects on the host community. Often rich countries are better able to profit from tourism than poor ones. Whereas the least developed countries have the most urgent need for income, employment and general rise of the standard of living by means of tourism, they are least able to realize these benefits. Among the reasons for this are large-scale transfer of tourism revenues out of the host country and exclusion of local businesses and products. The direct income for an area is the amount of tourist expenditure that remains locally after taxes, profits, and wages are paid outside the area and after imports are purchased; these subtracted amounts are called leakage. In most all-inclusive package tours, about 80% of travelers' expenditures go to the airlines, hotels and other international companies (who often have their headquarters in the travelers' home countries), and not to local businesses or workers. In addition, significant amounts of income actually retained at destination level can leave again through leakage. 'A study of tourism 'leakage' in Thailand estimated that 70% of all money spent by tourists ended up leaving Thailand (via foreign-owned tour operators, airlines, hotels, imported drinks and food, etc.). Estimates for other Third World countries range from 80% in the Caribbean to 40% in India'. Of each US\$ 100 spent on a vacation tour by a tourist from a developed country, only around US\$ 5 actually stays in a developing-country destination's economy. The figure below shows how the leakage happens.

Introduction : Kolhapur is nationally and internationally well known for its ancient temples, religious importance and sacredness. It is also known as Dakshin Kashi (South Kashi) and it is one of the three important holy paces (haktipeeth). Tirupati Balaji is the richest temple in south India with a huge tourist inflow. Most of the tourists visit Goddess Mahalaxmi in Kolhapur after their visit to the Tirupati temple. Similarly the number of tourists who visit temples at Jyotiba, Nursinhawadi, Vashi, Adampur and 23 more such places is very high.

Tourists from Goa, Karnataka, Andhra visit Kolhapur in large numbers and also tourists from other parts of Maharashtra. Transport is available through air, railways, state transport and other buses. The cities of Mumbai, Delhi, Gondia, Nagpur, Hyderabad, Tirupati, Bangalore are well connected by rail. People from other parts can make use of these stations for their travel to Kolhapur.

There are many hidden costs to tourism, which can have unfavorable economic effects on the host community. Often rich countries are better able to profit from tourism than poor ones. Whereas the least developed countries have the most urgent need for income, employment and general rise of the standard of living by means of tourism, they are least able to realize these benefits. Among the reasons for this are large-scale transfer of tourism revenues out of the host country and exclusion of local businesses and products.

Enclave tourism : Local businesses often see their chances to earn income from tourists severely reduced by the creation of "all-inclusive" vacation packages. When tourists remain for their entire stay at the same cruise ship or resort, which provides everything they need and where they will make all their expenditures, not much opportunity is left for local people to profit from tourism.

The Organization of American States (OAS) carried out a survey of Jamaica's tourist industry that looked at the role of the all-inclusives compared to other types of accommodation. It found that 'All-inclusive hotels generate the largest amount of revenue but their impact on the economy is smaller per dollar of revenue than other accommodation subsectors.'

It also concluded that all-inclusives imported more, and employed fewer people per dollar of revenue than other hotels. This information confirms the concern of those who have argued that all-inclusives have a smaller trickle-down effect on local economies.

Dr. Dinkar Maruti Kamble
The New College, Kolhapur.

The cruise ship industry provides another example of economic enclave tourism. Non-river cruises carried some 8.7 million international passengers in 1999. On many ships, especially in the Caribbean (the world's most popular cruise destination with 44.5% of cruise passengers), guests are encouraged to spend most of their time and money on board, and opportunities to spend in some ports are closely managed and restricted.

Other negative impacts

Infrastructure cost

Tourism development can cost the local government and local taxpayers a great deal of money. Developers may want the government to improve the airport, roads and other infrastructure, and possibly to provide tax breaks and other financial advantages, which are costly activities for the government. Public resources spent on subsidized infrastructure or tax breaks may reduce government investment in other critical areas such as education and health.

Increase in prices : Increasing demand for basic services and goods from tourists will often cause price hikes that negatively affect local residents whose income does not increase proportionately. A San Francisco State University study of Belize found that, as a consequence of tourism development, the prices for locals increased by 8%.

Tourism development and the related rise in real estate demand may dramatically increase building costs and land values. Not only does this make it more difficult for local people, especially in developing countries, to meet their basic daily needs, it can also result in a dominance by outsiders in land markets and in-migration that erodes economic opportunities for the locals, eventually disempowering residents. In Costa Rica, close to 65% of the hotels belong to foreigners. Long-term tourists living in second homes, and the so-called amenity migrants (wealthy or retired people and liberal professionals moving to attractive destinations in order to enjoy the atmosphere and peaceful rhythms of life) cause price hikes in their new homes if their numbers attain a certain critical mass.

Economic dependence of the local community on tourism : Diversification in an economy is a sign of health, however if a country or region becomes dependent for its economic survival upon one industry, it can put major stress upon this industry as well as the people involved to perform well. Many countries, especially developing countries with little ability to explore other resources, have embraced tourism as a way to boost the economy.

In The Gambia, for instance, 30% of the workforce depends directly or indirectly on tourism. In small island developing states, percentages can range from 83% in the Maldives to 21% in the Seychelles and 34% in Jamaica, according to the WTO. Over-reliance on tourism, especially mass tourism, carries significant risks to tourism-dependent economies. Economic recession and the impacts of natural disasters such as tropical storms and cyclones as well as changing tourism patterns can have a devastating effect on the local tourism sector. Malta has only 380,000 residents, but received 1.2 million tourists in 1999. As 25% of GDP (and indirectly 40%), tourism generated more than \$650 million in foreign exchange earnings. Malta's high dependence on tourism and a limited number of export products makes its trade performance vulnerable to shifts in international demand.

Seasonal character of jobs : The seasonal character of the tourism industry creates economic problems for destinations that are heavily dependent on it. Problems that seasonal workers face include job (and therefore income) insecurity, usually with no guarantee of employment from one season to the next, difficulties in getting training, employment-related medical benefits, and recognition of their experience, and unsatisfactory housing and working conditions.

Other industry impacts affecting tourism : Economic crises, like the Asian crisis that hit Thailand, Malaysia and Indonesia a few years ago, can be devastating to inbound tourism flows. The financial turmoil triggered a sharp fall in tourism flows to affected countries during 1997 and 1998. In the Philippines, the crisis and the temporary closure of Philippine Airlines affected inbound arrivals significantly as there was a decline of almost 3.3% in 1998.

1. The tourism industry generates substantial economic benefits to both host countries and tourists home countries.

2. Especially in developing countries, one of the primary motivations for a region to promote itself as a tourism destination is the expected economic improvement. As with other impacts, this massive economic development brings along both positive and negative consequences.
3. According to the World Tourism Organization: 698 million people traveled to a foreign country in 2000, spending more US\$ 478 billion. International tourism receipts combined with passenger transport currently total more than US\$ 575 billion - making tourism the worlds number one export earner, ahead of automotive products, chemicals, petroleum and food.
4. To compare the economic impacts of alternative resource allocation, policy, management or development proposals. Economic impact analyses are commonly used to assess the relative merits of distinct alternatives. The economic contribution of expanded tourism offerings may be compared for example with alternatives such as resource extraction activities (mining, timber harvesting) or manufacturing. Impacts of alternative tourism development proposals may also be evaluated, e.g., tourism strategies that emphasize outdoor recreation, camping development, a convention facility, or a factory outlet mall.
5. There are many hidden costs to tourism, which can have unfavorable economic effects on the host community. Often rich countries are better able to profit from tourism than poor ones. Whereas the least developed countries have the most urgent need for income, employment and general rise of the standard of living by means of tourism, they are least able to realize these benefits. Among the reasons for this are large-scale transfer of tourism revenues out of the host country and exclusion of local businesses and products.
6. The direct income for an area is the amount of tourist expenditure that remains locally after taxes, profits, and wages are paid outside the area and after imports are purchased; these subtracted amounts are called leakage. In addition, significant amounts of income actually retained at destination level can leave again through leakage.

Conclusion: The economic impact of tourism on a host economy is generally positive but also carries with it some negative aspects. Most of the literature on this topic is biased towards the positive aspects of economic impacts. Tourism is a major global industry that provides huge opportunity for economic growth, foreign exchange earnings as well as employment and income generation. It has been seen that tourism results in a range of economic impacts, both positive and negative, depending on the location and socio-economic foundation of a destination. All too often, a critical awareness of the true economic costs of tourism to host communities and regions are obscured or glossed over in attempts to develop employment in declining regions or cities as well as in the less developed world. Yet for tourism to reach its full potential, developing a tourism product and visitor industry based on the ability of the local economy and environment to support tourism-related growth needs careful planning and management and in this respect, the economic aspects of tourism cannot be seen in isolation from the wider economic growth and development of countries, regions and places since they need to be carefully integrated into the economic structures and existing social and cultural structures.

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ECONOMIC ASPECTS OF TOURISM: TOURISM POLICY & MINISTRY OF TOURISM IN INDIA

ABSTRACT : Tourism in India, though growing consisting, is yet to realize its full potential. The travel and tourism industry offers significant opportunity for fulfillment of key national growth imperative including employment generation across all regions of the country, and growth in the sector can contribute to overall economic development of the country. For long, India has been promoted as a spiritual hub. Now, the government wants to promote it as a honeymooner's paradise, and everything that may fall between these two 'destinations'.

To promote India as 'Must Experience' and 'Must Revisit' destination, the Narendra Modi government has come out with a national tourism policy 2015 draft. The new policy gives direct access to the Prime Minister's office (PMO) in deciding the course of the crucial sector that is expected to contribute 6.7 per cent to the country's GDP. One of the key co-ordination committee announced as part of the policy will be under the PMO, many aspects of Modi's vision like Make in India, Swachh Bharat, Smart cities, International Yoga Day and Skill Development are part of the draft policy.

The policy aims to cash in the tourist wandeflusto increase India's share in world tourist arrivals from the present measly 6.68 per cent to 1 per cent by 2020 and then take it to two percent by the year 2025.

What makes the new policy different from the last one is the hike in 'tourism products' being offered, and the concrete roadmap to achieve that. It calls for putting tourism-currently a state subject – to the concurrent list to help the centre play a significant role instead of being a mere accountant disbursing funds. From setting up a new university, volunteer force, policy for vintage cars, promoting separate boards for yoga, Ayurveda, heritage tourism, wellness and using the 25 million Indian diaspora, the 50 – page policy touches on all aspects.

The policy will give something to everyone- form catering to weary souls looking for spirituality, India will market spirituality circuits based on Hinduism, Buddhism, Jainism, Sikhism to ancient India's contribution now discovered world over through yoga. It will also offer products based on medical and rural tourism, Ayurveda and heritage. The draft policy released lists beaches, rivers, backwaters, cruises, adventure, wildlife, festivals, shopping destinations, cuisine trails showing the delivery of food, cinematic tourism, emerging concepts like heritage walks, and lesser-known wedding destinations. If Hollywood is coming to India to get married in opulent palaces of Rajasthan in colourful and elaborate rituals, then Honeymoon Tourism will be a part of it. The new policy says it all.

"India is over-blessed with an array of offerings, each able to create a compelling invitation for travelers. This, however, risks overwhelm when travelers try to do too much on one trip", says the policy, explaining the reason for careful preparation of these tourism products to helps the discerning tourist decide on their itinerary.

The action plan suggests settings up of a National Tourism Advisory Borad headed by the Union Tourism Minister and State Tourism Ministers as members and an inter-ministerial coordination committee headed by the principal secretary in the PMO and comprising babus from other ministries. The Authority will also have ministry officials and industry representatives for execution of polices. Officials said these bodies would help in addressing problems faced by state governments and stakeholders who offer services.

The new policy has also recommended setting up of a full-fledged university to prepare skilled workforce for the hospitality sector. The policy says that a certification. This certificate will help tourists to seek their services in choosing from an array of products and packages on offer.

The policy also suggests using the 25 million strong NRI communities in 189 countries to act as brand ambassadors.

Policy Recommendations

- Tourism to be put on concurrent list
- National Tourism Advisory Board under Union Tourism Minister

Rohini Girish Deshpande

Assist. Prof. Economics Department

Smt. M.G. Kanya Mahavidyalaya, Sangli.

- Inter-ministerial coordination committee under PMO
- Nation Tourism Board
- Empowered Regional councils in different regions
- India Tourism offices overseas to be nuclear but outsource PR and event management
- Increase number of heritage sites on UNESCO list
- Certain percentage of ticketed revenue be given to monuments for preservation
- Night viewing at ASI Archaeology Monuments
- Policy for vintage cars
- Develop 'Culinary Trails' to showcase culinary heritage
- Invite MasterChef Australia and similar culinary reality shows to India
- Deploy ex-servicemen and trained volunteers at important tourist sites
- Special Tourism Zones on the lines of SEZs
- Provide free Wi-Fi connectivity at tourist centres in India.

INTRODUCTION : Tourism is a global force for economic and regional development. Tourism development brings with it a mix of benefits and costs and the growing field of tourism economics is making an important contribution to tourism policy, planning and business and practices. Tourism as a major industry globally and major sector in many economies. According to the United Nations World Tourism Organization (UNWTO), over the six decades tourism has experienced continued growth and diversification to become one of the largest and fastest growing economic sectors in the world. The World Travel and Tourism Council (WTTC) estimate that tourism contributed 9.2% of global GDP and forecasts that this will continue to grow to grow at over 4% per annum during the next 10 years to account for some 9.4% of GDP (WTTC 2010). Over a time, an increasing number of destinations have opened up and invested in tourism development turning modern tourism into a key driver for socioeconomic progress.

Tourism plays an important role in employment generation and economic growth of the country. It is accepted as the potent engine for inclusive social economic progress at universal level through its forward and backward linkages and ability to create employment in the economy. Tourism sector has a very high employment potential with approximately 90 jobs creation per Rs. 10 lakhs of investment. Tourism sector plays a very significant role in promoting inclusive growth of the less-advantaged section of society and poverty eradication. The main objective of the tourism policy in India is to position tourism as a major engine of economic growth and harness its direct and multiplier effect on employment and poverty eradication in a sustainable manner by active participation of all segments of the society. Apart from marketing and promotions, the focus of tourism development of tourism effective partnership with various stakeholders. The role of Government in tourism development has been redefined from that of a regulator to that catalyst.

HYPOTHESIS : Tourism today is one of the largest global industries and a major engine for economic growth and employment generation. India's tourism policy and ministry of tourism has played major role for the development and promotion of tourism in India.

OBJECTIVES OF STUDY

- To understand the present status and scenario of Indian tourism industry .
- To study the New National Tourism Policy.
- To understand the role of Ministry of tourism and it's New Schemes.

RESEARCH METHODOLOGY : The present study is endeavor to find out the impact of tourism industry on various economic dimensions and parameters of Indian economy for the present the required secondary data has been collected from various old research papers, journals, books, Internet, some of the government data and various government reports etc. The data has also been taken from various documents such as books, newsletters, magazines , newspapers as well as from existing literature to understand the importance and to understand how tourism plays its role in different directions for the overall development of Indian economy.

Economic aspects of tourism:- Tourism is the one of the most important aspect for developing countries. Both domestic and international tourism must be considered to evaluate the impact of tourism on the economy.

To the host region travel provides basis for developing tourism as an export industry which means that the level of economic activities of the area shall increase through the sale of products and services to the tourists. Tourism provides foreign exchange without exporting anything out of country and it provides more stable earnings for the country than any other industry. It increases export earnings and a rate of growth of the economy. The income in form of foreign exchange earnings from an invisible exports helps in off setting the loss if any, which country many have from a visible defined as “a statement of income and expenditure on international accounts.” Payments and receipts on international accounts are of three kinds:-

Visible balance of trade (relating to the export and import of goods and commodities manufactured)

Invisible items (relating to services such as transport, shipping, banking, insurance, tourism etc.)

Capital Transfers : Apart from revenue increase the tourism also has impact on employment generation. Accelerate the development of an area. The amount of visitors expenditure that remains in an area and provides a source of income to residents and business is called Direct effect and this money is further paid to suppliers, wages of workers and other items used in producing the products or services purchased by the visitors is secondary effect. Tourism and Tax earnings are correlated. The government of most all countries have always vested interest in the financial gains through tourism industry. Depending upon tax and fiscal policies government derives substantial income from tourism industries and direct and indirect taxes are levied on different forms of incomes and economic activities.

In India beginning with the turnaround in 2002 foreign Tourist Arrivals have steadily grown from 2.38 million and 7.70 million in 2014 .The year 2015 witnessed a growth of 4.5% in foreign Tourist Arrivals(FTAs) in India, this growth is equivalent to the medium growth rate of 4.5% witnessed in international Tourist Arrivals, globally. FTAs during 2015 were 80.27 lakh as compared to the FTAs of 76.79 lakh during 2014. The foreign Exchange Earnings (FEEs) from tourism in rupee terms during 2015 were Rs.1,35,193 crore with a growth of 9.6%.

In its run-up to the new National Tourism Policy, the center government took a slew of measures aimed at creating more jobs and increasing India’s share in global tourism market. India will also launch the “Incredible India 2.0” campaign and for that eminent and filmmaker Prasann Joshi has been roped in ministry of tourism has put in the place and has sanctioned Rs. 131 lakh for the development of four rural tourism sites. The states in which these sites are Arunachal Pradesh, Jammu and Kashmir, Maharashtra, Meghalaya, Mizoram, Nagaland, Uttarakhand, Panjab and Tripura. Apart from that it has launched a new scheme called “Swadesh Darshan” For integrated development of tourist circuits around specific themes

The ministry has split the northeast region into theme-based circuits to boost tourism in the zone under the Swadesh Scheme. The government will soon launch six tourist circuits in a big way to provide a boost to the sector. Tourism ministry has already been working on launching spiritual circuits across the country which includes Buddhist Circuit, Jain Circuit and Sufi Circuit. Kamakhya (Guwahati) has been identified under the National Mission on pilgrimage Rejuvenation and spiritual Augmentation Drive (PRASAD).

Some of the major infrastructural components under both plans are:

- Improvement of road connectivity leading to tourist sites/ destinations
- Use of clean energy sources for street lighting
- Way side amenities with emergency vehicle breakdown, repair and refuel facilities
- External infrastructure such as water supply, sewerage, drainage, electricity and roads
- First-aid Centres
- Helipads, heliports, airstrips, ropeways
- Development/upgradation of passenger terminals.
- Communications system, mobile services, Internet connectivity, Wi-Fi

Major cleanliness campaign under the Swachh Bharat Movement for protecting and preserving the sanctity of monuments of national heritage. The ministry has also launched a special e-poster with Prime Minister’s message requesting the tourists and the people of the nation to whole heartedly engage themselves in the cleanliness of their surroundings and help create a Swachh Bharat, Swachh Smarak. Financial assistance to states, including places of religious importance, for various tourism projects in consultation with them subject to

availability of funds, interse priority, liquidation of pending utilization certificates and adherence to the scheme guidelines. For development of tourism infrastructure in the country, the ministry has introduced two new schemes

PRASAD:- Pilgrimage Rejuvenation and spiritual Augmentation Drive &

SWADESH DARSHAN:- Integrated Development of Theme- Based Tourist Circuits.

Under Prasad, 12 cities have been identified for development initially namely; Amritsar, Ajmer, Dwarka, Mathura, Varanasi, Gaya, Puri, Amaravati, Kanchipuram, Under Swadesh Darshan scheme, Spiritual circuits has been identified as theme circuits for Development Rs. 100 crore & Rs. 600 crore have been allocated for Prasad and Swades Darshan Schemes, respectively, to develop tourist destinations of global standards.

On a pilot basis, a “Incredible India Helpline” has been setup to guide the tourists.

Ministry has adopted code of conduct for safe tourism: which contains a set of guidelines to encourage tourism activities to be undertaken with respect to basic rights like dignity, safety and freedom from exploitation of both tourists and local residents, in particular women and children.

Guidelines on safety for states for travelers have been formulated. These include:

- Precautions to be taken during pretravel arrangements.
- Travel information on calamities/ situations by the state Government.
- Regulating leisure and recreational services including adventure sports.
- Address insolvencies and dispute settlement.

CONCLUSION : Tourism in India, though growing consistently, is yet to realize its full potential. The travel and tourism industry offers significant opportunity for fulfillment of key national growth imperative including employment generation across all regions of the country, and growth in the sector can contribute to overall economic development in the country. For long, India has been promoted as a spiritual hub. Now, the government wants to promote it as a honeymooner’s paradise, and everything that may fall between these two ‘destinations’.

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the principal secretary in the PMO and comprising babus from other ministries. The Authority will also have ministry officials and industry representatives for execution of policies. Officials said these bodies would help in addressing problems faced by state governments and stakeholders who offer services. The new policy has also recommended setting up of a full-fledged university to prepare skilled workforce for the hospitality sector. The policy says that a certification. This certificate will help tourists to seek their services in choosing from an array of products and packages on offer. The policy also suggests using the 25 million strong NRI community in 189 countries to act as brand ambassadors.

Policy Recommendations

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- Empowered Regional councils in different regions
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ENVIRONMENT IMPACT OF TOURISM IN INDIA

INTRODUCTION:

The tourism industry in India can have several positive and negative impacts on the environment which are discussed below.

POSITIVE IMPACTS

1. Direct Financial Contributions

Tourism can contribute directly to the conservation of sensitive areas and habitat. Revenue from park-entrance fees and similar sources can be allocated specifically to pay for the protection and management of environmentally sensitive areas. Special fees for park operations or conservation activities can be collected from tourists or tour operators.

2. Contributions to Government Revenues

The Indian government through the tourism department also collects money in more far-reaching and indirect ways that are not linked to specific parks or conservation areas. User fees, income taxes, taxes on sales or rental of recreation equipment, and license fees for activities such as rafting and fishing can provide governments with the funds needed to manage natural resources. Such funds can be used for overall conservation programs and activities, such as park ranger salaries and park maintenance.

3. Improved Environmental Management and Planning

Sound environmental management of tourism facilities and especially hotels can increase the benefits to the natural environment. By planning early for tourism development, damaging and expensive mistakes can be prevented, avoiding the gradual deterioration of environmental assets significant to tourism. The development of tourism has moved the Indian government towards this direction leading to improved environmental management.

4. Raising Environmental Awareness

Tourism has the potential to increase public appreciation of the environment and to spread awareness of environmental problems when it brings people into closer contact with nature and the environment. This confrontation heightens awareness of the value of nature among the community and leads to environmentally conscious behavior and activities to preserve the environment.

5. Protection and Preservation of Environment

Tourism can significantly contribute to environmental protection, conservation and restoration of biological diversity and sustainable use of natural resources. Because of their attractiveness, pristine sites and natural areas are identified as valuable and the need to keep the attraction alive can lead to creation of national parks and wildlife parks. In India, new laws and regulations have been enacted to preserve the forest and to protect native species. The coral reefs around the coastal areas and the marine life that depend on them for survival are also protected.

Negative Impacts

1. Depletion of Natural Resources: Tourism development can put pressure on natural resources when it increases consumption in areas where resources are already scarce.

(i) Water resources: Water, especially fresh water, is one of the most critical natural resources. The tourism industry generally overuses water resources for hotels, swimming pools, golf courses and personal use of water by tourists. This can result in water shortages and degradation of water supplies, as well as generating

a greater volume of waste water. (www.gdrc.org/uem/eco-tour/envi/index.html). In dryer regions like Rajasthan, the issue of water scarcity is of particular concern.

(ii) Local resources: Tourism can create great pressure on local resources like energy, food, and other raw materials that may already be in short supply. Greater extraction and transport of these resources exacerbates the physical impacts associated with their exploitation. Because of the seasonal character of the industry, many destinations have ten times more inhabitants in the high season as in the low season. A high demand is placed upon these resources to meet the high expectations tourists often have (proper heating, hot water, etc.).

(iii) Land degradation: Important land resources include minerals, fossil fuels, fertile soil, forests, wetland and wildlife. Increased construction of tourism and recreational facilities has increased the pressure on these resources and on scenic landscapes. Direct impact on natural resources, both renewable and nonrenewable, in the provision of tourist facilities is caused by the use of land for accommodation and other infrastructure provision, and the use of building materials (www.gdrc.org/uem/eco-tour/envi/index.html)

Forests often suffer negative impacts of tourism in the form of deforestation caused by fuel wood collection and land clearing e.g. the trekking in the Himalayan region, Sikkim and Assam.

2. Pollution

Tourism can cause the same forms of pollution as any other industry: air emissions, noise, solid waste and littering, releases of sewage, oil and chemicals, even architectural/visual pollution (www.gdrc.org/uem/eco-tour/envi/index.html).

(i) Air and Noise Pollution: Transport by air, road, and rail is continuously increasing in response to the rising number of tourist activities in India. Transport emissions and emissions from energy production and use are linked to acid rain, global warming and photochemical pollution. Air pollution from tourist transportation has impacts on the global level, especially from carbon dioxide (CO₂) emissions related to transportation energy use. And it can contribute to severe local air pollution. Some of these impacts are quite specific to tourist activities where the sites are in remote areas like Ajanta and Ellora temples. For example, tour buses often leave their motors running for hours while the tourists go out for an excursion because they want to return to a comfortably air-conditioned bus.

Noise pollution from airplanes, cars, and buses, as well as recreational vehicles is an ever-growing problem of modern life. In addition to causing annoyance, stress, and even hearing loss for humans, it causes distress to wildlife, especially in sensitive areas (www.gdrc.org/uem/eco-tour/envi/index.html).

(ii) Solid waste and littering: In areas with high concentrations of tourist activities and appealing natural attractions, waste disposal is a serious problem and improper disposal can be a major despoiler of the natural environment - rivers, scenic areas, and roadsides.

In mountain areas of the Himalayas and Darjeeling, trekking tourists generate a great deal of waste. Tourists on expedition leave behind their garbage, oxygen cylinders and even camping equipment. Such practices degrade the environment particularly in remote areas because they have few garbage collection or disposal facilities.

(www.gdrc.org/uem/eco-tour/envi/index.html).

(iii) Sewage: Construction of hotels, recreation and other facilities often leads to increased sewage pollution. Wastewater has polluted seas and lakes surrounding tourist attractions, damaging the flora and fauna. Sewage runoff causes serious damage to coral reefs because it stimulates the growth of algae, which cover the filter-feeding corals, hindering their ability to survive. Changes in salinity and siltation can have wide-ranging impacts on coastal environments. And sewage pollution can threaten the health of humans and animals. Examples of such pollution can be seen in the coastal states of Goa, Kerela, Maharashtra, Tamil Nadu, etc.

3. Destruction and Alteration of Ecosystem

An ecosystem is a geographic area including all the living organisms (people, plants, animals, and micro-organisms), their physical surroundings (such as soil, water, and air), and the natural cycles that sustain them. Attractive landscape sites, such as sandy beaches in Goa, Maharashtra, Kerela, Tamil Nadu; lakes, riversides, and mountain tops and slopes, are often transitional zones, characterized by species-rich ecosystems. The threats

to and pressures on these ecosystems are often severe because such places are very attractive to both tourists and developers. Examples may be cited from Krushedei Island near Rameswaram. What was once called paradise for marine biologists has been abandoned due to massive destruction of coral and other marine life. Another area of concern which emerged at Jaisalmer is regarding the deterioration of the desert ecology due to increased tourist activities in the desert.

Moreover, habitat can be degraded by tourism leisure activities. For example, wildlife viewing can bring about stress for the animals and alter their natural behavior when tourists come too close. Safaris and wildlife watching activities have a degrading effect on habitat as they often are accompanied by the noise and commotion created by tourists.

CONCLUSION

Tourism industry in India is growing and it has vast potential for generating employment and earning large amount of foreign exchange besides giving a fillip to the country's overall economic and social development. But much more remains to be done. Eco-tourism needs to be promoted so that tourism in India helps in preserving and sustaining the diversity of the India's natural and cultural environments. Tourism in India should be developed in such a way that it accommodates and entertains visitors in a way that is minimally intrusive or destructive to the environment and sustains & supports the native cultures in the locations it is operating in. Moreover, since tourism is a multi-dimensional activity, and basically a service industry, it would be necessary that all wings of the Central and State governments, private sector and voluntary organisations become active partners in the endeavour to attain sustainable growth in tourism if India is to become a world player in the tourism industry.

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ECONOMIC AND SOCIO-CULTURE DEVELOPMENT OF TOURISM IN SOLAPUR DISTRICT

Abstract:

Tourism is an important, even vital, source of income for many regions and countries. Its importance was recognized in the Manila Declaration on World Tourism of 1980 as “an activity essential to the life of nations because of its direct effects on the social, cultural, educational, and economic sectors of national societies and on their international relations. As the same way solapur is came in to the focus as a tourist centres in Maharashtra. It is the city there are many tourist centres which became helpful for the development of tourism industry. This point of view, study reveals the importance of tourist places as an element of Economic and socio-culture development in solapur district.

Keywords: Economic, Socio-culture, Impact, Development, Tourism

Introduction :

Tourism has been regarded as an economic proposition in India and has a distinct role to play as a industry. Tourism has bright future at local, national and international level as a promising industry. The government and their agencies as well as private sector units and individuals are taking various measures to promote tourism. Promotion of tourism can contribute immensely to our economy. Tourism is known to be the world’s largest industry, which provides maximum numbers of employment. Solapur district is highly reach by its spiritual base and its culture but it is economically not at satisfactory level in the state. Tourism industry will change the future of the district and will improve the social, cultural, economic status of the district.

There are quite a few places of tourist and religious interest in Solapur. The major attraction of this place is the Siddheshwar Temple and it is situated in the middle of a lake. Solapur has many Jain temples named after the Jain Tirthankaras like Parasnath temple, Mallikarjuna temple and Adinath temple. The Revansiddheshwar temple and famous Bhuikot fort are other temples worth a visit. Another tourist attraction is the Samadhi of Swami Samarth Maharaja of Akkalkot. There are also a number of archeological sites here and nearby areas which are popular among tourists.

Definition:

A definition given at the UN Conference on International Travel and Tourism held in Rome in 1963 which described, “Any person visiting a country other than that in which he has his usual place of residence, for any reason other than following an occupation remunerated from within the country visited”.

These definitions were again revised and updated at the World Tourism Organisation (WTO) conference in Ottawa in 1991. The most popular and widely accepted definition of tourism given by WTO is: “The activities of a person travelling to a place outside his/her 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 within the place visited”(Stephen, W., 1998)

Objective of the Study:

1. To explore the historical background of the tourist places in Solapur district.
2. To study the economic and socio-culture impact with development of tourism in Solapur district.
3. Create awareness and importance of tourist places among the people in Solapur and the visitors.

Study Area:

Solapur District is a district in Maharashtra state of India. It is one of the largest cities in the state of Maharashtra. Solapur is both a city and a district. It is situated near the borders with Andhra Pradesh and Karnataka. It is

Karuna Raut
(Research Fellow)
Solapur University, Solapur

ancient place with historical and religious importance with Shri Siddharameshwar as its chief deity. Solapur has a rich history and various dynasties ruled Solapur like Chalukyas, Andhrabhratyas, Yadavas, Rashtrakutas and Bahamanias. The name Solapur is combination of two words “Sola” and “Pur”. “Sola” means sixteen and “Pur” means village. This is relevant since Solapur is considered to include sixteen villages.

The city of Solapur is the district headquarters. It is located on the south east edge of the state and lies entirely in the Bhima and Seena basins. The entire district is drained by the Bhima River. Solapur located on the eastern slopes of the Western Ghats. It has a geographical area of 14,845 km² (5,732 sq mi) The district is bordered by Osmanabad district to the north west, Ahmednagar district to the north, Satara district to the west, Pune district to the Northwest Bijapur district of Karnataka to the south, and, the lowest elevation of which is 500 meters above sea-level. The district is divided into the administrative talukas: Akkalkot, Barshi, Karmala, Madha, Malshiras, Mangalvedhe, , Pandharpur, Sangola, Solapur North and Solapur South etc

1. Solapur:

Shri.Siddheshwar is the Gramdaivat of Solapur city. A Siddheshwar Temple is located at the heart of the city. It is surrounded by a large water tank which resembles as view of an island. The brief history of Shri.Siddheshwar runs like this. it is evident from the inscriptions of Shiva yogi Shri. Siddheshwar of the time of the Kalachuristis of Kalyani, that the town was called ‘Sonnalage’ which came to be pronounced as ‘Sonnalagi’. The town was known as Sonnalagi even up to the times of Yadavas. One of the inscriptions found in Solapur fort shows that the town was called Sonalpur while another inscription on the well in the fort shows that it was known as Sandalpur. There was a great saint Shri.Siddaram, who preached the teachings of Shri.Basaweshwara. A young girl, inspired by the teachings of this saint wished to marry the saint. Shri.Siddaram being a brahmachari denied to marry her and gave permission to marry with his Yogadanda. The same marriage function is celebrated every year on the Makar Sankranti for three days on Bhogi, Sankrant and Kinkrant. The Nandi Dhwas are presumed as Bride and Groom for the marriage. This festival falls around 14th Jan. every year. A fair popularly known as Gadda Jatra is arranged for fifteen days during this period. and the Hindu calendar attracts the largest number of pilgrims—around 2,00,000 to 3,00,000 people.

2. Akkalkot:

Akkalkot is a Holy place of Shri.Swami Samarth Maharaj. It is located at a distance of 38 kms. by road from Solapur District headquarters. This Saint is believed to be the reincarnation of Lord Dattatraya. The devotees worship the Samadhi of this Saint. The Death Anniversary is celebrated on Chaitra Shuddha Trayodashi every year. Large number of devotees visits the place everyday. The present temple is built around famous banyan tree. This is the same banyan tree sitting under which Shri. Swami Maharaj used to meditate and preach the followers. The temple consists of main temple, sabha mandap and accommodation. Annacchatra (free meals to devotees) is organized daily (two times in day) by temple authorities. The Swami Samarth Maharaj came to Akkalkot at the beginning of Shake 1779. The total period of reincarnation of Swamiji as the fourth Avataar of Shri. Datta is forty years of which he spent 21 years in Akkalkot. From the historic point of view Shri.Swami Maharaj brought to an end his avatar in Shake 1800. But after three months, he resurrected and appeared before the faithful in Kashi (Varanasi). The holy Samadhi of Shri. Swamiji is located in the house of shri. Cholappa in the place already reserved for it before his bodily demise. This is known as Samadhimath. The spiritual fearless slogan in marathi ‘BHIU NAKOS MI TUJHYA PATHISHIAAHE’ (Don’t fear, I am with you) is given by Shri. Samarth Swami Maharaj himself.

3. Pandharpur:

Phandharpur the city of Pandhavi Vithoba is another most important pilgrimage center for the whole of India. It ranks first among the fairs in the state with an aggregate congregation of four to five lakh on and Kartiki Ekadasi. It became one of the most prominent pilgrimage places in Maharashtra. It is located on the banks of the Bhimâ River, which is alternatively known as Chandrabhâgâ because of its half-moon-like shape. The city is named after a great merchant, Pundalik, who achieved self-realization there. [Pandharpur, also known as Pandhari, hosts the renowned Vitthal temple on the banks of Bhimâ. “Vithoba”, “Pândurang”, and “Pandharinâth” are the

popular alternate names of the deity, Vitthal, who is regarded in Hinduism as a form of Lord Krishna. Krishna is considered as an incarnation of Lord Vishnu. Rakhumâi or Rukmini is Vitthal's consort in the temple. The worship of Vitthal in the Pandharpur temple is based mainly on the contents of the Puranas, and the contributions of the Vaishnav saints of Maharashtra and Karnataka during the 13th through the 17th centuries. Some of these saints are Dnyaneshwar, Namdev, Gora Kumbhar, Chokhamela, Eknath, Tukaram, Purandara Dasa, Vijaya Dasa, Gopala Dasa, and Jagannatha Dasa. The Pandharpur temple covers a large area and has six gates. The eastern gate is known as the "Namdev Gate." Pandharpur hosts four annual pilgrimages ("yâtrâs") of Hindu devotees. Among them, the pilgrimage in the month of Âshâdh (June-July) in the Hindu calendar attracts the largest number of pilgrims—around 500,000 to 700,000 people. The pilgrimages in the months of Kârtik (October-November), Mâgh (January-February) and Shrâvan (July-August) attract the second, third and fourth largest numbers of pilgrims respectively. There are some other important holy places around Pandharpur.

Methodology:

The study deals with the review of tourism development in Solapur district. Non-empirical (doctrinal research) at first hand required the data collection from various research papers, books, reports, papers and articles. The study made through doctrinal research method is mainly based on data collection from secondary sources, its tabulation and interpretation.

For the purpose of present study primary and secondary data has been collected and analysed by using research tools. The study is whirl around the Akkalkot, Pandharpur and Solapur as a tourist place. The major sources of extensive data for the present study have been collected from the published records of Government and Private Organizations.

Vehicle for Economic and social development:

A number of countries consider tourism to be an important vehicle for economic and socio-cultural development. This industry has potential to generate foreign exchange earnings, create employment, promote development in various parts of the country, reduce income and employment disparities among regions, strengthen linkages among many sectors of the national economy and help to alleviate poverty. It also stimulates production of food and local handicrafts speed up communication facilities and cultural exchanges to understand the host tourist cities in a better way. In the same way Tourism in Solapur district has been also the most effective and beneficiary in economic terms. Pandharpur, Akkalkot, and Solapur city is having important tourist destinations, where lakhs of tourists visits regularly. People are travelling for exploring culture, holy places, for religious purpose. According to the study done by S.C. Advitot the flow of Foreign tourist are increasing day by day in solapur district as a tourist. with an effect of this foreign exchange earning of the country is on the top of the nation's revenue earnings. So, tourism in solapur district has become the most desired human activities because it's economic and social benefits can be seen in all over the countries and especially in India. This growing demand for tourism is a reflection of changing economic and social conditions in our home environment, as much as it is about the physical and cultural characteristics of the environments that await tourists in other countries.

Impacts of tourism:

The impacts of tourism can be arranged into three general categories:

1. Economic
2. Social and cultural
3. Environmental

Tourism has its impact and all these areas are interconnected with each other and influence them. For an example: tourism provides a job which is an economic impact. Due to the job standard of living of a people improves which is a social impact. And all these are possible when tourism is friendly with environment. So, overlapping of all these aspects is obvious because they are interconnected to each other in some or other way. A goal of developing the tourism industry in any country is maximizing positive impacts while minimizing negative impacts.

Conclusion:

Tourism in Solapur district has been also the most effective and beneficiary in economic terms. The finding of the study itself says that tourism is based upon the economic and social processes. The impact of it can be seen in both the places from where tourists originate and where they go. Its development in destinations involves the use of physical and natural resources and will subsequently impact upon the economies, cultures and ecology of the destinations it develops in.

Countries perceive tourism as a fast track to economic growth. They assume that tourism development requires less investment than other industries; and they believe tourism to be an effective means of creating job opportunities and increasing local income. Solapur has long ascribed to this point of view; and it has devised a tourism marketing approach which encourages low-, medium-, and high-cost mass tourism to nearly all regions. With the ubiquitous "Land of Smiles" advertising slogan promoted around the world, Solapur has become one of the best known and most sought after, international tourist destinations.

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IMAGING ARCHITECTURAL HERITAGE: TOURISM PERSPECTIVE

Introduction

India, as the repository of archaeological treasure and incredible architectural glory, cultural heritage is epitomized in her monuments. The awesome variety and infinite beauty of India's archaeological and historical wealth can be matched with very few civilizations in the world. The footprints of her culture are embedded in its rich ancient monuments. As a metaphor of the sacred Indian architecture/art evoke a vision of the divine within the frame work of expressive and codified rules used for over a million years. India expresses its artistic wealth in its incredible number of monuments. Indian architecture is a complex convergence of geometrical, mathematical and astronomical calculations. The ultimate truth is expressed through combined contributions and supreme synthesis of different artistic disciplines – architecture, sculptures, paintings and dance. With divinity incorporated in stone, India's architecture is identified for its aesthetic exuberance. Known as cultural moulds, foot prints of civilization and shades of history, monuments manifested throughout the length and breadth of the country has rich architectural heritage. They have added to the cultural diversity, varied architectural styles and richness in architecture.

India is a land of deep rooted history and heritage reflecting sagas of human emotions woven into the monuments of time. These are in true sense footprints of our rich culture and heritage. Although, the monuments appear mute, every brick and stone testifies to a story of its own in the language of silence and reveals the existence of a glorious civilization. Monuments are dotted, throughout the length and breadth of our country representing the aspirations of the patrons painstakingly immortalized by artists. As tangible heritage, they occupy a unique place and represent eternal embodiments of aesthetic and artistic excellence. They also embody the spirit and cultural values of the age. This legacy is the essence of heritage tourism.

In a globalised world of shrunken distances and instant connections the boom in tourism is an event of unimaginable proportions. All countries in the world have responded to this ever growing demand by showcasing their very best. In a culturally abundant country like India, architectural heritage is a unique commodity and a great marketing tool. It is the need of the hour to unleash its power to influence all forms of tourism for the benefit of the nation and its heritage.

Tourism in India is dominated by the cultural tourism because of her rich cultural heritage. India's monumental heritage plays a great role in the promotion of Indian tourism to the extent that a new type known as heritage tourism has emerged. Its unique variety of historical monuments constitutes resources of tourism industry. It has much to offer to the tourist world. Tourism needs variety and with its vast dimension of history and kaleidoscopic diversity of heritage, India offers plenty through its bounty. India's people and cultural heritage have been the main motivators all over the world. Heritage monuments are footprints of History and culture. They are the cultural property of a nation.

Meaning and Significance of Heritage Tourism

Heritage tourism is defined as 'travel undertaken to explore and experience the places, activities and artifacts that authentically represent the stories and people of the past and present.' It is a branch of tourism oriented towards cultural heritage and hereditary treasures. It envisages travel for purpose of widening one's knowledge, understanding and appreciating art, architecture and heritage. This leads to historic, artistic and cultural heritage as important products of tourism. Antiquities, famous ruins, castles and cathedrals, temples, art galleries - all claim their pilgrims. Historic, artistic and cultural heritage are important products of tourism. The kaleidoscopic variety of national and regional diversity makes India an ideal destination for heritage tourism.

Dr.(Mrs.) Smita P. Surebankar

Principal, Rani Parvati Devi College o Arts & Commerce, Belgaum -Karnataka

There is a profuse range of surprising heritage packages: splendid temples, majestic forts, whispering palaces, pleasure gardens, mosques, mausoleums, domes, minarets, durbar halls, basadis, Viharas, museums, art galleries, structured environments; urban and rural sites which were cradles of civilizations; actual locations where historic events occurred and places of unique living cultures. All of them speak the language of heritage tourism.

Heritage tourism envisages travel for purpose of widening one's knowledge, understand and appreciate art, architecture and heritage, which are hereditary treasures. As tangible heritage, monuments occupy a significant place and represent the eternal embodiments of aesthetic and artistic excellence as also the spirit and cultural values of the age and hence enlarges data bank of the tourists. This is the intangible benefit of heritage tourism. It represents 'artifactual' history and is resurrected into an ever-changing present. India's many attractions based on its glorious history and fine monuments, together with its plural culture, combine for the promotion and marketing of India's heritage. So there is need to reinvent India's auratic cultural heritage. The travel market interest in history and archaeology has stimulated development of these resources for tourists. Revisiting the past through visualization can be source of information, helping us to maintain the quality and continuity of civilization.

The goal of heritage tourism is to preserve cultural legacies, to interpret stories by offering places to see where events happened, to imagine the voices and read the words, and to encourage travelers to seek out the places that connect us to a time and place that still shapes us individually, as a community and as a nation today. Materialistic interpretation and use of heritage structures as part of local strategy for economic regeneration is the need of the hour.

India as a nation has been endowed with an enduring legacy that is inseparable from our rich and complex 5000-year-old history. Extending from seas and fertile forested ridges of ghats, with their thriving plantations, spices and fruits to the drier, boulder-strewn plateau, India's scenic diversity is striking. It is a land of many and varied splendours. It contains golden beaches, wooded hills and serene villages along the picturesque coastline. Equally varied are its historical heritage monuments ranging from the dawn of civilization to the middle of 20th century.

With its geography and culture of Dravidian south and Indo-Aryan north, India's varied landscape and architecture both reflect this unique *mélange*. Watered by the Narmada, the Godavari, the Krishna, the Bhima and the Tungabhadra, its vast plateau is her historic and cultural heartland, dotted with architectural treasures in an extraordinary variety of styles. India is a young nation and an old country rolled into one where past and present perfectly collide. India's 5000 years of recorded history starts with sophisticated urban culture. Arrival of Aryans evolved Indo-Aryan culture, which is a living tradition in India. It is a land of vibrant and pluralistic culture with incredible contrasts and paradoxes. Born of its ancient roots, its foreign influences and its regional variety, Indian culture is a rich mosaic.

Architectural Heritage of India

Any ancient monument is a timeless cell - a module that has frozen an era within its walls. Within its ramparts or its carved walls history looks in the face as legacy of talent, art and architectural science left behind from years ago. If India is shining it must have been brilliance personified in those days. Her monuments exhibit magnitude and exuberance of creativity. India has friendly and relaxed ambience. With its idyllic beaches, lush paddy fields, coconut plantations and villages dotted with its pretty white washed churches and grand mansions, built by local rulers of Hindu and Muslim dynasties as well as by their ambitious feudatories, warriors and medieval Muslim chieftains.

Hosts of Indian towns and cities laced with history and heritage have acquired a special cultural features and a sense of shared historical tradition from the dawn of history to the successive centuries of the historical period. India has witnessed the fleeting fortunes of many royal houses – Hindu and Muslim. Acting as cultural zone, it gave positive response to various historical and cultural changes that took place. Hence it is an ideal destination of heritage tourism with full of surprising heritage packages. With splendid temple spires looming in the horizon, majestic forts keeping a silent watch, mosques and mausoleums, domes, minarets and darbar halls, palaces and pleasure gardens competing with each other in beauty and technique is a fascinating land of contrasts with splendid art and architecture. They are lasting testimony to her rich historic heritage and cultural

affluence. It is a world of heritage. With profusion of heritage monuments it is unique in its own diverse ways, every place telling a story that is spellbinding and mesmerising. Its rocky terrains are dotted with medieval forts and Indo-Islamic heritage monuments, which provide an aura of imperial grandeur. It saw the blossoming of art and architecture, which houses famous UNESCO world heritage sites.

India's magnificent complex of temples, stupas, chaityas, tombs, cathedrals, churches, palaces, forts and monasteries are UNESCO world heritage sites. In addition it's well-known Hindu temples, mosques and mausoleums and splendid cathedrals depict the exuberance of heritage. As erstwhile Portuguese, French and British colony, cities like Pondichery, Mahe, Madras, Kolkata, Simla, towns of Goa have evidences of colonial rule, which is still apparent in their art, dress, language, religion, cuisine and music. They have the old world precinct characterized by a jumble of painted, tile-roofed houses. Her countryside is dotted with grand colonial mansions, built by the wealthy land-owning gentry. They provide a fascinating picture of the tastes and lifestyles of vanished era.

Architectural Heritage and Tourism

Heritage monuments are tourism products. Since heritage tourism facilitates connectivity with our past, they are also of sentimental attachment. Visit to heritage sites creates feeling of belongingness, which enables to fulfill sense of social responsibility of preserving them for posterity. It provides an education without classroom. The study of historical heritage monuments with tourism perspective links heritage with tourism. India is an ideal destination of heritage tourism with full of surprising heritage packages. They are lasting testimony to India's historic heritage and cultural affluence.

It encompasses traditional/Hindu, Indo-Islamic and Hellenic/Gothic or Colonial architecture. There was the blossoming of art and architecture in India, which houses famous UNESCO world heritage sites at Pattadakal, Hampi, Agra, Delhi, Fatehpursikri, Gaya, Saranath, Sanchi, Konark, Khajuraho, Ajanta, Ellora, Elephanta, Mahabalipuram, Tanjavur, Amritsar and many more. A magnificent complex of cathedrals, churches and monasteries at Old Goa are UNESCO world heritage sites. In addition it's less known Hindu temples at Aravelam, Tamdisurla, Ponda and splendid cathedrals of old Goa depict the exuberance of heritage. An erstwhile Portuguese colony, it has the old world precinct. Indian sacred architecture has the power to please seekers – both of the spiritual and the aesthetic kind.

Heritage tourism is gaining tremendous ground in India and affects the historic and cultural portrayal of the country. In this context it is essential to highlight the issues involved; bring discussions and deliberations to consider its growth; and contribute a direction to the expansion and development of heritage tourism. It is necessary to draw attention to the issues - Historicity and architecture of heritage monuments as priceless tangible destinations; Heritage monuments and artifacts as commodity; Heritage tourism as social responsibility and heritage tourism as a cultural experience.

Relevance of Marketing the Legacy of Our Past

Marketing the legacy of our past in the form of heritage monuments leads to Projection of positive image towards Indian heritage monuments among national and international tourist community.

- Building the society's cultural confidence and image of Tourism self-worth.
- Diversification of the tourism experience beyond Tourism "sun, sea, sand"
- Provides an insight into richness of art heritage in the macro region of South Asia.
- In capitalist world the heritage monuments can be transformed into marketable cultural property.
- To explore and identify heritage sites, which facilitate heritage tourism at local level leading to the preservation and conservation of such heritage sites for posterity.
- To trace the heritage architectural traditions of the nation with tourism perspective.
- Heritage tourism is a paradigm for world peace and of sustainable cultural development.
- Showcasing Indian architectural monuments with tourism perspective.
- Revisiting the past through visualization can be source of information, helping us to maintain the quality and continuity of civilization.

- Heritage monuments are essential attraction and motivation for international tourist visits, which in turn will boost tourism industry.
- In capitalist world every thing is marketed and heritage monuments happen to be wonderful material that can be transformed into marketable cultural property.
- To trace tourism at grass root level with subaltern approach.
- To provide a new perspective on tourism in socio-cultural environment.
- It may result in the inculcation of patriotic and nationalistic feelings as it provides common connectivity with the past.
- It enables to understand and appreciate glorious art heritage of our country, which may increase the urge to visit them.

Region wise systematic exploration, sweeping survey and multi-dimensional approach to the heritage monuments should be a substantial contribution to its growth and development as potential tourism centers. It should provide India a permanent place in the map of global tourism making it literally incredible India. The enormous quantity of monuments in our country may have caused their neglect as they face the problem of plenty. Their sheer multitude, a certain uniformity and at the same time a remarkable variety, would make them an urgent case for their documentation as potential tourism destinations. Conversion of these sites into tourist destinations results in their maintenance. This urgency is also enhanced by the fact that India is most vulnerable as far as the threats to priceless monuments are concerned. They are in the danger of destruction by road building, simple neglect, urbanization, encroachment etc as well as by ravages of time, which may destroy the cultural property of our nation. There are endangered monuments because of the indiscriminate manner in which unscrupulous elements are exploiting the valuable cultural property. The visit to the monuments reveals style, theme and types with the supplementation of local history, literary and archaeological evidences and their comparison with other regions of India will improve our understanding of Indian architectural heritage. The socio-economic significance attached with the heritage monuments of various regions would fill not only many a lacunae in the historical knowledge but also likely to rectify some of the earlier generalizations. Heritage monuments are of epigraphical, archaeological, socio-religious, economic and plastic significance. Focus on all these aspects with tourism perspective further adds to the significance, as tourism has been the new mantra in the era of globalisation. Through tourist motivation and expectations, consumer (tourist) behaviour, interpretive communications and marketing research techniques heritage tourism industry can progress leap and bounds.

Concluding Reflections

In conclusion it is suggested that it is essential

- To explore, analyze and document newer or less known and endangered heritage destinations as the priceless tangible tourism resources.
- To develop models of tourism promotion strategies through case studies.
- To create awareness among all concerned – the state, society or the corporate or consumers to protect heritage monuments as tourism destinations and sustain them.
- To stress the significance of cultural commodisation, commercialization and cultural authenticity with tourism perspective.
- To open the wide vistas of marketing the legacy of our past as tourist attraction.
- To ‘sell culture’ by retaining and enhancing culture is the quintessence of marketing the legacy of the past.
- To inculcate patriotic and nationalistic feelings as heritage tourism provides common cultural identity.

All this may facilitate making heritage tourism also as social tourism (tour undertaken by low income group).

This will wake up the tourism industry – a sleeping giant in India from the deep slumber.

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GLIMPSES ON SOCIO-CULTURAL TOURISM AND ECONOMY

Introduction:

Tourism's economic benefits are touted by the industry for a variety of reasons. Claims of tourism's economic significance give the industry greater respect among the business community, public officials, and the public in general. This often translates into decisions or public policies that are favorable to tourism. Community support is important for tourism, as it is an activity that affects the entire community. Tourism businesses depend extensively on each other as well as on other businesses. Government and residents of the local community. Economic benefits and costs of tourism reach virtually everyone in the region in one way or another. Economic impact analyses provide tangible estimates of these economic interdependencies and a better understanding of the role and importance of tourism in a region's economy. Tourism activity also involves economic costs. Including the direct costs incurred by tourism businesses, government costs for infrastructure to better serve tourists, as well as congestion and related costs borne by individuals in the community. Community decisions over tourism often involve debates between industry proponents touting tourism's economic impacts (benefits) and detractors emphasizing tourism's costs, Sound decisions rest on a balanced and objective assessment of both benefits and costs and an understanding of who benefits from tourism and who pays for it.

Tourism's economic impacts :

Tourism's economic impacts are therefore an important consideration in state, regional and community planning and economic development, Economic impacts are also important factors in marketing and management decisions. Communities therefore need to understand the relative importance of tourism to their region, including tourism's contribution to economic activity in the area. A variety of method, ranging from pure guesswork to complex mathematical models, is used to estimate tourism's economic impacts. Studies vary extensively in quality and accuracy, as well as which aspects of tourism are included. Technical reports often are filled with economic terms and methods that non-economists do not understand. On the other hand, Media coverage of these studies tend to oversimplify and frequently misinterpret the results, leaving decision makers and the general public with a sometimes distorted and incomplete understanding of tourism's economic effects.

A variety of economic analyses are carried out to support tourism decisions. As these different kinds of economic analysis are frequently confused, let's begin by positioning economic impact studies within the broader set of economic problems and techniques relevant to tourism. These same techniques may be applied to any policy or action, but we will define them here in the context of tourism. Each type of analysis is identified by the basic question (s) it answers and the types of methods and models that are appropriate.

An economic impact analysis traces the flows of spending associated with tourism activity in a region to identify changes in sales, tax revenues, income, and jobs due to tourism activity. The principal methods here are visitor spending surveys, analysis of secondary data from government economic statistics, economic base models, input-output models and multipliers.

1) Fiscal impact analysis : Will government revenues from tourism activity from taxes. Direct fees, and other sources cover the added costs for infrastructure and government services? Fiscal impact analysis. identifies changes in demands for government utilities and services resulting from some action and estimates the revenues and costs to local government to provide these services.

2) Financial analysis : Can we make a profit from this activity? A financial analysis determines whether a business will generate sufficient revenues to cover its costs and make a reasonable profit. It generally Includes a short-term analysis of the availability and costs of start-up capital as well as a longer-range analysis

Prof. Sambhaji Shinde
Head Dept. of Economics,
Vidnyan Mahavidyalaya, Sangola

If debt service, operating costs and revenues. A financial analysis for a private business is analogous to a fiscal impact analysis for a local government unit.

3) Demand analysis : How will the number or types of tourists to the area change due to changes in prices. Promotion, competition, quality and quantity of facilities, or other demand shifters? A demand analysis estimates or predicts the number and /or types of visitors to an area via a use estimation, forecasting or demand model. The number of visitors or sales is generally predicted based on judgement (Delphi method), historic trends (time series methods) or using a model that captures how visits or spending varies with key demand determinants (structural models) such as population size. Distance to markets, income levels and measures of quality & competition.

4) Benefit Cost analysis (B/C) : Which alternative policy will generate the highest net benefit to society over time? A B/C analysis estimates the relative economic efficiency of alternative policies by comparing benefits and costs over time. B/C analysis identifies the most efficient policies from the perspective of societal welfare, generally including both monetary and non monetary values B/C analysis makes use of a wide range of methods for estimating values of non-market goods and services, such as the travel cost method and contingent valuation method.

5) Feasibility study : Can /should this project or policy be undertaken? A feasibility study determines the feasibility of undertaking a given action of include political, physical, social, and economic feasibility. The economic aspects of a feasibility study typically involve a financial analysis to determine financial feasibility and a market demand analysis to determine market feasibility. A feasibility study is the private sector analogue of benefit cost analysis. The feasibility study focuses largely on the benefits and costs to the individual business or organization, while B/C analysis looks at benefits and costs to society more generally.

6) Environmental Impact assessment –What are the impacts of an action on the surrounding environment? An environmental assessment determines the impacts of a proposed action on the environment, generally including changes in social, cultural, economic, biological, physical, and ecological systems. Economic impact assessment methods are often used along with corresponding measures and models for assessing social, cultural and environmental impacts. Methods range from simple checklists to elaborate simulation models.

Benefit cost analysis and economic impact analysis are frequently confused as both discuss economic “benefits”. There are two clear distinctions between the two techniques. B/C analysis addresses the benefits from economic efficiency while economic impact analysis focuses on the regional distribution of economic activity. The income received from tourism by a destination region is largely off-set by corresponding losses in the origin regions, yielding only modest contributions to net social welfare and efficiency. B/C analysis includes both market and non-market values (consumer surplus), while economic impact analysis is restricted to actual flows of money from market transactions. While each type of economic analysis is somewhat distinct, a given problem often calls for several different kinds of economic analysis

An economic impact study will frequently involve a demand analysis to project levels of tourism activity. In other cases demand is treated as exogenous and the analysis simply estimates impacts if a given number of visitors are attracted to the area. A comprehensive impact assessment will also examine fiscal impacts, as well as social and environmental impacts. Be aware that an economic impact analysis, by itself, provides a rather narrow and often one-sided perspective on the impacts of tourism. Studies of the economic impacts of tourism tend to emphasize the positive benefits of tourism.

On the other hand environmental, social, cultural and fiscal impact studies tend to focus more on negative impacts of tourism. This is in spite of the fact that there are negative economic impacts of tourism (e.g., seasonality and lower wage jobs) and in many cases positive environmental and social impacts (e.g., protection of natural and cultural resources in the area and education of both tourists and local residents.)

Conclusion:- An economic impact analysis also reveals the interrelationships among economic sectors and provides estimates of the changes that take place in an economy due to some existing or proposed action. The most common applications of economic impact analysis to tourism are :

- To evaluate the economic impacts of changes in the supply of recreation and tourism opportunities.
- Supply changes may involve a change in quantity, such as the opening of new facilities, closing of existing ones, or expansions and contraction in capacity. Supply changes may also involve changes in quality, including changes in (a) the quality of the environment, (b) the local infrastructure and public services to support tourism, or (c) the nature of the tourism products and services that are provided in an area.
- To evaluate the economic impacts of changes in tourism demand. Population changes, changes in the competitive position of the region, marketing activity or changing consumer tastes and preferences can alter levels of tourism activity, spending. And associated economic activity. An economic impact study can estimate the magnitude and nature of these impacts.

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THE POLITICS OF TOURISM

Introduction:

The Government has a role to play in tourism planning which is not limited to economic development and poverty reduction but includes building the nation's image and identity (Chheang, 2009). Tourism is widely recognized as a major income earner for various nations and the government is generally required to take on an active role in establishing policies that promote tourism for the economic betterment of the country and its residents. It is however increasingly apparent that tourism policies are being developed to advance not just the tourism industry but the government's political ideologies.

The tourism industry is monopolized by private sector companies; whose role is focused on marketing and maintenance of tourist facilities whilst the public sector focuses on managing the tourism environment, issuing policy guidelines and protecting the nation's image. Tourism is generally a major economic contributor, tourism policies are often formulated to maximize the profit potential of the industry, generate foreign exchange earnings and create employment opportunities within the country. This paper will enlighten us about the various issues in policy, politics and tourism.

Political Tourism:

By 'political tourism' we mean journeys with a political purpose, politically arranged journeys and journeys to political destinations. Political tourism may include for example journeys made in the name of solidarity, journeys arranged by political organisations or interest groups, the tours of political delegations to the new utopia in the east, or journeys involving active participation in civil wars or in anti-imperialist action. It may also include for example trips made by homosexuals to Berlin in the 1920s. Political tourism is thus broadly defined, in relation to travellers and their destinations, to the meanings of the journeys, and to the sources where the travel experiences are described.

Until now research on political tourism has mostly concentrated on the period after 1945, on western travellers and on political engagement in the narrow sense of party politics. In this special issue we welcome articles exploring political tourism from broader chronological, geographical and thematic perspectives. We would be particularly interested in articles that are concerned with the following, for example:

- Travellers and journeys from the first half of the 20th century or earlier
- Travellers from and journeys to different regions of the world
- Travellers motivated by the politics of gender, ethnicity, family, culture or sexual liberation

Tourism policy & Ideology in world perspective:

Increasingly, policies are also being used to promote various political ideologies. Some countries use tourism policies to raise the political image and legitimacy of the State. Others such as Indonesia use policies to alleviate ethnic friction between groups for national harmony. Chheang references work undertaken by Dhales in 2001 in which he investigated tourism development in Yogyakarta under Indonesian national tourism policies and the politics of the New Order regime. In this instance it was argued that "tourism is promoting two types of development "modernization" mainly for the local tourists and "ethnification" for foreign tourists (Chheang, 2009). Whether they are successful in promoting cultural integrity, diversity or identity the Government continues to link cultural identity and image with tourism development" (Chheang, 2009). This is hypocritical as promotions are not indicative of the ethnic reality neither do they deal with the issue of inter-ethnic tensions. Studies have shown that tourism instead intensifies inter-ethnic tensions.

Dr. Gavisiddappa Muttal

Principal, Govt. First Grade College, Hitnal, Koppal

Various Governments have also been advocating for regional cooperation and integration. This is not only prominent within Southeast Asian countries but also among African countries. In March 2004, the East African Community (EAC) was established through membership of five East African countries; Burundi, Rwanda, Tanzania, Uganda and Kenya. The aim of this joint initiative is based on the assumption that cooperation in regional tourism development encourages countries to work closely together and in so doing increases their probability of co-operating and integrating in other economic and social fields for the mutual benefit of all parties. However, countries such as Tanzania are reluctant to fully commit to the partnership for fear that they may be marginalized by their more influential partner.

The case study conducted on Cambodia does provide hope that ideological and economic policies can be used to promote tourism development particularly with leadership support from high ranking Government officials. This is evident in the country's successful implementation of a "Rectangular Strategy" "focused on promoting economic growth, employment, equity and efficiency in the public sector" while at the same time using tourism to reestablish the nation's identity tarnished by civil war, French colonization and neighboring influences. This is evident in the resurgence of the Angkor Monument as a symbol of national pride.

I therefore we could say that, attention should be focused on addressing the relationship between politics and development. As this ensures policies tackle aspects of cultural heritage management, regional cooperation, political stability, security and safety while incorporating;

- environmental protection;
- stakeholder collaboration;
- human resource development;
- legal measures;
- destination product diversification as well as marketing promotion; and
- development of infrastructure and tourism facilities.

Conclusion:-

Tourism and Politics aims to disseminate ideas on the critical discourse of tourism and tourists as they relate to politics, through a series of case studies from around the world written by specialists with an emphasis on linking theory to practice. That tourism is a profoundly important economic sector for most countries and regions of the world is widely accepted, even if some of the detail remains controversial. However, as tourism matures as a subject, the theories underpinning it necessarily need to be more sophisticated; tourism cannot be simply 'read' as a business proposition with a series of impacts. Wider questions of politics, power and identity need to be articulated, investigated and answered. While the making and consuming of tourism takes place within complex political milieux with multiple stakeholders competing for benefit, the implications are not fully understood. Literature on tourism and politics is surprisingly limited. This book will make a substantial contribution to the theoretical framework of tourism.

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A HISTORICAL STUDY OF DEVELOPMENT OF TOURISM AND TRANSPORT IN BRITISH ERA .

Introduction:-

In Western India, even after fifty years of the British rule, transport facilities were more meagre and expensive than in any part of the country. This severely affected not only the cotton economy but the process of agricultural development as a whole. It is true that the Peshwa Government did not pay adequate attention to the development of transport and communication and therefore, Maharashtra was badly served with roads, or, to that matter, any mode of cheaper transport. The British showed interest initially in the growth of transport and communications primarily for the purpose of defence, military movements, and some other political and administrative conveniences and Economic welfare of the people mattered little. This paper will throw lights on Transport development in British Era

Carts

Until the middle of the nineteenth century, transport of goods was generally done by professional carriers with a large number of pack animals. Bullock Carts, until 1836, were very cumbersome and heavy, with wheels of solid wood or of stone. In that year, a British revenue officer designed a cart with spoked wooden wheels- which are in use even to this date. A Parsi entrepreneur set up at Tembhorni, in Sholapur district, the first factory for this new type of cart. In course of time the new light cart replaced the old heavy one in almost all part of Maharashtra. When the construction of roads began and railway lines were opened in the 1850s and thereafter, transport by pack, animals and massive carts started diminishing. Since the new cart could carry more load and was cheaper and quicker, pack animals were released for agricultural work.

Roads : It is important to note that until the 1850s there were no roads of modern type but only pathways. Moreover, since there were no navigable rivers there was no water transport either. Until 1830, there was only one road across the Sahyadris suitable for carts - between Belgaum and Vengurla at Ram Pass. The road building activity began only in 1840 when work on a Bombay-Agra Road commenced. According to V.D. Divekar," by 1850, for a population of about 16 million souls and an area of about 3,50,000 km, there were in all about 2,000 km. of roads suitable for carts in Western India. By the middle of the nineteenth century, pressure began to be exerted on the Government by Lancashire and European trading interests to extend and improve the means of communication. They were particularly interested in the improved communication system between the cotton growing districts and the coast. Partly as a result and partly due to the change in the public work policy of the government. Internal communication began to improve. Nevertheless, in the 1860s, the only roads worth mentioning were: the Bombay-Agra Road which passed through the Nasik district to Sholapur; and two others, over Khandala through the Poona district to Sholapur, and two others, leading to Ahmednagar and Satara. But even these trunk lines were neither "bridged nor metalled." Moreover, adequate funds were not provided for the construction and maintenance of roads on a regular basis.

Road building activity increased in the 1880s and thereafter In 1912, the total mileage of Roads, in Bombay Deccan stood at 10,664 of which 4049 were good metalled road. But the means of communication in the villages and between them were completely neglected. This clearly shows that the British were least interested in the welfare of the masses of people living in villages.

Railways : A great advance was made in communications when, in 1853 a 32 km. railway-line between Bombay and Thana opened for traffic. Thereafter, the railway system expanded rapidly. The laying out of the railways In Maharashtra began in 1857. By 1899, the Southern Maharashtra and Madras Railway covered a distance of about 900 km. Another railway-line, called G.I.P. which connected the Deccan with the United

Prof. M. P. Kasbe

Head Dept. of History, Santosh Bhimrao Patil Mahavidyalaya, Mandrup (Solapur)

Provinces, Bihar and Orissa was built. Subsequently, it was extended upto Bengal, Hyderabad and Madras. A number of other lines also came into existence, including, the B. B. and C.I. By the end of the First World War, four different railway-lines were operating in the region, covering an area of about 24,000 km. The railway lines covered all districts of the Deccan, except Ahmednagar.

Thus, the roads and railroad linked the important towns and cities of Maharashtra with each other and important places outside the Bombay Province. Communications became easier, quicker, cheaper and efficient. The development of transport and communication, though meant primarily for the transportation of military personnel and goods, government officials and sub-ordinate staff and their families, European merchants and their merchandise, it also helped the development and expansion of domestic trade, particularly the cotton and grain trade. But for several years railways in India “were a heavy drag on the economy of the country. The backward economy and poor industrial progress of rural Maharashtra prevented the masses from getting the benefits of the improved transport and communication system. Another drawback of the Indian railways was that the lines were operated by the Government in some areas, by the Princely States in their respective states, and even by district boards. The result was a complex system of ownership and management. While some railwaylines made profits, others ran in loss, especially those operating in the South, Poona and Nagpur and other parts of Deccan. In 1902, for example, railways in India, as a whole, were being operated by thirtythree separate administrations including twenty-four private companies, four government agencies, and five princely states.

Posts and Telegraph : For several centuries, some kind of postal arrangement existed in India, However, it was the promulgation of Indian Postal Act in 1834 that marked the beginning of the postal organisation on a modern footing. The first telegraph line from Bombay to Thana was completed in 1854. By 1858, all important towns in the Bombay Presidency were linked with each other by telegraphic communications. The opening of the Suez canal was a great boon as it reduced the time and expense for sea voyage and transportation of exports. Likewise, it also, facilitated quicker communication with the Western world. Industry, trade and commerce immensely benefitted from these developments, and the city of Bombay emerged as the most important centre of trade and commerce, besides textiles.

Conclusion : The developments in agriculture, transport and communication industry and trade in Maharashtra during 1861 to 1920, thus, show that agriculture did not improve much; local, traditional village and urban industries suffered decline and the economic condition of the rural masses became worse. However, transport and communications developed, Modern industry, particularly cotton textile, expanded and the City of Bombay witnessed a spectacular growth in wealth and influence. But the British land revenue laws, their industrial policy and system of tariff - all were harmful to the economic growth of India. Consequently, during the period under review, pauperisation of the rural masses and dependence on European-made goods had increased. Maharashtra was starved of capital and lacked modern industries, except cotton textiles. This was the price Indians had to pay for allowing themselves to be conquered and ruled by alien masters. In the nineteenth Century, England had become the richest country in the world, and India the most precious jewel in the British Crown. The Indian nationalist leaders like Naoroji, Gopal Krishna Gokhale, Justice Ranade, Pherozeshah Mehta, and K. T. Telang held that the destruction of indigenous industries was the main cause of India’s poverty. They accepted with near unanimity the need for rapid industrialization of the country as the primary goal of their economic policies. They called upon the Government to take immediate steps towards this end and also initiate the policy of impart in technical education to young Indians to become proficient in the modern knowledge of science and technology.

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ART AND ARCHITECTURE DURING MEDIEVAL INDIA

Introduction:-

In the history of the Deccan, the closing years of the 13th century marks the beginning of the Muhammedan conquests and consolidation of the territories. At that time Deccan was ruled by three kingdoms. Immediately to the South of Satpuda lay Devagiri which was ruled by the Yadavas. The kingdom of Warangal or Telangana adjoining the South-East extended to the sea on the east and on the west as far as Raichur in the Karnataka was ruled by the Kaakatiyas. To the south of the Kakatiya kingdom lay the kingdom of the Hoyasalas who had their capital at Helebid in the Hassan district of Karnataka.

Early Islamic architecture in India:

North of Vindhya was ruled by Jalal-ud-din Firuz, an aged man. Jalal-ud-din had a nephew, Ala-ud-din Muhammad, who was also his son-in-law and whom the emperor treated as a son, had a desire to found a kingdom for himself in some strange land beyond the emperor's dominions, where he could forget his domestic trouble, be secure from malicious designs of his kith and kin. For this he assembled a large army under the pretext of safety of the empire and for subduing Chanderi. He took the permission of the emperor and in the year 1294 marched from Karra, keeping in the real object of his expedition a secret even from his own troops. Passing through Chanderi, he advanced southwards and arrived at Achalpur (Ellichpur). Here he halted for sometime and then marched towards Devagiri and advanced as far as Lasur without meeting any opposition. Meanwhile Ramdeo, who heard of the approach of the invader, had contrived to collect two or three thousand men and dispatched them to Lasur to stop the progress of the invader. This small force was easily defeated by the Muhammedan army and was pursued to the gates of Devagiri. The Raja took refuge in the citadel, then a place of no strength and undefended even by a ditch. Ala-ud-din captured the Brahmans and the principal merchants of Devagiri and plundered the city. Ramdeo was now seriously alarmed and opened negotiations with Ala-ud-din 600 maunds of gold, 7 maunds of pearls, 2 maunds of other jewels, 1000 maunds of silver, 4000 pieces of silk and a yearly tribute. Thus he paved the way for Muhammedan rule in the Deccan and returned to Delhi. On his return he murdered his uncle and after a brief conflict ascended the throne.

In 1317 Ala-ud-din died and his youngest son Shahab-ud-din Umar ascended the throne, but was deposed and blinded in the following year by his brother Qutb-ud-din Mubarak, who ascended the throne. In 1318 Qutb-ud-din invaded Devagiri and built a great mosque at Deogir. This great mosque has been considered the earliest Islamic monument in the south.

Southern architecture:

In 1320 Qutb-ud-din Mubarak Shah was murdered and a Turki noble Malik Fakhr-ud-din Jauna became king under the title of Ghiyas-ud-din Tughlaq Shah. Early in 1325 Ghiyas-ud-din Tughlaq died and was succeeded by his son Muhammad. It was during his reign Devagiri was renamed to Daulatabad and he shifted the capital from Delhi to Daulatabad in A.D. 1337. Again in A.D. 1344 he shifted the capital back to Delhi and soon afterwards divided the Maratha country into four provinces under provincial governors. But the trouble started in the Deccan. A rebellion broke out in Gujarat, Baroda and Broach. The emperor then marched against the rebels and defeated them. When emperor was in Gujarat trouble broken out at Daulatabad. A rebel officer Hasan Gangu created trouble and plundered the imperial treasury. The emperor at once marched to Daulatabad met the rebels in the field and defeated them. Muhammad Tughlaq took control of the fort. Soon he learnt that rebelling has broken out afresh in Gujarat and at once marched northwards to quell it. Malik Jauhar and some other officers were left behind to look after the affairs of Daulatabad. Immediately after

Prof. S. Y. Patil

Head, Dept. of History, Bhogawati Mahavidyalaya, Kurukali

emperor's departure the rebellious troops reassembled under the leadership of Hasan Gangu and captured Daulatabad and Hasan Gangu ascended the throne in Daulatabad in 1347 under the title of Ala-ud-din Bahmani Shah. He chose Gulbarga as his capital.

As soon as Ala-ud-din Bahmani consolidated his power he divided his kingdom into four provinces viz., Gulbarga, Daulatabad, Berar and Bidar, appointing a governor to each and whose powers were almost regal. Each governor maintained an army and made all civil and military appointments in his province. His efforts in the direction of fresh conquests were considerable. His son and successor Muhammad I was a diligent administrator and a brave soldier. His name is also associated with a variety of cultural and building activity and the jami Mosque of Gulbarga was his handiwork. The next ruler of note was Muhammad II, who was a man of peace, devoted to literature and poetry and his reign was undisturbed by foreign wars.

Another ruler, Firoz Shah who has been considered noteworthy on account of his success against Vijayanagara Kings caused to be built, famous pleasure resort, Firuzabad on the Bhima. Ahmed Wali, brother and successor of Firuz transferred his capital from Gulbarga to Bidar. Muhammad, a prince of great ability is the last king of the Bahmani line as rest of them were puppets and state prisoners at the hands of ministers.

These powerful ministers and weakening of the kings ultimately led to the breakup of kingdom. This process hastened to a great degree by the constant friction between the factions of the native or Deccani noblemen and foreign nobility. The year 1527 saw the end of the process of disintegration. It was then that the five independent monarchies crystallized. Malik Ahmed Nizam-ul-Mulk of Ahmednagar, Yusuf Adil of Bijapur and Fathullah Imad-ul-Mulk of Berar proclaimed their independence in A.D. 1490. Amir Ali Barid of Bidar was the last to do, who brought a formal close to the Bahmani kingdom.

Brahmin architecture:

All these five kingdoms inherited from the Bahmanis not only the political control but also the taste for cultural refinements to a lesser or greater degree. All adorned their capitals with palaces and mosques, tombs and minars. The courts entertained talented artists and poets. All contributed to the development of art and architecture in the area.

The architecture which flourished after Bahmanis was of a regional character and has an individuality of its own which was marked by architectural forms and lavish decorative schemes. This character of style which had developed in the Barid period of Bahmani architecture had its full development under the Adil Shahis and Qutb Shahis. These regional tendencies in the succeeding states had more in common in the Imad Shahi and Nizam Shahi on one hand and barid, Adil and Qutb Shahis on the other.

Conclusion:-

Imad-ud-Mulk, the Tarafdard of Berar under Muhammad Shah and his successor professed a nominal allegiance to his overlords, virtually governing the kingdom independently. He was succeeded on his death in 1504 by his son Ala-ud-din Imad Shah who established Imad Shahi dynasty in Berar. This dynasty was shortlived and was annexed by the Nizam Shahi kings in A.D. 1574 and finally by the Mughals about two decades later. In conclusion we could say that the development of art and architecture in medieval India shows socio-economic-historic and cultural achievements of medieval India.

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DEVELOPMENT OF TOURISM AND TEMPLE ARCHITECTURE

Introduction:-

The opening of trade routes, perhaps, gave birth to tourism. The early centuries of the Christian era hailed merchant caravans from the Roman Empire, Central Asian and South-East Asian countries. These caravans did not comprise solely of traders lured by lucre but an assortment of people such as a priest to pray for a safe journey, entertainers, scholars as well as people who wished to broaden their experience. Thus early tourists from abroad came via land routes. Sea fearing was restricted solely to trade even though there were regular service between China and India since the beginning of the Christian era. The interminable voyage from western lands, which took six months, was, perhaps, a deterrent to the development of tourism. Another factor depended on the vagaries of the weather and direction of the seasonal winds.

Spread of Buddhism in China sent the devout from there to India – the land of Buddha. Emperor Ming Ti of the Han Dynasty sent a goodwill mission to India in 65 A. D to gain first-hand knowledge of Buddhism. The third century of the Christian era started the exodus of Chinese pilgrims to India and it has been stated that Fa Hien and Hiuen Tsang were only two prominent names in a million. Both these Chinese monks have in the account of travels provided an authentic source for Indian history. Till the Muslim conquest, Buddhism was a cementing force between India and China and the monk's bowl was a symbol of free travel between the two countries.

Hindu Temple Architecture:-

A Hindu temple is a synthesis of various symbols. It is conceived in terms of human organism which is the most evolved living form. The names of the various parts of body from the foot to the head are applied in the architectural texts to different parts of the temple structure. Terms like feet, legs, thighs, neck and head denote the anatomical position and function of the structural parts corresponding to those of the human body, and are often used figuratively to emphasise the concept of organic unity in temple architecture. Therefore, the temple is known by such terms as devalaya, shivalaya and devayatana. Hence, worship constituting the living use of the temple starts with the installation of life in the form of the deity in the sanctum.

The deity in the temple symbolizes the king of kings and is consequently offered regal honour, consistent with the concept of God as the supreme ruler of the universe, Significantly enough prasada means both a palace and a temple. The deity is provided with the royal paraphernalia of a throne, umbrella and flywhisk and the worship If the deity is attended by regal pageantry together with music, dance and lighting of lamps, Just as the royal palace has a throne room, a private audience hall and a public audience hall, the temple has a sanctum, an inner hall and at times and outer hall. In course of time the temple came to possess many subsidiary structures for the various temple rituals and ceremonies. In Orissa a hall of dance and a hall of offering were added in front of the outer hall, while in south India the enclosures of the larger temples teem with necessary structures like the thousand pillared hall, the hall of wedding and the hall of festivities and thus resemble a fortified palace.

While dance, music and public ceremonials are conducted in the appropriate adjuncts, the worship proper is offered to the deity in the sanctum sanctorum individually by each devotee for the self-realisation and is not intended for mass prayer or congregational worship. The sanctum is customarily a dark chamber enclosed by massive walls. Its somber interior is dimly lighted by flickering flames of a lamp. This suggests and simulates the mystery that envelopes the universe and the divine spirit that shines behind the veil of mystery and pervades and illuminates the universe.

Dr. S. R. Kattimani

Dept. of History, Vivekanand College, Kolhapur

Just as the temple is a microcosm, so is the whole temple symbolic of the universe inhabited by gods, demigods, human beings and animals which are figurally represented on the temple facades. The same idea is expressed by the representation on the temple walls of the Eight regents of the cardinal points. Likewise an ambulation around the temple symbolically means a perambulation of the universe itself.

The architectural origin of several parts of the temple is significant. The base is derived from the Vedic sacrificial altar. The plain cubical cell of the sanctum from the prehistoric dolmen and the spire from the simple tabernacle made of bent bamboos tied together to a point. The sanctum with its massive walls and the dark interiors represents a cave, while the superstructure with its peak like spire represents a mountain and frequently designated as Meru or Kailash.

Originally, the temple comprised of a square sanctum and a square of rectangular pillared porch, both covered by a flat roof. Soon after a covered ambulatory was added round the sanctum and the pillared porch was gradually enlarged to assume the form of a hall, often preceded by an entrance porch. The ambulatory, however, remained an optional member, as shrines without an ambulatory continued to be as common as those with one. In latter tended to develop lateral transepts. Notwithstanding these elaborations, the sanctum continued to be square or rectangular on plan with one or more off-sets on each side. The central off-set was given greater prominence and was frequently ornamented with a sculptured niche. These off-sets were carried upwards along the façade from the base to the top of the superstructure and imparted a pronounced emphasis on the vertical lines of the elevation.

In the elevation of a temple, the platform is an optional member, but every temple customarily has socle consisting of moulded courses. The socle supports the wall which may be plain or embellished with figure sculptures on one or all the off-sets. Evolved temples show more than one band of sculptures, which also occur in the recesses between the off-sets. The carved freeze on the wall is surmounted by an eave-cornice or a series of it, that separates the wall from the spire. While the sanctum is roofed by a tall curvilinear spire, the mandapa (hall) carries a lower pyramidal roof of horizontal tiers.

The entrance porch and the mandapa transepts on the developed temples of central and western India are invariably enclosed by an ornamental balustrade which is canopied by over hanging eaves. These together with the frequent clustering in the spire by its multiples, constitute minor traits of the style. The common and basic characteristics, of all medieval temples are the continuation of the main projections and off-sets of the plan on the entire elevation and the curvilinear spire.

Temples with these distinctive characteristics are available throughout northern India and are found as far south as Tungabhadra valley. As a natural consequence of the distribution of the style over such extensive territories, regional variations came into being. Despite a basic homogeneity in essential aspects, the various regional styles followed their own course of evolution and developed local peculiarities and idioms according to the indigenous genius conditioned by art tradition and political and cultural environs. The regional tendencies appeared in the 7th century became established by the 9th and 10th centuries and attained full development during the 11th century.

After the 7th century the evolution of the temples had largely a regional pattern often influenced by the personal predilections of powerful dynasties. The evidence about the earliest remains of the structural temples has been found by Shri Sahni in excavations at Bairat (District Jaipur in Rajasthan). Here a circular brick shrine of Mauryan period was found. The shrine as a whole measured 8.33 m in diameter. It was surrounded by burnt brick walls beautifully plastered with lime. It had twenty-six wooden pillars on which the roof was supported. The wooden pillars have not survived but the space has been carefully marked. The shrine had an entrance on the east. It also had a rectangular portico supported on two wooden pillars, probably meant for assembly. In the temple, fragments of an umbrella and of bowl bearing typical Mauryan polish were also found.

Another temple brought to light by the excavations at Sanchi is an apsidal structure. It was built in stone and had an ambulatory and rectangular sides measuring 26.5 X 14.00m. The upper structure was probably of timber which and perished.

Two other temples of comparable date have also been found. One at Nagari (in Chittorgarh district of Rajasthan), and other a Bhagavata shrine at Besnagar in Vidisha district of Madhya Pradesh. At Besnagar the foundation of an elliptical structure adjacent to Heliodorus pillar found recently is an epoch making discovery which establishes the origin of temple building activity. Here the elliptical shrine with basic components of a temple was excavated. It had burnt brick plinth, wooden superstructure and well laid brick flooring.

Assignable to the early century of Christian era two apsidal temples have been found in the excavations at Sonkh in Mathura district of Uttar Pradesh. The temple found amidst habitational deposit was a small one and was often renovated, reconstructed and enlarged.

The temples belonging to the Satavahana phase in the Deccan were brought to light at Pattadkal in Bijapur district of Karnataka. Here besides Satavahana temple a big brick platform of Chalukyan period probably meant for assembly was also exposed.

Three more temples built in brick have been found at Ter in Osmanabad district. About the dating of these temples there has been a good deal of dispute amongst scholars. But generally it has been held that they belong to 5th-6th century A.D.

Conclusion:-

History always helps to tourism industry. A number of tourist destinations are well-known due to its rich history. Man since antiquity, has been an inveterate traveller. Only the motivations for travel have changed. In ancient times the main motivations were trade, pilgrimage and conquest. There was considerable interchange of ideas and knowledge between India and West Asia and the Greco-Roman civilization, which was further strengthened by Alexander's conquest of the northwestern part of the Indian subcontinent. Trade with central Asia and China was established over the famous Silk Route. Emperor Ashoka sent missionaries to Sri Lanka, Burma and Southeast Asia for the spread of Buddhism. In fact much of the knowledge about our social history in earlier periods is based on records left by visitors like Fa-Hi-yan and Yuan Chang, Ibn Batuta, Al Baruni and Marco Polo. Within India religion was the dominant motivation for travel. It was an ingenious concept to establish shrines in the four corners of India, Badrinath, Jagannath Puri, Dwarka and Rameshwaram known as Char Dham as if to ensure travel throughout the country. Pilgrimage is still one of the most important reasons for travel in India.

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MAHABALESHWAR: AS A BEST TOURIST PLACE

I. Introduction : Mahabaleshwar is one of the famous tourist place in Maharashtra. The Tourist comes from all over the world to this place. Recently the numbers of tourist in this place has been increased rapidly. Mahabaleshwar Municipal Corporation has performing a significant role for development of tourism Industry. Municipal Corporation have provided infrastructural facilities for the tourist, such as Road and Transport, Water supply, Residential rooms, Hoteling, Guidance Centers etc. As result that numbers of tourist has increased day by day. For this propose the present attempt to made Mahabaleshwar as a Best Tourist place in Maharashtra.

II. Objectives of The Study.

Following are the major objectives of the present study.

- i) To study the profile of Mahabaleshwar City.
- ii) To study the historical background of tourist place as Mahabaleshwar.

III. Research Methodology. : The present study is depending on secondary data. For the study essential information collected from official records of Mahabaleshwar Municipal Corporation. As well as some information collected from reference books, Magazine, Newspaper, Internet etc.

IV. Profile of Mahabaleshwar City : Mahabaleshwar is in the satara district in Maharashtra state. The hill station located in the Western Ghats range with one of the few evergreen forests of India . It is situated in the 17^o.51'N.L. And 73^o, 30' E. L. It has an average elevation of 1,353 meters (4,439 ft) at its highest peak above sea level. From Mumbai it takes about 4 to 5 hours by car taking a route via Panvel through Mahad and Poladpur. There are many ST buses from Dader and Mumbai CST. From Pune pleasant drive on the NH4 viasurur to Wai – Pachgani – Mahabaleshwar. Wai is at 85 kms from Pune Wai and Mahabaleshwar is about 35 Kms. The name mahabaleshwar givento these hills, it full of meaning which indicates the greatness of this place the word maha-bala-ishwer is made up of three Sanskrit words. Which put together mean the god of great power thus the name of the powerful god Mahadev given to these hills.

The trees consists principally Jambhul by further common tree all over the table land Arjun which looks very beautiful at all seasons with its small polished dark leave but particularly so from February till April and constructing strongly in its light colored foliage with all the other trees the parjamb, heerada, umber, growing almost to as large a size as it does into low rich lands of the concan in addition to those already enumerated may be noticed the ain, keenjora, daura, a sana, ghela etc. the physical character of the climate through the different months it will be convenient to divided the year in to the three seasons the cold , hot and rainy season.

V. Historical Background of Mahabaleshwar Tourist Place : The yadav king singhan of devgiri visited to old mahabaleshwar in 1215. He built a small temple and water tank at the source of the river Krishna. around 1350 a Brahmin dynasty ruled this area in the middle of the 16th century the Maratha family of Chandrarao More defeated the Brahmin dynasty and became rulers of javli and mahabaleshwar, during which period the temple of old mahabaleshwar was rebuilt. In the 17th century shivaji maharaj took over javli and mahabaleshwar and constructed the pratapgad fort in 1656.

The first European gentleman is generally believed that who ever set foot on the mahabaleshwar hills was general lodwick. He made known the celebrity of their climate, and led to the establishment of the Mahabaleshwar sanitarium which conferred an inestimable benefit on the Bombay presidency. The first visit to Mahabaleshwar by governor of Bombay was in the year 1828 in May. The Raja Pratapsingh of satara who owned this hill at the time had invited sir John Malcolm. The governor to stay on the hill during the hot season. The governor was enchanted by the beauty of this place and he liked the climate so very much that he immediately devoted his attention of the work of establishing a sanatorium here. The ordered an immediate survey of this place and

Dr. S. P. Shinde*

Shri. S. H. Bhosale**

Amdar Shashikant Shinde Mahavidyalaya, Medha.

appointed a medical committee to investigate the benefits of the climate. The committee gave a most favorable replay. The real man behind the idea of developing Mahabaleshwar into a sanatorium was lieutenant Colonel Brigs the resident at satara in the years 1823-1826. he persuaded raja Pratapsingh to build approach roads to Mahabaleshwar on the 31st of may 1826 Colonel Brigs addressed a letter to the president and member of the medical board of Bombay recommending to them the development at Mahabaleshwar in to a sanatorium for Europeans. on the 23rd December 1828 establishment of a petta at Mahabaleshwar the new petta be called Malcompeth, but in practice today it is known as Mahabaleshwar.

VI. Popular Tourist Point InMahabaleshwer

There are 24 points in Mahabaleshwar, But some points are given explanation here.

1. Beck with Monument : The tourist point in mahabaleshwer as the beck with monument stands on a commanding position at mahabaleshwer about 60 yards west to the church it is 4558 feet above sea level and is visible from all the neighboring hills it is a plain obelisk about 30 feet high, raised in memory of H.E.lieut general sir t. Sidney beck with, k.c.b. commander in chief of the Bombay army and provisional governor of Bombay.
2. Bombay Point : Bombay point is one of the most popular and oldest points at Mahabaleshwar it owes its existence to dr. JamesMurray, who was the superintendent of Mahabaleshwar in early thirties it being on the old road to Bombay was called the 'Bombay point' and is known at mahabaleshwer by that name since 1836.
3. Cannaute Peak Point : The cannaute peak no other points on the hills present sunrise and sunset in their varied beauty to the beholders eye so effectively as the Connaught peak naturally commands the most magnificent and inspiring scenery that was ever presented to the human eye.
4. Elphiston Point : Elphiston point is the first point opened up on these hills by Dr. JamesMurray in 1830 and named after the hon. sir mount Stuart Elphinstone famous governor of the Bombay presidency.
5. Kates Point : kates point locally known as Nakkhind is named after kate, a daughter of sir John Malkam it is well-known more for its huge and very remarkably shaped rock which stands majestically on the hills on the right side of the Krishna valley then for the view seen there from through the letter is no less extensive and grand then that seen from other points.
6. Sideny Point : Sidney or lodwick point was formerly known only by the name of Sidney point but latterly it received the name of lodwick point when a monument in honor of general lodwick was raised here by his son. Mr. R.W. lodwick Bombaycivil service in 1874 with the permission of the Bombay governor.
7. Water fall : There are three chief waterfalls on the Mahabaleshwar hill. They are well worth a visit especially in the cold weather when the volume of water is considerable the venna falls, the Chinamans falls and dhobi falls.
8. Old Mahabaleshwar.: The Malcompeth is new Mahabaleshwar which is developed in Britishraj. Old Mahabaleshwar is 7km from new Mahabaleshwar. krishna, koyna, Gayatri, Savitri, Venna, Sarasvati and Bhagirathi rivers are origin from old Mahabaleshwar. There are many temples of old Indian architecture. This is a natural tourist view point.

VII. Conclusion: Mahabaleshwar is a popular tourist place in Maharashtra. Climate of Mahabaleshwar is suitable for human health so the British governor become sanitarium. Today this place is a popular holiday resort. In British period many bungalows are developed in there they show old architecture. Many trees are surrounding the hill station. The Venna lake tourist point attracted tourist for their Boating. Accommodation is available from low budget to higher good service for tourist.

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“MAKE –IN –INDIA” INVESTMENT IN MAHARASHTRA.

Introduction : India is one of the largest countries in the world which attract not only to the investor but also to the businessman in the recent year. Free economics India open door to all countries in the world and from 2008 -09 growing economic policy welcome for investment. India is slated to grow at consistently higher rates during next deseeds. Some of the reasons which make India as a magnate of investment are as follows-

- 1) Indian Governments constantly evolving investors as friendly policy.
- 2) Investors are attracted because of lowest cost of production due to lower labor rates.
- 3) Availability of skills manpower.
- 4) Domestic consumption and large and fast growing middle class-
- 5) Abundant natural resources.
- 6) English is one of the major business languages.
- 7) Government tries to develop infrastructure of country.
- 8) India’s location near to South East Asia, Middle East and also Europe

Socio –Economic Structure : India is likely to become one of the largest economics of the world by the 2025. There are more opportunities in Indian markets as per projections made by internationally renowned consultants and I.M.F. In fact if India continues its recent growth trendy average household incomes will triple over the next two deseeds and it will become the world’s fifth largest consumer economy up to 2025, according to a Mc Kinsey report in 2010. India’s per capita income is estimated to be us 1223.45 in 2010-11, at current pieces which are higher 17.9 % from the per capita income in 2009-10.

Governances- In 1947 India became independent then the political governance system established by “Constitution of India” in the year 1950. India’s union Government the governing authority of all its administrative divisions, which comprise 28 states and 7 Union territories.

India’s follows the British law which has been amended to suit local conditions.

Infrastructures – Road- India’s total road network spans 3.34 millions KM which is second largest in the world. This road network consists of 65.589 KM of highways. Rail - India’s till route is 63.028 KM long which is largest in Asia.

Ports – Indian ports handle over 90% of India’s international trade. There are 13 major ports and 187 major /inter mediate ports along the coast line of the country. **Airports-** India have a total of 125 Airport, which include 11 international Airports. **SEZ’s –** Special Economic Zones (SEZ’s) policy was announced in April 2000 by Indian Governments. There are 133 special economic zones.

Location Advantages- India has its border countries as china, Bhutan and Nepal on north-west side, Myanmar and Bangladesh on East side and Afghanistan and Pakistan on its North-west side. The great Himalaya Mountains divide Indian from rest of Asia in its North side. Some of the emerging and established market such as Middle East’s and South East countries. India is the seventh largest country in the world in area. India’s coast line spreads over a largest of 7517 KM there sides.

State Investor Summits – In Maharashtra

Session 1 - Focused on the opportunities. The session had speakers from the government and the industry who discussed the need to new initiatives to address the needs of the manufacturing sector.

Session 2- Various group discussion to expand and develop more business in the state.

Session 3- Union Ministers for government of India discussing the plans for the state in coming year.

Dr. Madhavi. V. Charankar

Associate Professor, Dept. of Commerce
Vivekananda Collage, Kolhapur.

Session Highlights-

- 1) Reforms on Ease of Doing Business.
- 2) Address and video release on investment opportunities in Maharashtra.
- 3) Unveiling of 5 state policies on Retail, SC/St, single windows, port, Electronics with fab.
- 4) Launch of? Delhi Mumbai Industrial Corridor (DMIC) logo and website.
- 5) Highlights of DMIC project.
- 6) MOU signing.

Total MOUs signed covering all regions of Maharashtra -2594.

Projected investment MOU signed -7.9 lakh Cores.

- 7) Panel Discussion on “Maharashtra Leading the way Forward for India’s manufacturing”.
- 8) Discussion on “Make in Maharashtra”.

Make -In-India, Week Mumbai MMRDA Grounds , Bandra - Kurla complex

13th to 18th February 2016

13th Feb 2016 – Opening ceremony of “Make –in-India” by Shri Narendra Modi

14th Feb 2016 - Business form –CNN Asia.

15th Feb 2016 –Discussion on Investment in Maharashtra.

16th Feb 2016- Driving Innovation Hutton .

17th Feb 2016- Empowering through Dinesen –Conferences

Discussion on ‘Make-in –India’ Magazine

18th Feb 2016 – Countrywide and Regional Discussion and valedictory programme. Prospective Investment in Maharashtra –

Outside investors are attracted to invest in Maharashtra because of the resources are available and capacity because of the resources are available and capacity of business concern. Development planes are made for transport, employment and residence is very important.

Today the majority investors are interested for capital investment on the first day of weak maximum investment is done-about-six lakh crores investment agreement we made on monday 245 contract we done between the parties. The Indian Industrialist like Ratan Tata , Deelip Sanghavi, Gautam Sindhiya, Baba Kalgani and others welcome to the Investors. Remerks of wel-know Personality.

-Ratan Tata- In future for development of state the resources must be develop i.e. in agriculture Up India project all the resources are important and object will be possible.

Chief Minister- Devendra Fadanvis – In total per capita income 11% is Agricultural Incomes, For employment purpose –industrial , agriculture and Marketing sector must be develop.

Highlights of week in Discussion-

- 1) Project – Build in Mumbai
- 2) 25% saying in Purchases in Defense.
- 3) In two year electricity to all.
- 4) New Airport Development in Pune.
- 5) Object of restriction on vestage of food.

Industrial, Service sectors transport, finance and other essential services. To target tappets in Maharashtra, start

Conclusion- : India not only support not only largest population in the world but also one of the youngest population of age group 25 to 60 age therefore the employment opportunity is possible. The government target 8% growth in per capital income in 2012 -2017. Thus India is one of the fastest growing economics in the world and has engaged as a key destination for foreign investors in recent years. The government of India as state of Maharashtra tries to develop various developments in resources transport Airport, ports and other service sectors because of which the industrial environment will be welcome to new investors.

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TOURIST PLACES IN CHANDGAD TALUKA

Introduction:

India is known for the beautiful places of Tourism. In India there are various natural beauties, thick forests, and beautiful gardens etc. which are very attractive points. The different kinds of arts which are created by human beings from ancient period is also one of the striking feature of India. According to the historical study 54% tourists are highly attracted at the Indian nation, because of its beautiful places: Sculpture, dance art, national gardens, forts, temples etc. ¹ These places are creating love and interest in the hearts of tourist peoples. Tourists are highly getting pleasure in these all the beautiful places of India.²

In his book 'Discovery of India' Pandit Neharu has said that 'This is nation where lot of people had lived the life, and they know what life is because of their knowledge. Since from thousand years historical cultures of India are still alive, because of its fame and name.'³

In the state of Maharashtra there is one district named Kolhapur, which is famous for various historical forts, in it at the west Chandgad taluka is situated. Chandgad taluka is on the border of three states Maharashtra, Karnataka and Goa. Chandgad is situated in the womb of Sahyadri valleys. Chandgad talukas area is around 952.31. k.m. at east and west it is 95 k.m.& at the southern part it is 75 k.m. border.⁴ This area is famous for greenery and farming. A Kolhapur district has reached at the top place in Maharashtra tourism development region. It has now become the beautiful place from Maharashtra.

In the Chandgad taluka there are various tourists' points which are very attractive one. Swapnwell point, Green valley Resort Search point Kodali, Tilari Morlecha dhabdhaba (waterfall), ancient Jain Temple of Ibrahimpur, Suyarin point, Vajracha dhabdhaba (waterfall) of Sundi, Pargad, Gandharvagad, Kalanidhigad, Mahipalgad, Vaijnath Temple etc. are very attractive tourist attractions. At these beautiful places tourists are visiting every day in large number.

Chandgad is also very famous for various forts. There are many historical forts in Chandgad taluka. Culture, Literature, Science, Environmental, Security, Society, religious life and social customs these all features are connected with the forts. So the forts are connected with our life. Each fort has got a particular history from the period of Chh. Shivaji Maharaj.⁵

The word Chandgad is derived from the 'Gadhi' which was near the temple of Chandrasen. In the earlier period it was called as Chandangad. It was district place. Because of enough Chandan and sub region of Gadhi it is named as Chandgad.⁶

In the west of Chandgad at the distance of 45 k.m. there is one of the famous fort called Pargad. This fort is 54 k.m. away from Belgaum. It is on the high of Sahyadri Valley's. Its height from the level of ocean is 610 mtr. This fort has got a lot of importance in the development of Swaraj. Chh. Shivaji Maharaj had lived on the fort for 20 to 25 days in his period.⁷

This fort is one of the important example from the history of Maharashtra became after the death of Chh. Shivaji Maharaj. A soldier next generation has kept this fort safe one from the last so many years.

Kalanidhi fort is one of the important forts in the Chandgad Taluka. It is 400 fit high from the land. It is at Gandharvagads west side and at the east of pargad. This fort is square.⁸ There is the reference of this fort in Chh. Shivaji Maharaj forts. In the books of Portuguese-Goa there is information of this fort. Tourist can go at this fort from Date- Halkarni.⁹

Mahipalgad is another fort situated on the border of Maharashtra-Karnataka states. It is situated on Nasari-Kowad road. It is at the south of Gandharvagad and east of the Pargad.¹⁰ There is the Vaijanath temple

Dr. M.V. JADHAV

Department of History, Y.C.College, Halkarni,
Tal-Chandgad, Dist-Kolhapur 416552

at the base of Mahipalgad. The devotees from Maharashtra, Karnataka states came to take the visit of Vajinath temple every day. Cultural importance is there to the Mahipalgad, Vajinath Temple in Chandgad taluka.¹¹

Gandharavagad is 420 Meter high from the land. It is situated on hills of Sahyadri valley.¹² It is near Naganwadi. We can go there from walkuli Phata. Besides this one of the rivers is floating from Chandgad taluka. Its beauty is always attractive.¹³

At the west side of Chandgad there is one another attractive place for the tourist is available called Amboli. In the Amboli beautiful scenery is always creating various desires in the hearts of tourists. It is 25 k.m. away from Chandgad.¹⁴ Tourists love to visit Amboli spot in the rainy days. There are waterfalls, which falls from very height. Tourist from Maharashtra and Karnataka came to enjoy this beauty. The waterfall of Sundi from Chandgad has become the attractive tourist point now days. Every day so many tourists are visiting to the spot. It is situated at the depth of Mahipalgad. It is called as Vajracha Dhabdhaba (waterfall) it has become the important tourist center for tourist of various states.¹⁵ In the forest area of Sundi training is given every year to the military, infantry schools commando. It is popular place. Shooting of Marathi, Hindi & Kannada movies took place at this point.¹⁶

Near Chandgad city at the distance of 4.5k.m there is the thick forest. In this forest one of the waterfall which falls from very highest is called panhala vas also in the near of it the nursery is there of forest department.¹⁷ The lack Dam created by forest department. Ancient temple of Pandavas in Bhogoli are attracting to the Tourist.

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In Kolhapur's Chandgad taluka there are various attractive places and forts. These are memorable to the tourists. Every day the tourists are enjoying by visiting to these places in large number. In Chandgad taluka there are much more natural beauty spots. This region is highly known for certain kinds of features of it. Because of historical forts and historians, nature lovers are also visiting to the Chandgad taluka.

Tourists will be attracted towards the forts of Chandgad Taluka. The tourism business will develop automatically for the native peoples. The growth is going to take place because of Goa, Karnataka, Maharashtra links. Waterfalls and forts are making the popularity of Chandgad taluka.

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ECOTOURISM IN SOLAPUR

Ecotourism in Solapur

Solapur is regarded as an important district of Maharashtra. It is situated between 17° 10' N and 18° 32' N latitude and between 74° 42' E and 76° 0' E longitude. (1) Though thus stretched over a large area today, it was not so in the medieval times.

Importance of the Environment Solapur District

The study of the history of the Solapur district is invariably linked with its geographical background. From this point of view, it is worthwhile to study the native and the migratory animal and bird life of this region. The "Kambarlake" of this district is aptly described as the "Lily Tank". In winter it becomes the haven for as many as 65 rare species of birds as also wild ducks who migrate from about 40 countries. The Kambarlake and the migratory birds therein are indeed a unique phenomenon. The wild ducks seen here come all the way from Asia, Siberia, China and Europe. This thousand year old lake is the home for violet or white neck hens, and river water fishes like - Dhoke, Dhivra and Kanher. One can also see various kind of the migratory wild ducks here. Of these, the cottonhill, Gargony, Swan, Pintail, Shovel, Vaishnavi and Lalasavi are quite common. This wealth is definite asset in the geographical environment of Solapur.

The Indian bustard of Nanaj of this region has taken the natural and geographical importance of Solapur to International Level. This bird which is considered an endangered species has survived well in Solapur. It is indeed the most valuable gift of nature. This bird with a height 90cm, and weight of 25 to lbs. Is a rain bird. It is a bird of the heates The gravel and Rocky land of Nanaj therefore proves the perfect place for its sustenance. Due to his treasure the Solapur district though barren has to be given credit for its contribution in terms of environment. This district also abounds in some rare species of Fox, Wolves, Hukked, Deer etc. The environmental significance of Solapur district has thus been proven for many factors right from the medieval ages to modern times. (2)

Medicinal Plants of Solapur

While determining the geographical significance of Solapur city and district one has to take into account the medicinal plants of this region. In spite of scanty rainfall Solapur city boasts of many medicinal plants. It has plenty of grazing lands, forests, meadows and cultivated jungles of tamarind, babbul and berries. Many medicinal plants grown in different seasons in the Solapur Fort. They attract many students of medicines. Since all such medicinal plants grow in this land fort, there is reason to believe that they grow elsewhere in the district as well the fort was a place of dwelling and defence in the medieval ages. It was therefore considered important to stack medicinal plants along with other amenities. (3)

About 8 different types of medicinal plants are found in Solapur fort. A plant called "Gangwati" that grows in the open ground inside the fort is considered to be effective in the treatment of piles. It has strong scent like camphor and long lives. It is walls of the fort shaped like a half moon it grows red flowers. It is considered to be cure jaundice, diarrhoea and mumps. A plant called "Punarnava" grows in the sandy soil of the fort. It has reddish branches and violet flowers. The ubiquitous trifolia (nirghudi) plant with its bed like leaves is found useful in the treatment of oedema, rheumatism and scrofula. The "Mayurshifa" found at the bottom of the bastion of the fort has leaves in the shape of peacock feathers. This is considered to be an antidote on poison. Is a plant of wellness. The "Haritmanjiri" found in the fort grows about 30-35cm It leaves 1"-2" long, broad and indented add the apes. The plant called "LaxmanPutranjanani" grows near the

Dr Swarali Chandrakant Kulkarni
Tilak Maharashtra Vidyapeeth, Pune

water bodies in the fort. the plant called “Agnimantra” or “Takali” grows around the statues of martyrs. It is considered usefull for Ailments due to gastric problems.

Thus many medicinal plants seem to thrive in the surroundings of the fort. The medicinal plants are a proof of the significance of the natural resources of this district. Research need to be conducted on all these medicinal plants.

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SOCIO –ECONOMIC ANALYSIS OF RELIGIOUS TOURIST CENTRE – ADAMAPUR BALUMAMA

1.1 Introduction

Tourism is a fast changing professions of the world. Tour is a Hebrew word. It derives its meaning from the Hebrew term Torah which means learning studying and search. In 19th century dictionary defines tourist as a person who travels for pleasure of travelling tourism has grown from the pursuits of a privileged few to a mass movement of people.

Tourism has influenced by rising income increased mobility, improved transport, education & new marketing, India's glorious traditions and rich cultural heritage are linked with the development of tourism. Through India has a long tradition of religious travel

Tourism is a basic and most desirable human activity and encouragement of all people and governments. It is an industry concerned with attractively people to a destination, transported them there housing feeding and entertaining them upon arrival and returning them to their homes. Tourism also makes tremendous contribution to the improvement of social and political understanding.

So it is very clear that tourism has its impact on national, economics, social and cultural life and an international understanding is today becoming increasingly crucial because of the growing size of the tourist market. Tourism today is the world's largest & fastest growing industry in terms of revenue and the number of people involved. Many countries in the world live by tourism. Even countries like China & Russia that were only a few years ago virtually closed societies have thrown open their doors to international tourism in a bid to win a fair share of its bounty.

The economic value of tourism to an economy is measured by way of its contribution to the national income, the earnings of foreign exchange, its contribution to the state revenues and the creation of employment.

1.2 History of Balumama

Devatari sadguru Sant Shri Balumama was a shepherd belonging to the Kuruba Gowda Dhanger Community. He is considered a saint and has many millions of followers in Maharashtra, Karnataka and Andhra Pradesh. A shepherd by the very nature of his job has to come in contact usually with people who are at the very low strata of society whose life is sunk in vices and bad habits. A shepherd cannot remain unaffected by them not so Balumama who was not an ordinary shepherd. It was a practical guide and consolation to them. Their wretched and immoral life was transformed into a civilized and spiritual one. They could not thank God sufficiently for their good fortune to have such a spiritual guide.

Balumama was born in 1892 in a village called Akkol in Chikkodi taluka of Belgaum district in Karnataka. His father was Mayappa and mother was Satyavva. He spent his childhood with his parents but was always lost in meditation and was a quiet boy. He later went on to live with his sister and was married to her daughter against his will. The marriage did not last long. He was given about 15 sheep by his in-laws which he started to tend.

While shepherding his sheep, he was known to have performed several miracles and helped lots of poor and downtrodden people. He used to travel long distances with his sheep including parts of Maharashtra and Karnataka. He was fluent in both Kannada and Marathi. Whatever he said came to pass without fail. So he has a huge disciple group among the rural poor who began to worship him as a saint. The sheep which Balumama had were considered as holy as well. If the herd of Balumama sheep stayed or passed through a person's field, he was bound to have happiness, health and wealth.

Dr. Asmita Pradhan

Karmveer Hire Arts, Science, Commerce & Education College, Gargoti.

1.3 History Of Adamapur

Balumama died at the age of 74 in 1966 at a village called adamapur in Kolhapur district of Maharashtra .A temple was built in his memory in Adamapur. which lies between nipani in Karnataka and ratnagiri in Maharashtra.The temple 3 looked after by the 'shri balumama' the sheep numbers have how grown to about 40,000 which are looked after by the temple trust.

1.4 Festivals at Adamapur

1.4.1 Bhanarw Festival -:There is mahaprasad on the 12th day of vadya(Dark) lunar minth of phalgun,nextday ie on the 13th of phalgun there is a grand procession of phalgun accompanied by a horse throughout the village.The devotes are served porridge(ambil) sarbat and light snack by the villages on this day. The whole sky reverberated with deafeniny shound of drums and the whole air is colored by bhandara (Tumeric powder) This goes on from 9 a.m in the morning till 4p.m in the evening.Next day is the new moon day (Amavasya) and the day according to hindu calendar,There is a special function for the sheep celebrated by the shepherds and is called putting of luck.

1.4.2 AMAUASYA

There is a fair of pilgrims on every new moon day Amausaya special parridge of millet (called a nachani)is served to the pilgrim on this day.

1.4.3 SUNDAY :

People pay visit also on every Sunday and porridge is served to the devotes.

1.4.4 EKADASHI :

Singers of devotional songs from far always places pay visit to the temple and sing devotional songs there on every ekadashi.

1.4.5 SHRAVAN VADYA CHATURTHI :

4th dark lunar day of sravan hindu month is the death anniversary of balumama Recitiny of ineshwari namjap discourses by celebrities god samkeertein bhajan etc.all day and night for seven days previous to the last anniversary day are the high lights of this annual function.

1.4.6 NAVARTREE :

From the Bharapad new moonday and ghatasthapana till dasara devotes sit in the temple persorming namjap bhajan etc.this special occasion called navratree.

1.4.7 Aswin shuddha Dwadashi

The 12th bright day of aswin month is the birth anniversary of balumama. The mage of balumama is bathed in holy water before sunrise by the temple from 9 a.m onwards mah-prasad is served It 4.23 p.m floral shower is performed after singing of praises to god centenary celebrations were specially held on the year 1992 honor of balumama as a mark of the completion of 100 year of his birth.

1.4.8 Aswin Vadya Dwadashi

The 12th Dark lunar day of aswin month.This is the day on which balumama understood yearly pilgrimage (called waari) to pandharpur.The devoters visit pandharpur on this day and bathe the idol of vrital & rukmini there with holy water.There after they patackle of Prasad.

1.4.9 Kartik Shuddha Pratipada

The dung of the sheep is made into a heap near the margubai temple and worshipped by the shepherds as goddess laxmi on this auspicious day sheep milk is boiled till it over flows on this occasion.The Sheep also worshipped by the shepherd by waving light around their faces with lamps.There is a race of sheep after which maha Prasad is served.

The sheep of balumama are considered sacred the current sheep which are the progeny of the original sheep of balumama are considered to be auspicipous and groups of these sheep are taken to various places at the request of balumama devotees.there is a belief that these sheep brings good luck.some politicians like basavraj bommai,k.s.Eshwarappa ,shared pawar etc.have tended the sheep for a day which is thought to make them win elections.

1.5 Objective Of study

- 1.To study the Religious place of balumama
- 2.To Study in the formation about income & expenditure.
- 3.To study the Facilitede the balumama sanshana
- 4.To study the creation of employbiling of religious tourist centre.
- 5.To study the management of this place.
- 6.Conclusion & suggestion.

1.6 Study Period

The researcher has selected the study period of only one month(01-06-2016 to 30-06-2016)

1.7 Mangement commeetee

Shri magdum s.b. the vice diection of balumama sansatha then permantly management committee.

1.8 Management Functions**1.8.1 Meal & devotee residence**

To the north of the temple there is meal & devotee residence of 109X61 length.At the basement there is facility of food serving.first floor is used for wedding & cultural programmers .On the second floor there are 35 rooms with all facilities available for devotees.

1.8.2 Kitchen house facilities

To the rast of meal serving place there is two story kitechen house with modern facilities.Daily at morning from 11 am to 2pm & at evening 8 pm to 10 pm there is food serving for devotees.

1.8.3 Devotee & Tourists residence

Few distance away from the temple on murgud road,there is a big building having 120 rooms with all facilities on half area of land.there the facility of airline is available.This residence is used by both common as well VIPs & the facility is according to it.

1.8.4 Darshan Mandal

There are two big mandals both sides of the temple having grandeur are available to the devotees whi come to take darshan of sadguru balumama.

1.8.5 Drinking water facility

To the santh of the temple from 300 meter distance there is a big well of its own. The water is fetched from the well into the tank. On the second floor of wveal house there is tank of 50,000 lits & the water is provided though the tank to all sections.

1.8.6 Food donation/free meal

For the devotees & tourists who are from long distance there is facility of free meal with Rs.5 only. Toursists & dewtees can avail it as per his/her capacity.

1.9 Facilities Provided By Committee**1.9.1 Movable meal serving facility**

All mees at the sheep floor of mama are serverd as 'prasad' to all people.At viewers of sheep group the facility is available at both time morning & evening.

1.9.2 Aambil Prasad

All devoteed who come here they can have aambil Prasad having calcium with vitamin & it is nutritious.

1.9.3 Mahaprasad

At the time of Bhandara & Navaratri Mahaprasad is arranged

1.9.4 Availability of books with low price

To the realization of the history of balumama there are low priced books are available.

1.9.5 Different programmers planners

At the time of the festival of bhandara & navaratri different types of programmers is loaned including eloquence competition singing for women handwriting competition etc.

1. 10 Problems faced by the committee

1. Parking Problem

Because of inadequate campus there is problem of parking.

2. Lack of sufficient market

As a result of inadequate campus it is not possible to make the arrangement of shops in a market.

3. Main Road nearby the temple is crowded so is impossible to provide the facilities

4. In the temple campus there are debris of waste & dirt there is lack of cleanliness.

5. Because a big crowded campus of the temple there is a problem of darshan.

6. There is facility of good quality of food but lack of energetic employees there is lack of Management.

1.11 Conclusions

1. Most of the tourists are repeat visitors of this place.

2. A large proportion of middle aged tourists in the age group of 30-50 Years have visited to the place.

3. Income distribution of tourists from the Rs. 50,000 per annum.

4. The occupation pattern indicates that the tourists are most of literate, educated and student etc.

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ECO-TOURISM: - A PROSPECT FOR BETTER ENVIRONMENT AND SUSTAINABLE DEVELOPMENT.

ABSTRACT

Eco-tourism is a form of tourism that involve visiting natural areas in the far-flung or rural environments, eco-tourism is defined a responsible travel to natural areas that conserves the environment, sustains the well-being of the local people, and involves interpretation and education” Education is meant to be inclusive of both staff and guests. (TIES, 2015). Environment Education is also a new name for eco-tourism, which varies in agreement with the conservation setting and habitual feature of the site. The prospective of eco-tourism involving local indigenous communities for their economic up-liftment has now been acknowledged Essentially it aims at the indulgence of nature and an appreciative of the ecology, without causing the least destruction to its support system, leading to economic benefits for the indigenous masses. Eco-tourism is different from mass tourism. It is multi faceted, having various elaborate linkages with different forms of human activity, with domestic, local and international characters. Eco-tourism plays a significant role in the influential of national economy. The socio-economic and ecological impact of eco-tourism is relevant to a developing country like India and Kenya, and it is budding new concepts and thoughts with the time. Therefore this paper seeks to outline way in which eco-tourism help in achieving sustain environment and also economical opportunity to local communities.

Key Words: Eco- Tourism, Sustainable Development and Environment

Introduction

Ecotourism, beneath no matter what definition, is a instigator of revolutionize. It is inevitable that the prologue of tourists to areas rarely visited by outsiders will place weight upon the environment connected with new actors, behavior, and amenities. Ecotourism will counterfeit new interaction between people and environment, and between peoples with diverse lifestyles. It will craft forces for both change and stability. These forces act at a variety of scales from comprehensive to local. Change is desired by most of the players concerned in eco-tourism, many of whom would like to see what they regard as a perfection of the existing situation. Tourists want a change from their everyday existence and wish to acquire special experiences, which are only obtainable in unusual places. Entrepreneurs desire to expand a source of revenue and hearten tourists to visit before it is too late. They are often abetted by governments who strive to “develop” tangential regions and to increase foreign exchange and tax revenues. Other commercial interests may see the opportunity to sell transportation, hiking boots, binoculars, diving equipment, experiences, and memories. Permanent inhabitants living in or adjacent to budding ecotourism destinations can desire to improve life opportunities for themselves and their children and may see ecotourism as generating jobs, motivating incomes, diversifying economies, and enhancing standards of living. Even the conservationists, who would like to see endangered ecosystems and species perpetuated, try to find transform in order to ensure their edibles: changes in supply allocation and utilization, and changes in administration regimes. Although the majority of the players involved in ecotourism desire change, there is usually considerable disagreement concerning

Meaning and Definitions of eco- tourism

Ecotourism is a form of tourism involving visiting fragile, immaculate, and comparatively uninterrupted natural areas, planned as a low-impact and often small scale alternative to standard commercial (mass) tourism. Its purpose may be to educate the traveler, to provide funds for environmental conservation, to

Makori Felix Asande

Research Scholar, Post Graduate Department of Studies in Law
Karnatak University, Dharwad

directly benefit the fiscal development and political empowerment of local communities, or to foster respect for different cultures and for human rights. Since the 1980s ecotourism has been considered a critical endeavor by environmentalists, so that future generations may experience destinations relatively untouched by human intervention¹

According to the international eco-tourism society (TIES, 2015) eco-tourism is “responsible travel to natural areas that conserves the environment, sustains the well-being of the local people, and involves interpretation and education” (TIES, 2015). Education is meant to be inclusive of both staff and guests.²

Sustainable development

Sustainable expansion is a procedure for meeting human growth goals while sustaining the aptitude of natural systems to continue to offer the usual resources and ecosystem services upon which the economy in addition to society depend. While the modern concept of sustainable development is derived most strongly from the 1987 Brundtland Report it is rooted in earlier ideas about sustainable forest management and twentieth century environmental concerns. As the concept developed, it has shifted to focus more on economic development social development and environmental protection. According to the 1987 the United Nations World Commission on Environment and Development released the report Our Common Future, commonly called the Brundtland Report. The report included what is now one of the most widely accepted definitions of sustainable development

Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs. It contains within it two key concepts The concept of ‘needs’, in particular, the essential needs of the world’s poor, to which overriding priority should be given; and The idea of limitations imposed by the state of technology and social organization on the environment’s ability to meet present and future needs.³Principles of Sustainable Development Many governments and folks have pondered what sustainable development resources beyond a simple one-sentence definition. The Rio Declaration on Environment and Development fleshes out the definition by listing 18 principles of sustainability.

1. Community is entitled to a healthy and productive life in agreement with nature.

2. Advancement of today must not chip away at the development and atmosphere needs of present and future generations

.3. Nations have the monarch right to exploit their own wealth, but without causing environmental damage beyond their boundaries

4. Nations shall develop global laws to provide reimbursement for damage that actions under their control cause to areas past their limitations.

5. Nations shall use the preventive come near to protect the environment. Where there are threats of serious or irreparable damage, systematic hesitation shall not be used to delay cost-effective dealings to prevent environmental appalling conditions.

6. In order to realize sustainable development, ecological reinforcement shall compose an essential part of the development progression, and cannot be considered in remoteness from it. Eradicating poverty and reducing disproportion in living standards in different parts of the world are essential to achieve sustainable development and convene the needs of the majority of people.

7. Nations shall assist to preserve, shield and restore the health and steadfastness of the Earth’s ecosystem. The developed countries acknowledge the responsibility that they bear in the global pursuit of sustainable development in view of the pressures their societies place on the worldwide environment and of the technologies and financial resources they command.

8. Nations should decrease and get purge of unsustainable patterns of fabrication and utilization, and promote apposite demographic policies.

9. Environmental issues are best handled with the involvement of all apprehensive citizens. Nations shall assist and encourage public awareness and contribution by assembly environmental information widely obtainable.

10. Nations shall ratify effective ecological laws, and develop national law concerning accountability for the fatalities of pollution and other environmental damage. Where they have authority, nations shall assess the environmental impact of anticipated activities that are likely to have a noteworthy unpleasant blow.

11. Nations must assist to encourage an open global economic system that will escort to economic growth and sustainable development in all countries. ecological policies should not be used as an unwarrantable means of restricting intercontinental trade.

12. The polluter should, in manner, bear the cost of effluence.

13. Nations shall caution one another of natural disasters or behavior that may have injurious transboundary impacts.

14. Sustainable development requires enhanced logical thoughtful of the evils. Nations should share knowledge and pioneering technologies to achieve the objective of sustainability.

15. The full contribution of women is essential to achieve sustainable development. The resourcefulness, ideals and courage of youth and the information of indigenous people are needed too. Nations should identify and support the identity, culture and interests of native people.

16. Warfare is intrinsically destructive of sustainable development, and Nations shall respect international laws shielding the environment in times of armed conflict, and shall oblige in their further establishment.

17. Peace, development and environmental defense are inter-reliant and inseparable

Ideology of Ecotourism

Ecotourism is a propos to unite preservation, communities, and sustainable voyage. This means so as to those who put into practice, contribute in and market ecotourism activities should adopt the following ecotourism principles to achieve sustainability:

- i. Lessen substantial, collective, behavioral, and psychosomatic impacts.
- ii. Construct ecological and cultural attentiveness and esteem.
- iii. Offer constructive experience for both visitors and hosts.
- iv. Provide direct financial benefits for conservation.
- v. Breed fiscal benefits for both local people and personal industry.
- vi. Bring memorable interpretative experiences to guests that help raise understanding to host countries' political, ecological, and social climates.
- vii. Design, make and operate low-impact amenities.
- viii. Be familiar with the rights and spiritual beliefs of the aboriginal People in your community and work in enterprise with them to create empowerment.

The Pros of Eco-tourism : Stipulation done rightly eco tourism has quite a few advantages. It is more anxious with the environment and does hearten developers to build with more reflection for the natural environment. This means that more natural habitation is preserved and that the resources for building come from sustainable sources. This is the deduction anyway.

Benefit is that eco tourism provides an income for local inhabitants in an area. The clash is that if the local community can generate revenue from showing tourists around a jungle, lake, savannah etc. then it is much enhanced than killing elephants for their ivory or capturing gorillas to vend on the black market. Also, showing people a forest rather than logging the forest is a good cooperation if the forest is preserved.

'Public in the developed world through eco tourism get to experience places of great natural importance as well as interact with local and native people. It is hoped that this contact will benefit both parties, fostering better understanding of the issues on the ground, and overcoming prejudice.

The Cons of Eco-tourism

It is felt by some environmentalist that there should be some parts of the world that are 'off bounds' for any tourists as any human movement will damage the eco system and disturb the schedule of the animals.

A good illustration of this is the safari business in Africa. Tour jeeps going across the savannah scare off the animals that the lions rely on catching. The result is that lions can no longer hunt in parts of Kenya and Tanzania during the morning when the tour jeeps are out. They have to wait until the hottest part of the day to hunt. This is challenging for them and affecting lion numbers.

The Masai people in Kenya have been moved out of their conventional lands because of the segregation of National Parks for eco tourism. They are settled on land next to the reserves. Much of the best land next to the reserves has gone to non-local people and eco tourist operators. When animals draw closer on to this mutual land any damage caused by the animals is not rewarded by the government. The result is that the Masai who once co-existed with the animals of the savannah now come to regard them as pests.

An additional issue for the Masai and other inhabitant people is that they have turn out to be 'tourist attractions' that are conventional to pose for the cameras and perform dances etc. for money. Not only is this extremely patronizing, but it is disappointing the Masai and other native people from pursue their traditional life styles. Grudgingly the tourists are destroying the culture that they are paying to preserve.

Eco-tourism seeks to go to the remotest places. These places are often not able-bodied policed. There is nothing stopping people taking money from tourists as well as pursuing environmentally unfriendly activities.

It seems that the cons often overshadow the pros of eco tourism. It valor be better to take pictures of animals rather than shoot animals, but given the choice the animals would sooner not have nation around. Policing of eco tourism is one more matter.

ECO-TOURISM AND ENVIRONMENTAL PROTECTION

In India Tourism is a mounting industry. Consequently, the question arises whether tourism will lead to instability in environmental balance. As the definition of eco-tourism clearly points out that "responsible travel to natural areas that conserves the environment, sustains the well-being of the local people, and involves interpretation and education"⁴ eco-tourism is an environment friendly smokeless industry for the many stunning bur needy regions of the world'. Indian judiciary has be so vibrate in regard to environmental protection the outstanding court judgments are:

In Niyamavedi v State of Kerala⁵ the Kerala High Court found that a project for such a park was planned after consult many experts who gave full support to watching wildlife at close quarters, without snooping with the sacredness of flora and fauna. In the court's eyes the government's decision to establish a park after consultation was a policy decision, which could not to be interfered with⁶

In Nagarahole Budakattu Hakku Sthapana Samithi v State of Karnataka⁷ the founding of a restaurant with board and lodging, in the midst of a national park was the main issue. On the basis of an eighteen-year lease from the government, the lessee, a private company, renovated old building for the establishment of the facility. The Karnataka High Court held that once an area was affirmed a national park no one has any right on or over the land, except it is purposely established⁸ Further, succeeding to the 1988 amendment to FCA no forestland or portion could be assigned by way of a lease or 'otherwise' to anybody.⁹ The court noted that the expression 'otherwise' denotes that a lease or even an easement is incapable of being assigned. The lease being contrary to laws relating to, wildlife and forest conservation, the court ordered to hand over the possession of the building to state government.

An artificial deviation of the flow of a river in forestland, for the purpose of augmenting facilities of a motel, was challenged

In Mc Mehta v Kamalnath.¹⁰ Quashing prior approval for the lease, the apex court referred to the evolution of public interest doctrine under which the state as a trustee has to protect the natural resources for the benefit of the general public. On the facts of the case, the court found that the bank of the river, which was part of protected forest, had been leased out for commercial purpose. The state government committed a patent breach of public trust by leasing out the ecologically fragile land for a hotel. The formulation and application of the public trust doctrine, in the context of protection of forests and conservation of natural resources, is an attraction in the growth of Indian environmental law.

In Union of India v Kamath Holiday Resorts Pvt Ltd,¹¹¹ AIR (1996) I SCC 774 the Supreme Court disagreed with the argument that the lease for a snack bar and restaurant was necessary for visiting tourists in the reserved forest. The court observed: All current streams of thought lead towards protection of environment and preservation of forest wealth. On the other hand there are demands in justification of other use telling on the forests. A balance would have to be struck in a cool and dispassionate manner.

CONCLUSION

Ecotourism has extended fast and in an innovative way. It is an outcome gesture of environmental awareness. Owing to tourism's sturdy role in the nations and economies of the world, the need for tourism research is vital. The movement towards ecotourism in the global context is at once a threat and an opportunity to create more Sustainable tourism. By diverting tourist traffic to ensure that the carrying ability of any destination is not exceeded by planning for regeneration of natural resources and by generating awareness in the host community whereby they are prepared to deal with the negative impact of mass tourism are the ways of attaining sustainability. There is a substantial scope for research on the evaluation of ecotourism projects. Therefore with benefits of local communities and conserving the environment, eco-tourism plays a major role. In a nutshell, it can be concluded that ecotourism development and protection of environment can be made possible with the cautious planning and implementation by the administration departments, tourist officials along with the co-operation of the public. In outlook, ecotourism will continue to grow in several Parts of the world as a profitable way of life.

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HERITAGE TOURISM IN SINDHUDURGA DISTRICT – SCOPE AND CHALLENGES

ABSTRACT

India is a historical country because there are many historical monuments. Heritage tourism is a popular tourism for tourist. In the world history tourism heritage word began to be used the commonly in 1970 in Europe. Specially out of tourist 54% tourist has interested in heritage tourism. If Sindhudurga is the heartland of the heritage tourism. Heritage tourism is the heart of Sindhudurga almost all type of Maharashtra tourism it is the focus point of district.

Introduction:

Sindhudurga is the heart of Maharashtra in the heritage of ancient glory its history, rich cultural heritage and colorful legend. So that the district of Sindhudurga has glories traditions and rich cultural heritage are linked with the development of heritage tourism. In the district of Sindhudurg its magnificent monuments attract a large number of tourist form all over the Maharashtra. Ofcourse as regard the heritage tourism advancement and future period. The Sindhudurga district made the greatest contribution in his archaeological heritage.

Tourism is one of the most popular parts of human life in 20th century. India is a land of tourism. Specially Maharashtra is an important and extremely best centerplace of tourism and Sindhudurg is only one tourism district in Maharashtra. India is a historical country because there are many historical monuments. Which are attractive places of tourism. The Indian culture is a great reverend tradition and historical, archaeological heritage.

In the filed of tourism there are different kind of tourism and the heritage tourism is one of the popular kinds of tourism in India. Because heritage tourism covered the aspects of heritage that are consciously owned and managed by the public sector, private sector and voluntary sector also.¹ So that heritage tourism is recognised industry in modern world and inseparable combination of historical, socio- and cultural issues. In the world history of tourism heritage tourism word began to be used the commonly in 1970 in Europe.²

In heritage tourism includes the following aspects. Historical monument – Forts, Temples, Palace's, Caves, inscription and, sculpture. Traditional land scope of past event. The site of important event.

There is an inseparable relation in our country between the tourism development and historical monument. In the historical monument there are a different places are important like Forts, Temples, Palace's, Caves and capital city of historical kingdom and other archaeological landmark. So that great thinker ROBINSON said 'There is large impact of historical part for tourist.'³

India's civilization is very ancient and great there are thousndaly archaeological landmark and heritage from top to bottom of country and countryside and she has known famous tourist places. So that heritage tourism has become a tool of government regional economic policy. Specially out of tourist 54% tourist has interested in heritage tourism.⁴

Sindhudurg district is district of different historical archaeological heritage. There are different kind of monuments are built and developed by Maharatha and other kingdom. I want to tress heritage tourism specially of the contestxt of archaeological heritage in Sindhudurg district. There are different heritage included forts, places, temples, caves, inscription and other monument of historical past events.

Forts are attractive place of tourist. History of India there are three kind of forts. 1) Hill forts, 2) Ground forts and 3) Sea forts. Sindhudurga is a land of specially sea forts and hill forts. In Sindhudurga district many forts build by great Maharatha king Shivaji. In the history of Shivaji there is total figure of sea forts had 13.⁵

Sindhudurg is one of the major fort of Shivaji which is built at an island of KURATE near Malvan. This fort construction started on 25 Nov., 1664 by great maratha king Shivaji on the guidance of his knight Govind

Dr. R.S. Parve

Head Department of History,
Dayanand College of Arts Latur.

Dr. Somnath D. Kadam

Department of History Kankavli College Kankavli.

Vishwanth Prabhu and Hiroji Endulkar.⁶ And the work of forts had finished on 29th March 1967. These sea fort was basic and important factor of Shivajis Naval empire. This sea fort are glories and attractive place of tourist specially the site of Nishan Buruj, Sakharbav, Dudhbav, Dahibav, Ranichawela and the temple of Shivrajeshwar and god Bhagavati, Mahapurusha and Mahadeva are impressive site of fort. Shivrajeshwara temple is only one temple of great king Shivaji at all over Maharashtra. Next important sea fort of Sindhudurg is Vijaydurga. Which is built by king bhoja II on 1205A.D.⁷ Vijaydurg was a most important trade power of maratha and other kingdom at the time of ANGRAYE and according to different sources Vijaydurga known that great scientist, LOCKEAR had search of helium on the hill of Vijaydurga at 1898 A.D.⁸ One important research on Vijaydurga that in the south west site of the fort there is a one rampart which is 400 mtr. bottom of the sea which is research by MARIN ARCHAEOLOGIY CLUB MUMBAI on 1989.⁹

In the development tourism of Sindhudurga next archaeological heritage had also important with different forts named by, Devgarh, Padmagarh, Yashwantgarh, Shivgarh, Bharatgarh, Bhgawantgarh, Nivti, Sarjekot, Rangana etc. Caves, temples, sculpture and inscription also the one of the part of arcological heritage of Sindhudurga. YENARI cave is famous caves in district. This caves found at YENARI near Vaibhavwadi.¹⁰ Next place of cave is at Achara in Kankavli Thasil in this out of caves few caves described remark of Buddhizam and Jainna.¹¹ Like caves one sculpture of god Surya had founded. This place of sculpture has Kharepatan nearest Mumbai – Goa highway.¹²

Inscription are the important source of history and important part of heritage to the tourism development pointout one inscription of Maratha history of Sindhudrga which is found at Math near Malvan Thasil.¹³ Heritage tourism has growth rapidly in recent years because of many same reasons one important reason is religious attraction. In this way Sindhudurga district is a center point of temples and religious movement. The temple of Kunkeshwar is an ancient temple of district. Which is build on dravid style on 1100A.D. by Yadav Kingdom.¹⁴

In the context of archaeological heritage in the Sindhudurga. Sawantwadi is a one historical city and the palace of Sawant has most attractive tourist place. This palace build by Khemsawant kingdom on 1662 A.D.¹⁵ The art and architecture and sculpture of the palace are a important companion of his history. Sindhudurga is attractive place of heritage tourism. Incredible he has greater potentialities for the development of heritage tourism. His rich landscape and arcological heritage. Lastly I concludes with much of scope of development of heritage tourism in Sindhudurg district.

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TOURISM POTENTIAL IN SATARA DISTRICT: FORT TOURISM**Abstract**

Satara district is counted amongst the richest districts in Maharashtra in terms of cultural and historical tradition. The name of the district derives from the seventeen walls, towers and gates that the town possessed in the ancient period. The district occupies a total geographical area of 10,484 sq. km. Satara district is divided into 11 Tehsils and 11 Panchayat Samitis namely Satara, Karad, Wai, Mahabaleshwar, Phaltan, Man, Khatav, Koregaon, Patan, Jaoli and Khandala.

The Satara district has a rich historical background. According to historical inscriptions of 200 B.C., Karad is probably the oldest place in Satara. It is also believed that the Pandavas of Mahabharata stayed in Wai, then known as 'Viratnagari', in the 13th year of exile. The district was once a part of the Empire of Chandragupta II, also known as Mahendraditya Kumargupta I. Chandragupta II extended his empire till Satara district in Deccan followed the Mauryan Empire in the Deccan.

Shivaji conquered both the Parali and Satara Forts. The district once again came under Muslim rule after the death of Shivaji, when the Mughal Emperor Aurangzeb conquered Satara. Shahumaharaj was crowned as the ruler of Satara fort in 1708 and since then, the direct descendents of The Great Maratha King Chh. Shivaji Maharaj is living in Satara. The 13th descendent of Shivaji Maharaj, Chh. Udayanraje Bhonsale is the current king of Satara. Satara was also ruled by Chalukyas of Badami and the other rulers like Rashtrakutas, Silaharas and Yadav of Devgiri, the Bahamanis, Adil Shahi, Muslim Rule, Shivaji Shahu Ram Raja and Shahu II Pratapsinh, from time to time.

Key Words – Tourism, Forts, Adventure, Historical, Prosperity, empire

Objectives-

- i) To Study the forts in the study area
- ii) To understand the adventure and thrill in the fort tourism
- iii) To focus historical and cultural importance of the forts in study area

Data Collection

Present research article is informative one. So for the collection of required information many sources have been viewed like Reference books, Satara Gazetteer, District Census book, Socio economic abstract of Satara District.

Study Area

The Satara district is located in the western part of Maharashtra 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. 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°5' to 18°11' North latitudes and 73°33' to 74°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 1426 mm. per year. The major rivers flowing through the Satara district include Koyana and Krishna. There are a few small feeder rivers of Krishna River in Satara that include Kudali, Urmodi, Venna and Tarali. Koyana is actually the largest tributary of Krishna River in the district. The other two rivers, Neera and Manganga are the two representative of the Bhima drainage in the north and north-eastern parts of the district, respectively. The climate of Satara district ranges from the rainiest in the Mahabaleshwar region. The Satara district is quite rich in its historical and cultural condition. The culture of the district is

Dr. Arjun Wagh
Arts and Commerce College, Kadepur

Ms Rani Shinde
D.P.Bhosale College, Koregaon

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 spots every year. Apart from the above mentioned pilgrimages, there are also many other important tourist destinations in Satara. The most important tourist destinations in Satara district include the Koyana Dam, Kanher Dam, Dhom Dam, Ajinkyatara Fort, Char Bhinti Hutatma Smarak, Thoseghar Water Fall, Chalkewadi Wind Energy Project, Kas Lake, Mayani Bird Sanctuary, Mahabaleshwar Temple, Panchgani, etc. Among all these places, the Mayani Bird Sanctuary and Mahabaleshwar Temple are considered the most popular.

Study of fort and adventure tourism destinations of Satara, There is a necessity of visiting the places and evaluate the infrastructural facilities available in the region on the basis of our efforts we have identified forts of Satara district. 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

Ajinkyatara

Ajinkyatara is a fort on one of the seven mountains surrounding the city of Satara in the Sahayadri Mountains of Maharashtra, India. It is a 16th Century fort and now also holds the television tower for the city of Satara. This fort has been the place where several pivotal moments in Maratha history took place. The fort is located at Ajinkyatara Mountain, which is 3,300 feet high. As the fort is in the higher altitude, visitors can enjoy a magnificent view of the entire Satara city. In 1708, Shahu Maharaj won Ajinkyatara, which remained with the Marathas till 1818. The Ajinkyatara fort is a major historic place of Maharashtra, and was very vital as one could keep watch over the entire South Maharashtra.

This was the place where Tarabai was imprisoned by Shahu. The fortress is also mentioned in Nathmadhav's novel Veer Dhaval, in which the eponymous protagonist, a vassal of the Chalukyas, is the rightful master of the fort which has been under the misrule of his uncle Chanda Varma, who usurped the fort after murdering the protagonist's father Keerti Varma. One can easily reach Ajinkyatara by road, train or plane

Sajjangad

Sajjangad means fort of Good People, is located near the city of Satara, India. It is the final resting place of Sant Ramdas in 17th century India. 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.

This fort was known by the name of Asvalayana Rishi, since he lived here for many years in ancient times. Then it was called Aswalya gad due to the number of Aswals or bears wandering there. The fort was made by Brahmani Emperors in between (1347-1527). After that in (1527-1686) it came under Adilshah dynasty. Mughal king defeated Adilshah and the fort came under Mughal rule. This fort was captured by King Shivaji on 2 April 1763 from Adilshah. Previously known as Parali, it was renamed to Sajjangad. Fateullahakhan's army encircled the fort on 21 April 1700 and finally captured it on 6 June 1700. Thus after it became the part of Moghul empire, it was renamed as "Navrastara". This fort was won by Marathas in the year 1709. Later this fort was captured by British in 1818.

Sajjangad fortifications on the hill can be clearly seen. Sonale talav on the fort. The maintenance of the fort and the Samadhi of Sadguru Shri Samarth Ramdas Swami is taken care by Ramdas Swami Sansthan, a trust which has existed since the time of Shri Ramdas Swami. The daily routine of the trustees on the fort includes morning prayers, Abhishek and Puja, Maha Naivedya, Bhajans and reading of the manuscript Dasbodh written by Sant Ramdas. The fort is open for devotees from 5.00am to 9.00pm. Entry and exit beyond these hours is restricted. In the afternoon, trustees of Sajjangad serve a food to the devotees for free of cost. Recently the "Shri Ramdas Swami Sansthan" trust has built a Bhaktniwas for the devotees for free of cost stay. Every year during Shiv Jayanti thousands of devotees visit the shrine by walking up to it.

Pratapgad

Geographical location of Pratapgad is 17° 56' 10" North Latitude and 73° 34' 38" East Longitude. Pratapgad is located east to Poladpur. It is nearly 22 kms away from Mahabaleshwar. The location of the fort is on the Par and Ambenali pass. The height is 1080 mtrs above the mean sea level. 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. With rocky waste cover west and north spurs gradually descended to the valley separating Mahabaleshwar and Kineshwar ranges in the east.

In the time of the expansion of Chhatrapati Shivaji's kingdom it was decided that a fort should be built at Par-Ambenali pass to defend the Maratha Kingdom and its Swarajya. Moropant Pingale, the Prime Minister, earnestly took the construction of the fort in 1656. This fort is historically very important because Chhatrapati Shivaji killed Afjal Khan, the Senapati of Adilshah of Bijapur. This incident occurred at Pratapgad on 11th November, 1659. This was the bravest attack on the Bijapuri forces by Shivaji and a daring episode in the Maratha History. This fort always remained with Marathas till 1818 when British took control after a treaty.

A rough foot path from Par proceeds towards Pratapgad. There is a large gateway in the west. There are five hidden ways to Pratapgad. A temple of Tuljabhawani is located in the south of the fort. A good idol of Mahishasur Mardini is carved in a white Gandaki marble. Other temples on the fort are Maruti temple, Vetal temple, and Kedareshwar temple. The fort has rampart on all the sides which are intact today also. Ramparts are given local names as sun bastion, redaka bastion, yeshwant bastion, etc. There are four water tanks located at different locations. Swimming tank is at the south-west, rahat tank is at the middle portion of the fort, while two other tanks are located near the yeshwant bastion. There are two elongated portions of the fort mainly famous as "Balekilla".

Unveiling of the statue of Chhatrapati Shivaji Maharaj took place on 30th November, 1957 by the hands of Pandit Jawaharlal Nehru, the then Prime Minister of India. There is a tomb of Afjal Khan at the base of the fort. The other locations such as Radtondi Ghat, Nisanis foot path, Tanaji's monument at Umarath, poet Paramand's monument at Poladpur are worth to see

KAMALGAD:

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 some 30 kms west of Wai. The fort is also known as Bhelanja standing in the centre of the Krishna valley. This square fort water divider between Walki river basin and the Krishna proper. These two streams are confluence at eastern base of the fort. This fort top can be approached by many foot paths. There are rough foot paths from the villages like Asre, Vasole, Partavadi, etc. It means the fort is approached by three sides - East, North and the South. There is a village in the thick forest. The main fort is situated in amidst forest. It is a hat topped square shape hill. This hill covers 5 to 6 acres of area. The hill has sharp escarpments in all sides. To reach upto the base of the main hill one has to trek across the thick jungle and steep sloppy areas. Scaling of this first part is also tough task.

A hill adjoining Kamalgad is famously known as Navara-Navari hills and long ridge connects them. It provides a good traverse and a short rock climb on scattered pinnacles. Kamalgad was surrendered to British by the treaty of 1818. A treaty was made between Maratha and the British commander Major Thatcher. British were also using this fort as a prison.

Kamalgad is located in the Krishna valley. Small village surrounded the Kamalgad. Dhom and Balkawadi Dams provide scenic beauty to this region. Village located near the river course affected by the back water and they are rehabilitated else where in the district. Still some small villages and Gorakshnath Temple is located on the western spur of Kamalgad. Water spring is found near by the temple. Few hutments are also found there. These people are engaged in agriculture and they are quarrying geru in small quantity. There is deep shaft leading

some 30 to 35 mtrs into the ground. It is a rectangular shape with considerably large size steps. There are two caves on either side of the shaft but they are blocked. The geru is abundance here in the shaft.

All seasons are suitable to visit adventurous fort, however, July to November would be preferable. Beautiful greenery can be seen all round the fort. Small streams are flowing down the hills. Cascades, rapids and small water falls give pleasant experience.

PANDAVGAD:

Geographical location of the 'Pandavgad' is 17° 59' 50" North latitude and 70° 51' 50" East longitudes. Pandavgad is placed on the western spur of Sahyadri. The average height is nearly 1250 mtrs. The vegetation is not so thick. More than half part of the fort is covered by grass. The slopes of the fort are concave types which make a difficult for the climber to climb. There are some ponds on the top of the fort as well as at the skirting of the rampart of the fort.

The fort was built by Shilahar Raja Bhoj II in 1178-1193. Later on it was acquired by Chh. Shivaji in 1659. Then in 1701 Pandavgad surrendered with Chandan-Vandan to Aurangzeb's officers. Further Pandavgad surrendered to British Empire from the Maratha's. 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. At Menawali the Residence (wada) of Nana Phadanawis is worth to visit.

The ideal season for visiting this fort is October to March. From March onwards the deficiency of water is observed on the fort. Monsoon season is also good for those who want to enjoy heavy rain in this region.

VAIRATGAD

Geographical location of the 'Vairatgad' is 17° 53' North latitude and 73° 55' East longitudes. Vairatgad fort is located in Wai tehsil, having the height of 1177 mtrs. above mean sea level. It is situated on the spur of eastern Sahyadri range. The fort sThe Vairatgad fort is build by the Shilahar Raja Bhoj of Kolhapur, who was the chief of Panhala. 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'. There are two temples on the fort. First is the temple of Lord Maruti located at the entrance of the fort. The second is the temple of Lord Shiva at the centre of the fort. On the occasion of Mahashivratri, devotees gather on the fort.

Vairatgad is situated near Panchwad village in Wai tehsil of Satara district. The distance between Satara and Panchwad is about 18 kms. MSRTC buses are more frequent from Satara stand. Private vehicles are also frequent for Vairatgad. Vairatgad is one of the best destinations for adventure tourism. Trekking, mountaineering, rock climbing, like adventures sports activities can be carried out on this fort. Scenic beauty and sun rise as well as sun set is worth to see from the top of the mountain. Winter and rainy season is the best to visit Vairatgad. In rainy season it covers with lush green grass and it looks very beautiful.

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MAKE IN INDIA: A KEY CAMPAIGN FOR INDIA'S MANUFACTURING SECTOR**ABSTRACT**

Post liberalization, Indian Governments focused extensively on Services sector. Service sector only generated employment for skilled workforce whereas low skilled workers were completely marginalized. Service sector employ only skilled workers. There was no road map in place for these low skilled workers post liberalization. Therefore over dependence on Service Sector is responsible for ill state of an Indian Economy and unemployment. Three sectors which contribute to Gross Domestic Product (GDP) of any country are (a) Agriculture (b) Industry / Manufacturing & (c) Services. Current contributions of these sectors in Indian Economy are as follows

- (a) Agriculture: 28%
- (b) Industry / Manufacturing: 16%
- (c) Services: 56%

It is clearly visible that our economy is over dependant on service sector. That's why Make in India campaign was launched by Prime Minister, Shri.Narendra Modi on 25 September 2014, to support companies in manufacturing their products in India. This campaign is attracting focus from global manufacturer leads to inflow of money, foreign direct investment. The governments "Make in India" initiative aims to increase the share of manufacturing to 25 % of GDP by 2022 from the current 16%. This is expected to result in the creation of 100 million jobs.

1 – Introduction:

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The ambitious campaign has been launched with an aim to turn the country as a destination of global manufacturing. This campaign is attracting focus from global manufacturer leads to inflow of money, FDI. In August 2014, the parliament of India permitted 49% FDI in the defense sector and 100% in railways infrastructure to boost inflow.

2 – Objective of Make in India Project:-

Manufacturing sector is the backbone of any economy as it fuels growth, productivity, employment, and strengthens other sectors of the economy. The situation of manufacturing sector in India is a cause of concern

Dr. Sujata J.Patil

Assistant Professor, Department of Economics
Mahavir Mahavidyalaya, Kolhapur

especially when seen in comparison to the massive transformation registered in this sector by other Asian countries in similar stages of development. At around 16% value added of manufacturing to India’s GDP, the sector does not seem representative of its potential which should have been 25%.

Make in India is essentially a project to encourage domestic manufacturing to boost job creation and skill enhancement. The major objective listed are;

- 1 – To facilitate investment
- 2 – To foster innovation
- 3 – To enhance skill development
- 4 – To protect intellectual property
- 5 – To build manufacturing infrastructure

Make in India is an invitation to the world top companies to come and set up manufacturing hubs in India. It basically has the motto “Sell anywhere in the world but manufacture in India”: the focus is mostly on these 25 sectors;

Automobiles	Automobile Component	Aviation
Chemicals Construction	Defense Manufacturing	Electrical Machinery
Electronics Systems	Food Processing	IT & BPM
Entertainment & Media	Mining	Gas & Oil
Pharmaceuticals	Ports	Railways
Renewable Energy	Roads and Highways	Space
Wellness	Textiles & Garments	Leather
Space	Biotechnology	Pharmaceuticals
Tourism & Hospitality		

3 – Advantages of Industry Sector:- Make in India initiative will help in achieving following goals;

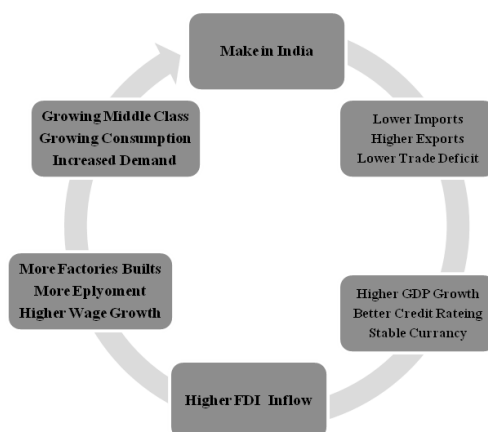
1 – Employment for low skilled workers:- As majority of workforce in India is low skilled therefore Make in India initiative will provide large scale employment opportunities for this particular segment Make in India will generate millions of jobs.

2 – Foreign Direct Investment:- Manufacturing is capital intensive industry therefore Make in India will attract huge inflow of FDI. FDI inflow will help to revive Indian economy.

3 – Small and Medium Enterprises:- Any manufacturing hub needs supply of parts which is boon for SME’s Make in India will help to generate indirect employment through SME’s.

4 – Reduce Trade Deficit:- Compared of service sector industry or manufacture sector has multiplier effect on exports which will help the government to reduce India’s trade deficits. Reduction in trade deficit will have large scale positive impact on the finances and economy of the country.

5 - India as Consumer Market:- India is one of the largest market in the largest market in the world. Any company investing in India under make in India initiative will directly access to huge market of 126 crore people.



Conclusion:-

Make in India is aimed at making India a manufacturing hub and economic transformation while eliminating the unnecessary laws and regulations, making bureaucratic processes easier, make government more transparent, responsive and accountable and to take manufacturing growth to 10% on a sustainable basis. The Make in India focuses on new ideas and initiatives such as: First Develop India and then Foreign Direct Investment.

India is a large market. If we translate the requirements of the national programmes of 100 “smart cities”, industrial corridors, Digital India and making SMEs globally competitive into a requirement of cement, steel, computers, furniture, locks, hinges, construction equipment, etc, it may give voice to the accelerating demands for manufactured goods within India.

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WORLD HERITAGE SITE OF PATTADAKAL IN KARNATAKA: ITS MARKETING POTENTIAL AND TOURISM PROMOTION

Abstract: Tourism is one of the sunrise and fast growing industries in the world. The diversity in India's culture, nature, and heritage has been attracting tourists from all over the globe. Tourism industry in India is expected to generate 1.24 crore jobs which would potentially trigger economic activities worth \$90.4 billion, by attracting tourist spending at an estimated \$10 billion in the country. The foreign tourist arrivals to India have touched 3.87 millions by September 2012, which is an increase of 10.4% over corresponding period of previous year. While the percentage increase in foreign tourist arrivals of 2007 over 2006 for the month of September was only 1.3%, the increase in 2008 has been as high of 9.6%. At the World Travel Awards - 2008 "Asia and Indian Ocean", India received the award for the leading destination in Asia. With its booming economy, India had ascended from its 36th position in 2003 to the 5th in 2004 among the most-sought-after top 10 global destinations, according to the World Tourism and Travel Council.

Karnataka, one of the states of India, has a great potential to attract tourists from all over the world to its major destinations of tourist interests like arts and architecture, flora and fauna, religions and philosophy, wildlife and sanctuaries, wood and craft, dance and music, culture and heritage, cuisine to folklore. One of these tourist attractions' are heritage sites and historical monuments. The centrally protected World Heritage monuments under the jurisdiction of Archaeological Survey of India records the number of foreign visitors to monuments in India in 2007 was 2.09 million as compared to 1.73 million in 2006. The world heritage sites at Pattadakala are highly potential tourism products that can play a developmental role in diversified contributions. Pattadakal is a global tourism product, recognized as world heritage site which has outstanding cultural or natural importance to the common heritage of humanity. The trends in tourists' visits to these sites show a decline in the last few years indicating that they are not managed, maintained and explored commercially by the concerned authorities. The WHS sites of Pattadakal are being neglected by concerned authority on cause of indifference and non promotion; and even by tourists due to paucity of basic amenities and assistance. In fact, the tourism policy of 'Incredible India' with a theme campaign of Indian hospitality 'Aathiti Devo Bhava' can open a passage to Indian heritage and monuments through tourism promotion. The article, through a pilot survey of international and domestic tourists, explores the deficiencies leading to tourist dissatisfaction and backwardness of these sites in their development. The author articulates a model of promoting these places through Public Private Partnership to utilize the undiscovered tourism potential of these historical monuments.

Keywords: WHS, Pattadakal, Karnataka, Tourism, Promotion

1. Introduction : Tourism is a service where an intangible experience is marketed with a blend of allied services combined by several intermediaries. It refers to attracting people from various points to a certain place, providing them accommodation, hygienic and quality food, entertaining and finally helping them to a passage on the onward journey or to get back to their home with all best efforts. A tourist destination is marked by pleasing weather, scenic attraction, having historical, archaeological and cultural traditions, basic amenities and entertainment¹. It is the fastest growing industry in the world. It has been identified as an important avenue for employment and income generation, foreign exchange earnings and at the same time having a multiplier effect on the economy. The expenditure of the tourist circulates at all the three levels of the economy: National regional and local². Tourism is now recognized as a sunrise industry with an impressive growth rate of 11 per cent. By 2014, it is expected to provide for 26 crore jobs worldwide, thus generating

Dr. M. M. Mohite

Associate Prof. & H.O.D., Dept. of History.

B.K. College, camp, club road, Belgaum

8.6 per cent of the total employment and contributing 10.4 per cent of the GDP across the world. It accounts for one in every 17 jobs created.³ It has become a key economic driver globally, and is one of the main sources of income for many developing countries today⁴. International tourism receipts totaled \$682 billion in 2005 while arrivals, at 842 million in 2006, registered a five-fold growth over the last three decades. The United Nations World Tourism Organization (UNWTO) estimates that international tourist arrivals will touch the one-billion mark by 2010 and the centre of activity will be the Asia-Pacific region⁵.

Many developed countries have 70 percent or more GDP coming from services. Even in India, around 50 percent of GDP comes from the service sector⁶. Tourism industry in India is expected to generate 1.24 crore jobs which would potentially trigger economic activities worth \$90.4 billion, by attracting tourist spending at an estimated \$10 billion in the country. With its booming economy, India had ascended from its 36th position in 2003 to the 5th in 2004 among the most-sought-after top 10 global destinations, according to the World Tourism and Travel Council⁶. The diversity in India's culture, nature, and heritage has been pulling tourists from all over the globe. Due to increase in foreign travel to India, the country's foreign exchange earnings from tourism sector during the first half of 2007 registered a 14.4 per cent growth in rupee terms and 20.6 per cent growth in terms of US dollar. Earnings during the period rose to Rs 18,258.57 crore (\$4,293.46 million) from Rs. 15,958.14 crore (\$ 3,559.74 Million) in the corresponding period of a year⁷. The foreign tourist arrivals in the country between January-July 2007 registered 11.9 per cent growth with the increase in number to 27,64,361 from 24,69,506⁸.

India was adjudged Asia's leading destination at the regional World Travel Awards (WTA) ceremony along with the Leela Goa as Leading Resort and Oberoi Hotels & Resorts as Leading Luxury Hotel brand in 2007. India Tourism Development Corporation (ITDC) has recorded a net profit of Rs 44 crores during April-December 2006. The unique features of Indian tourism as country's diversity, spirituality and simplicity have been the key drivers of major tourist attractions. Thus it can be stated that tourism has become a key economic driver globally, and is one of the main sources of income for many developing countries like India.

Objectives of the study:

1. The prime area of focus for development in Karnataka is the WHS-Pattadakal as rural tourism product.
2. Karnataka Tourism- WHS-Tourist reaction-important for policy concerns.
3. Public Private partnership to uplift the face of Karnataka tours.
4. To enlighten state authorities and others on a need for an effective marketing strategy.

Methodology

1. Two different surveys were conducted for the tourists: Tourists as customers for these tourism products. Survey of locals of this place who can be partners in the tourism promotion.
2. The Primary data was collected by questionnaire focusing on their demographic profiles.
3. The secondary data was collected from various related journals, magazines, textbooks & websites.
4. Analysis is based on simple percentage on the collected data.
5. Simple pie and bar graphs were used to interpret for the findings.

Karnataka -A Rural Tourism Destination : India is one of the historically important and culturally relevant tourist destinations. Archaeology, which comes under culture, opens many heritage sites and historical monuments as tourist attractions. Karnataka holds its charm in the intriguing mix of tourist attractions, which makes it favorite with the tourists across the globe⁹. Karnataka one of the states of India, has a great potential to attract tourists to all major destinations of tourist interests like attractions of arts and architecture, flora and fauna, religions and philosophy, wildlife and sanctuaries, wood and craft, dance and music, culture and heritage, cuisine to folklore. All this is apart from the fact that it has been the Culture Center for thousands of years and its testimony stands spread across the State pulling millions of Tourists from all parts of the World to Karnataka¹⁰. Its competencies of the crafts, culture and cuisine of village en route to eco and rural tourism destinations. This synergy not only helps the tourism industry but also creates rural entrepreneurship and economic growth¹¹. The state received 3.78 crore domestic and 5.34 lakhs foreign tourists in 2007 which increased from 1.11 crores

(domestic) and 2.5 lakhs (foreign) travelers in 2003 with 86.7 laths and 59.5 thousands respectively in 2002 and 1.4 crores (domestic) and 1.4 lakhs (foreign) travelers in 2001.¹²

Situated on the western peripheral of the Deccan plateau, Karnataka is the 8th largest state of India both in terms of area and population. It has rightly been named as 'Cradle of stone architecture' - it has profusion of monuments, including, the cave temples of Badami and Aihole, domes and minarets of Bijapur, the World Heritage Center at Pattadakal¹³. This research paper focuses on the world heritage site-Pattadkal as rural tourism product and analyses the manageable marketing issues that can be policy concerns for making this product as competent, viable and effective tourism destinations in Karnataka.

Profile of the World Heritage Tourism Products:

Pattadakal has been recognized as a 'world heritage site' by UNESCO¹⁴. The world heritage center Pattadakal, referred to as Petrigal by Ptolemy¹⁵, is situated on the banks of the Malaprabha River. It was also known as Raktapura (Red Town) & Pattadakal Kisuvolal, as the sand stone here is reddish in colour. This World Heritage Centre has 10 major temples representing early Chalukyan architecture. This place reached its pinnacle of glory under the Chalukyas from the Seventh to the Ninth centuries functioning as a royal commemorative site. The group of about ten temples, surrounded by numerous minor shrines & plinths, represents the climax of early Western Chalukyan Architecture¹⁶. King Vikramaditya II (734 - 745 AD) and his art loving queens Lokmahadevi & Trailkyamahadevi, brought sculptors from Kanchipuram to create fantasies in stone in Pattadakal.

The total number of tourists visiting Pattadakal world heritage site were 1.37 lakh in 2010 and 2009, 1.2 lakh in 2003 which indicates a demotivating trend¹⁷. Further there is no data available on tourists' visits for the last few years. These trends indicate that the tourist product of Pattadakal is not developed and remains unutilized commercially.

Rural Tourism Potential of Pattadakal:

The world heritage centre Pattadakal has great potential as rural tourism product for global market of tourists. The potential of these heritage and historical monuments is apparent from these facts.

- Pattadakal is a global tourism product, recognized as world heritage site which has outstanding cultural or natural importance to the common heritage of humanity.
- The tourist product here can give exposure to Indian heritage and opportunity to explore art and architecture especially the stone architecture.
- The 'Incredible India' campaign of Indian tourism promotion can open a passage to Indian heritage and monuments especially of one of the premier rulers of South India, the Chalukyas.
- The Indian tourism concept of 'Aathiti Devo Bhava' is more practiced in rural India than anywhere else.
- Pattadakal comes under the Archaeological survey of India, southern circle, which has national significance and can be developed as a viable tourist product.
- This place has a niche in historical research that can be promoted for historians, researchers and general tourists' interests.
- The promotion of rural tourism product of Pattadakal can develop the infrastructure, surrounding regions and many allied industries.
- This can be an impetus for cultural exchange between Indians and the global tourists.
- It also can pave a way for incremental revenues to the Karnataka state exchequer.
- WHS of Pattadakal can be a socially responsible venture and can be termed as 'social marketing product' that yields invaluable returns to the Indian and global lovers of art and history.

WHS of Pattadakal and Tourism Promotion : A tourism product should be viewed as a package of offerings designed to attract and serve the customer or visitor Recreation and tourism businesses and communities should develop both external and internal marketing mixes for different target markets¹⁸. The External marketing mix includes product/service, price, place/location, and promotion. Internal marketing is creating an atmosphere in which employees desire to give good service and sell the business/community to visitors. It includes hospitality

and guest relations, quality control, personal selling and employee morale. The present paper tries to explore the awareness and preference of tourists to develop these heritage sites as tourist products. It also tries to understand the local residents potential in developing these sites and managing them effectively for tourism promotion for these purposes two different surveys were conducted-one for the tourists being the customers for these tourism products; another for the locals of this place who can be partners in the tourism promotion. A survey of around 100 domestic and foreign tourists was conducted on these sites the sample being chosen randomly. (Table 1) The primary data was collected by questionnaires focusing on their demographic profiles, services utilized by them before visiting these sites, services available on sites; on maintenance and management of these sites. The secondary data was collected from various related journals, magazines, textbooks and websites. The simple percentage analysis was utilized to analyze the collected data. Simple pie and bar graphs were also used to interpret the findings. Similarly a survey of around 50 residents of Pattadakal was conducted on the sample being chosen randomly. (Table 5) The primary data was collected by questionnaires focusing on their demographic profiles; qualitative data on maintenance and management of these sites. The analysis was done by the simple percentage method.

Results and discussions on the surveys:

Details on tourism aspects revealed that 46% travel with family members, 50% for recreation and 74% take private accommodation. 52% are aware of the historical relevance of these sites and almost 88% use road transport. (Table2)

Findings of the Tourist Survey: (Tables 3 & 4)

- Tourists expressed dissatisfaction on basic amenities around tourist spots prominent being-Accommodation, Local Transportation, Shopping, Food & Refreshments, Processed Food, Water & toilets, Medicines & Health goods, Garments, entertainment facility etc.
- Majority of the tourists expressed satisfaction on other amenities.
- Majority of the tourists opined positively over marketing issues of these tourism products' issues.
- Locals' survey indicated that 32% are aware of the global importance of these sites only by newspapers. 51% visits the sites many a times in a month and 47% visit them casually. (Table 6)

Findings of the Locals' Survey: (Table 7)

- Majority of the locals expressed their positive opinions on marketing related issues around the WHS Pattadakal.
- Display of art & craft goods at WHS venue was the only parameter where they expressed not much of positive opinion.
- When asked about their participation and involvement in maintenance and promotion of these sites, 8% agreed on monetary investment;
- 19% expressed honorary assistance; 10% said they will assist the tourists;
- 6% want to supply the basic amenities and 15% said will provide hospitality.
- 19% said will participate in Government activities and 19% wanted to do self-help.
- 4% expressed their participation in brand building of these tourist products.

Concerns for Promoting Tourism : Although there are many initiatives towards promotion of tourism, Karnataka heritage tourism still has many more major issues to deal with like-

- Around 750 monuments are protected but almost 25000 are still unprotected monuments.
- Rapid urbanization causing destruction of monuments.
- Maintenance and development of heritage sites due to shortage of funds and trained staff.
- Lack of facilities at heritage sites and tourists spots.
- The basic amenities around tourist spots prominent being-Accommodation, Local Transportation, Shopping, Food & Refreshments, Processed Food, Water & toilets, Medicines & Health goods, Garments, entertainment facility etc. are to be developed.
- Display of art & craft goods at WHS venue should be more attractive.
- Almost all of the locals around these tourist sites have expressed their participation in maintaining and marketing these products more effectively where a model of PPP (Public-Private-Partnership) can be worked out.

- More contribution can be done by private sector involvement.
- Aggressive brand positioning is required.

Model of Public-Private-Partnership (PPP) for promoting tourism : The surveys paved a way for formulating a framework of PPP-Public Private Partnership in maintaining, and developing the WHS of Pattadakal for promoting tourism. The conceptual framework suggests the involvement of the locals with the government officials and the self help groups in the following activities relating to promotion of WHS of Pattadakal in the following manner (Table 8).

Conclusion: In coming days in Karnataka, the prime areas of focus for development will be heritage tourism, eco tourism, health tourism and coastal tourism. As part of its increased focus on tourism, the Department of Tourism has also formulated a draft tourism policy for the period 2007-08 to 2011-12. The policy, according to the department aims to make tourism Karnataka's principal and largest economic activity as an employer, tax generator and as an engine of growth.

One of the tourist favorite states of India, Karnataka, opens many heritage sites and historical monuments as tourist attractions. (Table 9) Being highly potential for tourism marketing, Karnataka tourism can play a developmental role but is not explored commercially by the concerned authorities. There is a need for promoting tourism through public private partnership to utilize its tourism potential. A proper blend of commitment from Public- Private-Partnership may uplift the face of Karnataka tourism.

The rural tourism marketing potential of Pattadakal- a World Heritage Site remains unutilized as emerged by the research conducted by the author. Along with the research findings, the serious implication explored was the negligence of authorities and the local bodies who are either not aware about the developmental role of tourism and market potential of these tourism products or are constrained by the policies and lack of funds. A proper blend of marketing internal and external mix along with commitment from Public-Private- Partnership may uplift the face of these tourism products and make them commercially viable for the developmental role played by a rural tourism product. The concern of this research paper was to explore the marketing importance of this tourist product and to enlighten the state authorities on a need for an effective marketing strategy and utilize the hidden potential that lay unexplored in these heritage monuments for centuries as a forgotten history itself.

Foot Notes /References.

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Table 1-Demographic profile of the respondents (Tourists in Percentage)

Variable	No. of respondents
Gender	
Male	46
Female	54
Age	
Below 20 years	4
20-30 years	32
30-40 years	42
Above 40 years	22
Education	
Below 10 th	2
Degree	68
Post graduation	8
Above post graduation	6
Any Other	16
Occupation	
Government Employees	20
Business	32
Professionals	12
Agriculture	4
Teachers	4
Housewife's	4
Any Other	24

**Table 2
Details on Tourism Aspects**

Variable	No. of respondents
Travel Pattern	
Alone	8
With Family	46
With Friends	42
Package Tour	4
Purpose of Travel	
Recreation	50
Academic	14
Business Travel	4
Pilgrimage	0
Friends & Relatives	32
Mode of Transportation	
Rail	10
Air	12
Own Vehicle	20
Travel Agent	6
Government Business	22
Hired Vehicle	30
Accommodation	
Private Hotel	74
Guest House	12
KSTDC Hotels	4
Relatives	4
Any Other	8

**Table 3
Tourists' Perceptions on Satisfaction (in %)**

Variable	S	DS
Accommodation Local	28	72
Transportation	28	72
Shopping Food & Refreshments	22	78
Processed Food Water & toilets Medicines & Health goods	20	80
Garments Art & Craft goods Electronic goods Printing & publishing	14	86
Entertainment facility	18	82
Safety / security Local	28	72
Guides Local	24	76
Assistance	58	42
Information Centers	58	42
Onward Journey	54	46
Assistance Foreign	54	46
Exchange Internet / Telephones Police	70	30
Assistance Insurance	74	26
	54	46
	64	36
	68	32
	72	28

**Table 6
Details on Tourism Aspects**

Visits to WHS	
Every Day	03
Once in a Week	31
Many Times	19
Specifically	41
Rarely	06
Purpose of Visit	
Casual	47
Religious	22
Official	09
Personal	22

**Table 7
Locals' Opinion on Marketing Issues (In Percentage)**

Variable	S	DS
Location map to WH sites	85	15
Linkage with nearest tourist spot	87	13
Preservation of monuments	75	25
Maintenance of Monuments	85	15
Protection of Monuments	88	12
Awareness of Monuments	62	38
Hospitality of Localities	79	21
Local Assistance for visit	82	18
Safely around WH sites	60	40
Cleanliness around WH sites	63	37
Medical assistance on emergency	66	34
Quality of guides	68	32
Knowledge Literature on Monuments	57	43
Display of art & craft goods at WHS venue	47	53

**Table 4
Tourists' Opinion on Marketing related Issues (in %)**

Variable	S	DS
Location map to WH sites	52	48
Linkage with nearest tourist spot	94	06
Preservation of monuments	80	20
Maintenance of Monuments	72	28
Protection of Monuments	82	18
Awareness of Monuments	82	18
Hospitality of Localities	78	22
Local Assistance for visit	78	22
Safely around WH sites	78	22
Cleanliness around WH sites	78	22
Medical assistance on emergency	78	22
Quality of guides	76	24
Knowledge Literature on Monuments	78	22
Display of art & craft goods at WHS venue		

**Table 5
Demographic profile (Locals in %)**

Variable	No. of respondents
Male	64
Female	36
Age	
Below 20 years	19
20-30 years	41
30-40 years	22
Above 40 years	18
Education	
Below 10 th	6
Degree	47
Post graduation	9
Above post graduation	6
Any Other	32
Occupation	
Government Employees	6
Business	22
Professionals	19
Agriculture	6
Teachers	38
Housewife's	9
Social Status	
Community Head	6
Social Workers	16
Residents	69
Government Officials	9
NGOs	0
Domicile Status	
Below 1 Year	13
1 - 5 Years	21
5 - 10 Years	16
Above 10 Years	50

SOCIO-ECONOMIC ASPECTS OF TOURISM: WITH REFERENCE TO AGRI-TOURISM***1) Introduction:**

Tourism is the business of providing services such as transport, places to stay or entertainment for people who are on holiday. Oxford English Dictionary defines tourism as “it is a travel for pleasure; also the theory and practice of touring, the business of attracting, accommodating, and entertaining tourists, and the business of operating tours¹”. The World Tourism Organization defines tourism more generally, in terms which go “beyond the common perception of tourism as being limited to holiday activity only”, as people “traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes²”

Tourism can be domestic and international. In the recent times, the tourism has affected economy of many countries. The economic transactions have increased in many countries. World Travel and Tourism Council (WTTC) produces reports and forecasts of the economic and employment impact of Travel & Tourism for 184 countries and 25 geographic or economic regions in the world. Our 10-year forecasts also provide a unique understanding of Travel & Tourism’s future growth, economic importance and social influence. These reports are a vital tool in helping us to equip public and private sector bodies with hard evidence of the huge value Travel & Tourism brings to the economy, so that their policy-making and investment decisions support our sector³.

Tourism in India is economically important and is growing rapidly. The World Travel & Tourism Council calculated that tourism generated 8.31 lakh crore (US\$120 billion) or 6.3% of the nation’s GDP in 2015 and supported 37.315 million jobs, 8.7% of its total employment⁴.

In the recent times, there have been increasing different forms of tourism. One of the that, Alternative tourism. This form of tourism is made specific purpose. Alternative tourism combines tourist products or individual tourist services, different from the mass tourism by means of supply, organization and the human resource involved. The term is often referred as “trendy” expression replacing other semantical terms such as “different” or “other tourism”, “intelligent” or “motivated tourism”, “anti-tourism” or “participative tourism” just to name few of them⁵.

Mass tourism is characterized by large number of people seeking relevant to their culture holidays in popular resort destinations. Alternative tourism is sometimes referred to as “special interest tourism” or “responsible tourism” and usually taken to mean alternative forms of tourism. Alternative Tourism is a form of tourism that are consistent with natural, social and community values and which allow both hosts and guests to enjoy positive and worthwhile interaction and shared experiences⁶.

There are three influential drivers of the movement to find alternative forms of tourism.

- a) The first is the recognition of the negative impacts of conventional tourism on the environmental and socio-culture of the destinations.
- b) The second is the appearance of development ideologies, which mostly see the disadvantages of ‘growth oriented development’, modernization, urbanization and capitalism.
- c) The last is humanitarian considerations and the recognition of the rights of local populations to manage changes in their communities.

Alternative tourism can be seen both as a vision of the future and as an adaptation to mass tourism. Using these criteria, alternative tourism exceeds purely a concern for the physical environment that typifies Agro-Tourism, to include including economic, social and cultural considerations. Thus alternative tourism can be viewed as being synonymous with the concept of sustainable tourism development.⁷ Forms of Alternative

Dr. Praveen Jadhav

Head, Department of Economics,
Tilak Maharashtra Vidyapeeth, Pune-411030

Tourism aim to shift away from mainstream tourism and towards Responsible and Sustainable forms of tourism. Rural tourism is essentially an activity which takes place in the countryside. It is multi-faceted and may entail farm/agricultural tourism, cultural tourism, nature tourism, adventure tourism, and eco-tourism. As against conventional tourism, rural tourism has certain typical characteristics like; it is an experience oriented, the locations are sparsely populated, it is predominantly in the natural environment, it meshes with seasonality and local events and is based on preservation of culture, heritage and traditions. Rural tourism has many potential benefits for rural areas⁸ (Frederick, 1992).

2) Concept of Agro-Tourism:

In the last 25 years of the 20th century the term Agritourism appeared in international literature. There exists a parallel word Agro-Tourism. The two terms have the same meaning. Both terms consists of two parts agri or agro and tourism. The prefix agri derives from the Latin term ager which means field while agro comes from the Greek term agros, which means soil, while tourism is a form of active recreation away from ones place of residence that is inspired by cognitive, recreational and sports need. The combination of prefix agri with noun tourism resulted in the formation of new word Agro-Tourism/ Agri-Tourism, that means human tourist activity whose aim is to familiarize oneself with farming activity and recreation in an agricultural environment. Agro-tourism can be defined as a “range of activities, services and amenities provided by farmers and rural people to attract tourist to their area in order to generate extra income for their business”.

Virginia law defines agritourism as “any activity car-ried out on a farm or ranch that allows members of the general public, for recreational, entertainment, or educational purposes, to view or enjoy rural activities, including farm-ing, wineries, ranching, historical, cultural, harvest-your-own activities, or natural activities and attractions. An activity is an agritourism activity whether or not the participant paid to participate in the activity” (Code of Virginia).

Agro-Tourism is a specific form of rural tourism with close relation to nature and country side of rural areas and direct relationship to agricultural activities. The differentiation between the Agro-Tourism and rural tourism is crucial. In the areas where farming production is divided and highly specialized and where it is possible to observe the close relations in the rural community, it is advisable to use the term rural tourism to Agro-Tourism. Agro-Tourism is a way of Responsible and Sustainable tourism development. This innovative activity helps to boost up the socio-economic condition of the rural area by providing employment and creating the markets for the rural products.

3) Socio-Economic Impact of Agro-Tourism on Rural Area:

Agro-Tourism is very important for the communities both urban and rural. It can have several positive impacts on rural community.

i) Positive Economic impact:

- a) Extension of accommodation facilities, maintenance of existing production, sales of certain farm produce; contribute to the formation and development of additional markets for foodstuffs and different types of local services, such as crafts, handicraft products, and artistic metalwork.
- b) Creation of employment and reduction of unemployment rates.
- c) Obtaining additional sources of income for farmers (increased revenue for farmers, and thus income, may be allocated to investment outlays, e.g. construction or renovation works), which results in reduced dependence on farming, diversification of local economy, which in this way becomes less vulnerable to market fluctuations.
- d) Obtaining additional income for business, communes, and local governments of a given town, associations of communes or the region.
- e) Overcoming economic recession, additionally tourism is a revival factor in rural areas and the revitalization of the rural community by offering possibilities of social and economic advancement.

- f) Promotion of the socio-economic development of underprivileged areas, diversification of economic activity in rural areas, creating conditions and opportunities for the development of other types of activity in rural areas.

ii) Positive Social impact:

- a) Gaining new skills, experiences and professions, learning foreign languages, gaining entrepreneurial skills, actualization of the rural community, formation of new capacities in tourist services, broadening one's knowledge or leaning more about one's local area, its history and attractions, encouragement of social initiatives or new opportunities for rural women.
- b) Meeting new people, a possibility to make new contacts and social ties, exchange of experiences or attitudes, on the part of farmers and their guests, increased tolerance in relation to different attitudes, behavior or opinions, broadening of knowledge on the world and other people on the part of farm owners, encouragement to develop hobbies and interests.
- c) A possibility to revive rural traditions, promoting respect and revival of folk traditions and culture, the development of culture in rural areas, fuller utilization and revival of certain objects in villages (community centers, sports facilities, etc.)
- d) Educational functions of agritourism are connected with learning about the real world (nature, cultural heritage), which modifies specific attitudes in relation to different aspects of reality (the host and guest, a group of tourists, family); agritourism is also a medium to express one's feeling (learning about and respect for farmers and farm produce); agritourism offers an opportunity for tourists to be creative (participation in farm work, learning a folk craft, etc.), contributes to good health (climatic conditions, food, exercise).
- iii) Positive Spatial and Environment impact: Since agri-tourism in the process of development uses elements of the natural environment, transforming them, spatial and environmental functions include the consequences of the development of agritourism for the natural and anthropogenic environments.
- a) Enhanced care for the environment, nature protection, creating a friendlier environment for guests and visitors.
- b) The development of local infrastructure (water supply, sewage systems, sewage treatment plants, roads, public transport, recreation facilities), which makes life in the country easier and improves the standard of living for rural populations.
- c) Improved aesthetic value of houses and areas in their vicinity, care for the aesthetic value of village, houses, streets and other public spaces – aesthetic enhancement of villages.
- d) The utilization of old, frequently derelict buildings (rarely used rooms, attics, whole uninhabited buildings, parts of households, farm buildings, windmills, restaurants, shops, castles, palaces, manor houses, etc.), which may contribute to the preservation of the rural cultural heritage.
- e) Countering mass migration from rural areas (mainly of young and educated people) and the depopulation of rural areas.

4) Conclusion:

If a proper strategic planning is done for Agro-Tourism, it could bring lot of benefit to our society. It could be a sustainable revenue generating project for rural development. It can help inflow to resources from urban to the rural economy. It can prevent migration of rural people to urban. Both short term and long term planning, implementing and monitoring are vital in avoiding damage to rural areas. Environmental management, local involvement, sound legislation, sustainable marketing and realistic planning are crucial for development of Agro-Tourism. Agro-Tourism is emerging as an important instrument for sustainable human development including poverty alleviation, employment generation, environmental regeneration and development of remote areas and advancement of woman and other disadvantaged groups in the country apart from promoting social integration and international understanding. The government should promote Agro-Tourism to ensure sustainable economic development and positive social change.

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‘GEOGRAPHICAL ASPECT AND TOURISM DEVELOPMENT IN SATARA DISTRICT, MAHARASHTRA (INDIA)’

Introduction:-

Tourism is a very important economic activity in all over the world. It is most important for developing nation like India. In India various aspects are attractive for tourism. Geographical, social, historical, cultural aspects are playing an important role in tourism development. Government also protected this aspect for economic development of nation. It is a labor oriented industry.

After 19th century tourism industry growing very fast. In the year 2007 the tourism ranked as the third largest foreign exchange earner for the country. It is a major source of employment and income. In tourism development some basic aspects like economic, historical, geographical, and social contribute a great deal. India has the second most populous and the seventh largest country in the world. It is a land of contrasts from tropics to snows. After Second World War India had recognized the importance of tourism.

There are various tourist centers in Maharashtra and also in Satara district. These destinations are stretched from east to west and north to south. There is some new concept in tourism like Eco tourism, Agro tourism, Heritage Tourism, Adventure tourism etc. In Satara district all the geographical places are very attractive and beautiful. So most of the tourists are visit these places.

Objective :-

The main objective of this paper is to discuss the geographical aspects and places of tourism in Satara district and to study the impact of these aspects on tourism development.

Methodology:-

This paper mainly based on the secondary data which was collected through internet, reference books and news papers.

Tourism in India:-

Tourism is a very important economic activity. It is growing very rapidly. India is a country of most varieties of culture, nature and human activity. All visitors of various countries are attracted to these things. There are beautiful beaches, forests, various types of wild life, landscapes, snow, rivers, mountain peaks etc. Natural sceneries are mostly distributed in all over the nation. Agro tourism, Eco tourism, Heritage tourism and Adventure tourism are the new concept in tourism industry. Foreign tourists are attracted to this natural destination and also attracted to the Indian handicrafts, leather goods, jewelry, religious places, culture, music, dances, food etc.

Tourism is an industry which concerned with movement of people. Prof. Hunjekar and Franck explain the definition of tourism, “It is the sum of phenomena and relationship arising from the travel and a stay of non-resident in so far as they do not level to permanent residence and are not connected with any earning activity. As per the tourism society of Britain, “Tourism is the temporary short term movements of people to destination outside the places, where they normally live and work their activity during the stay at these destination.

Tourism is a developing industry. It is growing day by day. The travel and tourism competitiveness report ranks India 52nd out of 141 countries over all in 2015. There are some socio-economic factors affecting tourism development like income, mobility, age, education etc. Tourism is a tool to bring out the greater national integration and social integration. It is helpful for sustainable development. It also conserved the cultural, social and natural heritage of the nation. In India there is more diversity in physical, cultural, social and historical factors. People are curious about these places. Because of this various attraction tourists are visiting these location.

Dr. Snehal M. Rajhans

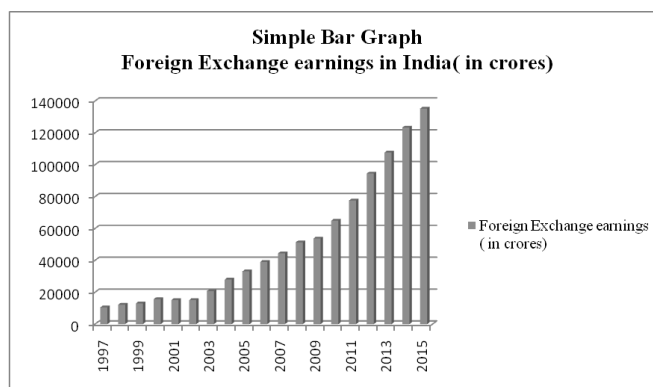
Department of Geography, Krishna Mahavidyalaya, Rethare Bk.

Tal. Karad Dist. Satara

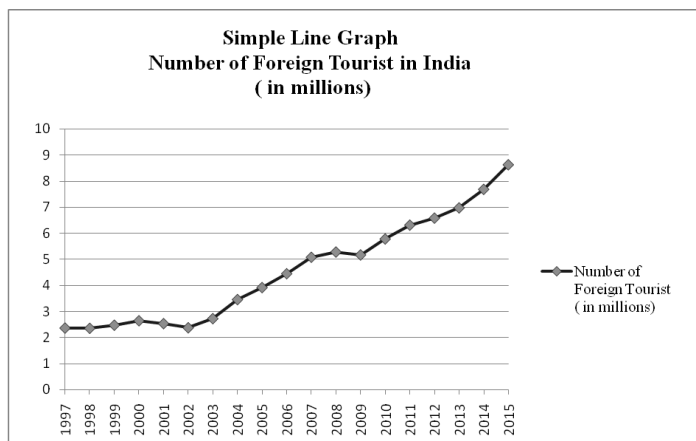
All the geographical aspects play a important role in tourism development. Tourists are become very happy when they look the sceneries of mountain, lake, waterfall, glaciers, forests deserts etc. There are some social and cultural factors like sport, religions, festivals, dance, music, handicrafts, foods etc attract to tourist.

Tourism is a major economic activity which conserved the natural resources. The qualities of natural resources are improved by tourism and tourism is depending on these resources. In new tourism concept are explain this idea which is maintain the resources and minimize the environment problem. It is also develop the regional economy and conserve the natural resources. Today tourism becomes an important industry. Every developing country is tried to stable with the help of tourism industry.

The developing countries like India have taken interest in developing their tourism destination because of getting the advantage of foreign exchange.



The foreign Exchange is increase day by day after 1997 to 2015. In 1997 the foreign exchange is 10511 crores and after 20 years it's become 135197 crores. It is the sign of popularity of Indian tourism and attraction of Indian tourism centers. In India the number of tourist are also increased rapidly after 1997.



Tourism in Maharashtra :-

There are various tourist destinations in Maharashtra. These places are stretched from east to west and north to south. These locations are in the form of caves, forts, shrines, hill stations and beaches. There are various social, cultural, economical aspects are also attractive. The foreign tourists are like the Maharashtra State for traveling. Aurangabad is the tourism capital of Maharashtra.

Tourism in Satara District :-

Satara is a district of Maharashtra state in western india. The district comes under Pune Administrative Division. Satara is located at 17°05' to 18°11' N to 73°33' to 74°54' E. Krishna and Koyana are the famous river in the district. The climate of the district is very calm and quite peaceful. There is a 10480 km area covered by this district. There are 11 tehsil . According to the 2011 census Satara district has a population of 3003741. The district headquarter is in Satara city. The city gets the name from seven forts which are around to the city. Satara is famous for its 'KANDI PEDHA'. It is also famous for cultural heritage. This is the famous district for tourist destination. Hill station, Forts, Lakes, Sanctuaries, Dams, National Parks, caves, Waterfall and others physical factors are helping to tourism development of satara district.

Tourist Attraction in Satara Districts:-**1. Fort -**

The forts standing in silence giving the information of past history have the tourist places in the district. Some of them are in a well conserved by government and local NGOs. Satara is famous for various forts which give us the rich history of the district.

1. Sajjanghad Fort
2. Ajjinkyatara Fort
3. Satara Fort
4. Pratapgad Fort
5. Vasota Fort
6. Kalyangad Fort
7. Pandavgad Fort
2. Lakes –

In the district there are formed various lakes by the diverse geographical structure and huge rivers. Some lake are become artificialy but the beauty of this place is so natural.

1. Kass Lake
2. Shivsagar Lake
3. Bamnoli Lake
4. Tapola Lake
5. Vasota Lake
6. Venna Lake
3. Dams –

In the district there is some dame become the life line of the district. The water conservation for agriculture and domestic use are properly worked. The main purpose of this dam is hydroelectricity with some irrigation.

1. Koyana Dam
2. Chandoli Dam
3. Dhom Dam
4. Kanher Dam
4. Sanctuaries and National Parks –

Wild life includes all non domesticated plants, animals, and other organisms. Wildlife can found in all ecosystems.

1. Sahyadri Tiger Reserve
2. Mayani Bird Sanctuary
5. Hill Station –

The western ghats blessed by the altitude of sayhadri Ranges. Satara is the tourist destination when it considers natural beauty.

1. Pachgani
2. Mahableswar

6. Waterfall –

The western ghats in satara is abode to many waterfall. Waterfalls in the diverse locations in the district are its charm of its natural beauty.

1. Thosegarh
2. Ozarde
3. Navaja
4. Sadavaghapur

Satara is one of the famous districts for tourism destination. Mahableswar and Pachgani hill station have grate tourism attraction. The geographical aspects are mostly affecting on tourism development.

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“SOCIO-CULTURAL, ECONOMIC AND ENVIRONMENTAL IMPACTS OF TOURISM ON PERCEPTION AND HAPPINESS OF LOCAL RESIDENTS”

Introduction:-

Tourism is very much part of the globalization process. It is genuinely a powerful and a unique force for change in the community (McLeod D, 2006). Tourism is an industry with enormous economic, social, cultural, environmental impacts. Tourism is often used as a national or regional development tool. Tourism development has impact on the community both in positive and negative ways. These impacts have been documented in proper way and usually classified such as socio-cultural, economic and environmental impacts.

Tourism is a commercial activity. Tourism can create job opportunities, foreign exchange, living of standard of local residents. Tourism brings more opportunities, facilities such as parking, clean roads and also socio-economic benefits to the local residents. It helps to the government for earning high revenue and also positive affects on sustainable development. Tourism has been not only important for socio-economic development it also change and increase environment development. It is contributing to changes in value system, family relationship, standard of living, density of population, awareness about environment are the basic elements of tourism.

The aim of present study is to use of these indicators and evaluate the impact of tourism on perception and happiness of local residents of Panhala tourist place.

Objectives of Study:-

- 1) To study the socio-cultural impact of tourism on perception and happiness of local residents.
- 2) To study the economic impact of tourism on perception and happiness of local residents.
- 3) To study the environmental impact of tourism on perception and happiness of local residents.

Methodology :-

The study is based on primary data. Primary data have been collected with the help of self-designed questionnaire. In addition, interview, group discussion were conducted with local residents. Data have collected from 40 local residents from panhala tourist place, which have been residing for more than 10 years.

In this approach, respondents were asked to indicate their behaviour and attitudes towards the impact of tourism development. Attitude survey can provide useful information about the impact of tourism on the residents and society. The present impact study is an attempt to examine the impacts of various factors of tourism on perception and happiness of local residents. For the assessment of the impacts local residents, community groups were selected from various points of Panhala.

Hyphothesis :-

Socio-cultural, economic and environmental impact of tourism affects positively on the perception and happiness of local residents.

Finding :-

A] THE SOCIO-CULTURAL IMPACT OF TOURISM DEVELOPMENT

The socio-cultural impact of tourism development refer to change in the quality of life of local residents. It's affects not only benefits for the development of tourism but also it is useful for interaction between residents and tourists.

The socio-cultural impact of tourism is the proper way in which tourism is contributing to change in value system, individual behaviour, family relationship, religious relationship, interpersonal relationship, standard of living, safety level, changes in occupational structure, language, traditional view, modern view, etc. at the

Prof. Balugade Anil Balaso

Assistant Professor, Shri Shahaji Chh. Mahavidyalaya, Kolhapur, Maharashtra.

destination. These factors affects on the local residents while creating direct and indirect association with tourists.

Here, I have examined the following 11 indicators of socio-cultural impacts and then assessed it.

1. Changes in value system
2. Individual behaviour
3. Family and society relationship
4. Religious relationship
5. Density of population
6. Standard of living
7. Changes in occupational structure
8. Traditional view
9. Modern view
10. Condition of crime
11. Level of Security

After assessing, the positive socio-cultural impacts included increase in changes in value system, density of population, big improvement in standard of living, a lot of changes in family, religious and interpersonal relationship. Important thing is that, Hindu- Muslim people are enthusiastically contributed in every activity. Most of local residents are changing their traditional way and choosing modern way for attracting to visitors. But some of them do not leave their traditional way. Some women contribute their support to their occupation.

But insecurity, increasing level of drugs and alcohols, condition of crime, quality of police protection that indicators showed negatively affect on local residents.

B] THE ECONOMIC IMPACT OF TOURISM DEVELOPMENT : Tourism is a major element of sources of capital and income to the local residents. Nature and type of place is very important for the economic development of tourism. Tourists are spend their money on wide variety of goods, services and related tourism products. Tourism can create employment opportunity, earning foreign exchange, bring new technology and improve standard of living.

Tourism can also help to generate jobs and increase revenue to local residents. Tourism can majorly affects on economics of destination area for price of land to rise rapidly. Government and non-governmental organization, local organization oftenly support to tourism development. Therefore, economic factor is most useful for sustainable development of tourism.

Here, I have examined the following 7 indicators of economic impact and then assessed it.

1. Increasement in income of residents
2. Opportunity for shopping and jobs
3. Increasement in cost of land and housing
4. Increasement in general prices of goods, services and other related products
5. Income source – rental house
6. Strength of hotels, resorts, etc.
7. Effect on economic growth in on-season off-season.

After assessment, the positive socio-cultural impact affected on perception of local residents such positive indicators were as in highly increase in income source, increasing opportunity in various shopping and jobs, rapidly increasement in the cost of land and housing, increasement in general prices of goods, services and other related products. Some local residents have taken opportunities of rental houses and finding new way of earning money. The strength of hotels, restaurants, etc. is increasing at present. According to local residents, there are no big difference in economic growth in on-season and off-season. In their view, rainy season is most important for earning money. But duel pricing system, attitude of bargaining in on-season such factors badly affected on development of tourism.

CJ THE ENVIRONMENTAL IMPACT OF TOURISM DEVELOPMENT

Environment factor is the main attraction of tourist. Tourism is an important sector to any country for the development of the economy. But tourism industry is directly related to the environment. The quality of the environment, both natural and man-made is essential to tourism. The relationship of tourism with environment is complex. Many of these impacts are linked with the construction of general infrastructure. Such as cleanful and well constructed roads, hotels, restaurants, resorts, shops. The negative impact of tourism development can destroy the quality of environment. Here, I have examined the following 8 indicators of environmental impact and then assessed it.

1. Pollution and overcrowding
2. Road condition
3. Pure and adequate water supply
4. Parking facility
5. Garbage management
6. Basic infrastructure
7. Condition of forts
8. Awareness about environment

After assessing, the positive environmental impact affected on perception of local residents. Such positive indicators were as overcrowding, better road condition, sufficient garbage management, availability of pure and adequate water from wells, canool and personal boars, etc. On the other hand, the negative impacts affected on local residents such as basic infrastructure, pollution especially, air and noise pollution, need of separate place of parking in every point, need of petrol pumps, need of police patrolling, need of shelding of forts, need of direction boards.

People are aware about environment but they wants special grants for developing the infrastructure of Panhala from government. "People Foundation Group" has always contribute their role for development of Panhala.

Limitation :-

1. Limited data
2. Using of self-designed questionnaire which has no validity or reliability
3. This study is completed in one week. One week is not enough for better study. So, the study is not done widely.

Conclusion:- The perception based study on socio-cultural, economic and environmental impact on perception of local residents of Panhala it shows that,

1. The socio-cultural impact of tourism has good affect on the perception of local residents. It means, the positive effects help to increasement of happiness of local residents.
2. The economic impact of tourism has good affect on the perception of local residents. It means, the positive economic impact is good sign for the increasement of happiness of local residents.
3. The environmental impact of tourism has partially good affect on the perception of local residents. It means, the people from Panhala wants development of environment.

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TOURIST CENTERS OF COSTAL KARNATAKA

Abstract

Tourism is one of the sunrise and fast growing industries in the world. Karnataka has an uninterrupted chain of history starting from prehistoric time to modern period. Karnataka has a great potential to attract tourists from all over the world to its major tourist destinations. Karwar lies on the west coast of the Kali river. Its geography creates a natural harbor with protection against monsoon weather. Murdeshwar temple is built on the Kanduka Hill which is surrounded on three sides by the waters of the Arabian Sea. Gokarna is known as one of the seven important Hindu pilgrimage centers. Udupi is a spiritual place of Karnataka. Udupi is notable for the Krishna Temple. Hornadu is a Hindu holy village located in Chickmagalur district, in the thick forests and valleys of Western Ghats of Karnataka. The deity at the Temple is Annapurneshwari. Dharmasthala is an holy place on the banks of the Nethravathi River. The town is known for its Dharmasthala Manjunath Temple. Sringeri is a hill town located in Chikmagaluru distance of 86 km. it is the site of the first mamha Sringeri Sharada Peeta established by Adi Shankara. Mudbidri is famous for Savira Kambada Basadi. Jain temple noted for its 1000 pillars. The temple is also known as Chandranatha Temple. Sirsi was also known as Kalyanapattana during the Sonda Dynasty. The city is surrounded by forest and the region is popular for a large number of waterfalls. Gerosoppa Falls or Joga Falls is the second highest plunge waterfall in India located in Simoga district.

Keywords : Karnataka, Costal Tourist Destinations, Religious Heritage, Monuments, Pilgrimage Centers.

Introduction :

Tourism is one of the sunrise and fast growing industries in the world. India's culture, nature, costumes and heritage has been attracting tourists from all over the world. India has splendid temples, majestic forts, palaces, pleasure gardens, mosques, mausoleums, domes, minarets, basadis, viharas, museums, waterfalls, spiritual centers, these all become product of heritage tourism. Karnataka has an uninterrupted chain of history starting from prehistoric time to modern period. Karnataka has a great potential to attract tourists from all over the world to its major tourist destinations. The objectives of this paper to understand the some important tourist destinations of Costal Karnataka.

Karwar : karwar is a city and the administrative centre of Uttara Kannada district. Karwar lies on the west coast of the Kali river. Its geography creates a natural harbor with protection against monsoon weather. Being a port town, Karwar is a centre for agriculture, manufacturing and tourism. Before Indian independence, the name Karwar was spelt Carwar. In 1510, the Portuguese captured and burnt a fort at Karwar. Before Indian independence, the name Karwar was spelt Carwar. In the 17th century, refugees from Portuguese rule in Goa moved to Karwar. The Bengali poet and Nobel laureate Rabindranath Tagore, who visited Karwar in 1882, dedicated a chapter of his memoirs to this town At 22 years, in karwar. In one beach got the name of Ravindra beach. Tagore stayed with his second brother, Satyendranath Tagore, who was a district judge in Karwar.

Murdeshwar : Murdeshwar temple is built on the Kanduka Hill which is surrounded on three sides by the waters of the Arabian Sea. It is dedicated to Shiva, and a 20-storied gopura is constructed at the temple. The temple authorities have installed a lift that provides a breath-taking view of the 123-feet Shiva idol from the top of the Raja gopura. There is also a Rameshwar linga at the bottom of the hill, where devotees can do seva themselves. A Shaneswara temple has been built next to the idol of Shiva. The entire temple and temple complex, including the 237.5-foot-tall Raja Gopura. The main deity is Sri Mridesa Linga, also called Murudeswara. The linga is believed to be a piece of the original Atma Linga and is about two feet below ground level. The devotees performing special sevas like Abhisheka, Rudrabhisheka, Rathotsava etc. A huge

Mr. Sadashiv S. Mugali.

Lecturer, Dept of History,

Sangolli Rayanna First Grade Constituent College, (R.C.U) Belagavi, Karnataka.

towering statue of Lord Shiva, visible from great distances, is present in the temple complex. It is the second highest statue of Lord Shiva in the world. The tallest Shiva statue is in Nepal. The statue is 123 feet (37 m) in height.

Gokarna : Gokarna is a small temple town on the western coast in the Kumta taluk of Uttara Kannada district. The main temple and deity is Lord Shiva, who is also known as Mahabhaleshwara. Gokarna is known as one of the seven important Hindu pilgrimage centers. It is on what was once an unspoiled beach near the estuary of the river Aghanashini. Recently, due to the number of tourists, the character of the town has changed; it is no longer just a center of pilgrimage, though large numbers of devotees visit to offer prayers and worship to Lord Shiva. Gokarna means Cow's Ear. It is believed that Lord Shiva emerged from the ear of a cow (Prithvi, the Mother Earth) here. It is at the ear shaped confluence of two rivers Gangavali and Aghanashini. Due to its laid-back, unspoiled and rustic nature many younger western tourists started visiting Gokarna about a decade ago. The beaches around Gokarna were hardly used by the locals until these mainly western tourists started coming. Enterprising locals started stores, restaurants, and now the resorts also caters to wealthier tourists.

Udupi : Udupi is also known as Odipu in Tulu, is a spiritual place of Karnataka. Udupi is notable for the Krishna Temple and lends its name to the popular Udupi. It is also known as Lord Parasurama Kshetra, and is famous for Kanakana Kindi. A centre of pilgrimage, Udupi is also known as Rajata Peetha. Udupi Sri Krishna Matha is a famous Hindu temple dedicated to god Krishna located in the city of Udupi. The matha area resembles a living ashram, a holy place for daily devotion and living. Surrounding the Sri Krishna Matha are several temples namely the Udupi Anantheshwara Temple which is over a 1,000 years old. The Krishna Matha was founded by the Vaishnavite saint Shri Madhwacharya in the 13th century. He was the founder of the Dvaita school of Vedanta. The Krishna Matha is known throughout the world for its religious customs, traditions, and learning in Dvaita or Tatvavaada philosophy. It is also the centre of Daasa Sahitya, a form of literature that originated in Udupi.

Hornadu : Hornadu is a Hindu holy village located in Chickmagalur district, in the thick forests and valleys of Western Ghats of Karnataka. The deity at the Temple is Annapurneshwari. The name Annapoorneshwari means 'Feeding one and all' The main deity of the goddess was put in place by Adi Shankaracharya, the new deity of goddess Annapurneshwari was consecrated in the temple in 1973. Hornadu lies amidst beautiful Malnad at a distance of 330 Km from Bengaluru. Distance from Sringeri is 75 Kilometers. Mangalore is at distance of 136 Km. The main deity of Annapoorna is made of gold. It is believed that Lord Shiva once had a curse and that this curse was reversed when the lord visited Goddess Annapoorna and sought her blessings. Nearest tourist centers are Kukke Subrahmanya, Dharmasthala, Sringeri, Udupi Krishna temple and Kollooru Mookaambike.

Dharmasthala : Dharmasthala is an holy place on the banks of the Nethravathi River. The town is known for its Dharmasthala Temple which houses the shrine of Shiva, Manjunatha, Chandranath and the Dharma Daivas namely Kalarahu, Kalarkayi, Kumaraswamy and Kanyakumari. The temple is unusual in that it is run by a Jain administration and poojas are conducted by Hindu priests of Madhva order. Lakshadeepa, the festival of lights, is the annual festival of Dharmasthala in November December. Dharmasthala represents religious tolerance. A Jain Tirthankara is worshiped beside Daivas and Lord Manjunatha (Shiva). The priests are Vaishnavite Brahmins and the guardian of the temple a Heggade (Jain). Dharmasthala is an 800 year old religious institution in the temple town.

Kukke Subramanya : is a Hindu temple located in the village of Subramanya, on the bank of Kumaradhara. According to one Mythology, after killing the demon rulers, Tharaka, Shurapadmasura and their followers in a war, Lord Shanmukha reached Kumara parvatha with his brother Ganesh and others. He was received by Indra and his followers. Indra being very happy prayed Lord Kumara Swamy to accept and marry his daughter Devasena for which the Lord readily agreed. The divine marriage took place on Margashira shudha shashti at

Kumara parvatha. Gods like Brahma, Vishnu, Rudra and many other deities assembled for the marriage and coronation ceremony of Shanmukha for which waters of several holy rivers were brought. With these waters of Mahabhisheka fell down to form a river which was later known by the popular name Kumaradhara. Ashlesha Bali Pooja & Sarpa Samskara are two important Sarpa Dosh Poojas are done at Kukke Subramanya Temple.

Sringeri : Sringeri is a hill town located in Chikmagalur distance of 86 km. it is the site of the first matha Sringeri Sharada Peeta established by Adi Shankara, Hindu theologian and exponent of the Advaita Vedanta philosophy in the 8th century. It is located on the banks of Tunga. Sringeri is home to a number of historic temples like Sri Sharadamba temple and Sri Vidyashankara temple and Parshwanath Jain temple. The Sringeri matha is known as Sringeri Sharada Peetha. It is also referred to as Dakshinamnaya Sringeri Sharada peetam. The head of the matha is called Jagadguru (teacher to the world) and also carries the Shankaracharya name as a title.

Moodabidri : Moodabidri is a holy town in Mangaluru district. Moodabidri comes from two words : Moodu and Bidiru. Moodu means East and Bidiru means bamboo. Mudbidri is famous for Savira Kambada Basadi. Jain temple noted for its 1000 pillars. The temple is also known as Chandranatha Temple since it honors the tirthankara Chandraprabha, whose eight-foot idol is worshipped in the shrine. The town of Moodabidri is noted for its eighteen Jain temples but Saavira Kambada Temple is considered the finest among them. The Basadi was built by the ruler of vijayanagar, Devaraya Wodeyar in 1430 with additions made in 1962. The shrine has a 60 feet tall monolith manasthambha (erected by karkala bhairava Queen Nagala Devi). **Karkala :** Karkala is a town and the headquarters of Karkala taluk in the Udupi district. Located about 380 km from Bangalore, it lies near the Western Ghats. The town was called Pandya Nagari during the period of Jain rule, and later became known as Karikallu, then Karkal and finally to Karkala. Karkala has a number of natural and historical landmarks. It is located at the bottom of Western Ghats covered with greenery around the year. It is one of the major junction for the religious tourists. It is located strategically on the way to Sringeri, Kalasa, Hornadu, Udupi, Kolluru Mookambika and Dharmasthala. Karkala is a town of historical importance and a pilgrim centre for Jains. Jainism is widely practised here. The single stone 41.5 feet (13 m) statue Gommateshwara (Lord Bahubali) is located about 1 km from the center of the town and is the second tallest in Karnataka. There are about 18 Jain basadis here.

Sirsi : Sirsi is a town in the Uttar Kannada district. Sirsi was also known as Kalyanapattana during the Sonda Dynasty. The city is surrounded by forest and the region is popular for a large number of waterfalls. Hubli and Shimoga are the nearest large cities. Sirsi is famous for the Marikamba temple, built in 1688 and renovated at periodic intervals. Yearly a lakh devotees from all parts of the country attend the fair, making it one of the biggest festivals in the region.

Jog Falls : Gerosoppa Falls or Joga Falls is the second highest plunge waterfall in India located in Shimoga district. Jog Falls is created by the Sharavathi River dropping 253 m (830 ft), making it the second highest plunge waterfall in India. The Sharavati, flowing over a very rocky bed about 250 yards (230 m) wide, here reaches a tremendous chasm, 290 m (960 ft) deep, and the water comes down in four distinct falls. The Raja Fall pours in one unbroken column sheer to the depth of 830 ft (250 m). Halfway down it is encountered by the Roarer, another fall, which precipitates itself into a vast cup and then rushes violently downwards at an angle of forty five degrees to meet the Raja. A third fall, the Rocket, shoots downwards in a series of jets; while the fourth, the Rani, moves quietly over the mountain side in a sheet of foam. The Tourism Department has built steps from the viewpoint to the bottom of the hill where the waterfall can be seen at the opposite side. There are approximately 1400 steps built to reach the bottom of the hill.

Agumbe : Agumbe is a small village located in Shimoga district. It is sometimes called "The Cherrapunji of the South". Agumbe is associated with rainforest conservation efforts, documentation of medicinal plants, trekking and photography. Agumbe lies in the West coastal region of South India, approximately 357 km west-northwest of Bangalore. The elevation of Agumbe is 643m. As part of the Western Ghats mountain range,

Agumbe lies in a UNESCO World Heritage Site. Agumbe is near the Someshwara Wildlife Sanctuary and the Kudremukh National Park.

Madikeri : Madikeri is a hill station town and also the headquarters of the district of Kodagu also called Coorg. It is a popular tourist destination. Madikeri was named after the prominent Haleri king, Mudduraja who ruled Kodagu from 1633 to 1687. The history of Madikeri is related to the history of Kodagu. Madikeri Fort was original built of mud and was replaced by Tipu Sultan. Kodagu became the part of British India after 1834 AD.

Bylakuppe : Bylakuppe is an area in Karnataka which is home to the Indian town Bylakuppe and several Tibetansettlements established by Lugsum Samdupling (in 1961) and Dickyi Larsoe (in 1969). It is located to the west of Mysore district in which is roughly 80 km from Mysore city. Twin (Indian) town Kushalanagar is about 6 kilometres from Bylakuppe. It also shares the border with Eastern part of Coorg district. The Namdroling Nyingmapa Monastery is the largest teaching center of the Nyingma lineage of Tibetan Buddhism in the world. Located in Bylakuppe. the monastery is home to a sangha community of over five thousand lamas for both monks and nuns, a religious college and hospital. The monastery was established by throne holder Kyabje Penor Rinpoche in 1963, following his 1959 exit from Tibet as the second seat of the Palyul Monastery. The monastery's full name is Thegchog Namdrol Shedrub Dargyeling, called Namdroling for short. Its initial structure was a temple constructed from bamboo, covering an area of approximately 80 square feet. Namdroling Monastery hosts several ceremonies yearly.

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“POTENTIAL OF ECOTOURISM IN KOLHAPUR DISTRICT: A SPECIAL REFERENCE TO DAJIPUR SANCTUARY”

Introduction:

Kolhapur district is an important historical and tourist place on the national map. The land of Kolhapur has been purified by Goddess Ambabai, the bravery of Chatrapati Shivaji and forward thinking of Rajarshi Shahu and got uniqueness at the national level. Kolhapur is a progressive district almost in all the walks of life like religious, political, social, industrial, natural, educational and tourism etc. There are a lot of tourist attractions in and around the district of Kolhapur. One can find excavated remains dating back to 2nd BC to ancient relics of the Buddha, Mahavir era. There are old caves, temples from the era of Shalivan, Satavahan, Bhoj and Yadavas to the Maratha Dynasty. We can find forts, temples, stone inscriptions, statues and other relics and signs of the long lost heritage here. Similarly the district of Kolhapur is enriched with a rich biodiversity making it one of the 35 Biodiversity Hotspots in the world. The region falling in Western Ghats is interspersed with thick lush forests, river origins, dams, wildlife sanctuaries and national forests. As a result one is able to see a variety of falls, peaks, valleys, rivers and huge trees along with all types of biodiversity.

Kolhapur is nationally and internationally well known for its ancient temples, religious importance and sacredness. It is also known as DakshinKashi(South Kashi) and it is one of the three important holy places (Bhaktipeeth). TirupatiBalaji is the richest temple in South India with a huge tourist inflow. Most of the tourists visit Goddess Ambabai in Kolhapur after their visit to the Tirupati temple. Similarly the very high number of tourists visit temples at Jotiba, Nrusinhawadi, Vashi, Adampur and 23 more such places.

Tourists from Goa, Karnataka, Andhra and also tourists from other parts of Maharashtra visit Kolhapur in large numbers. Transport is available through air, railways, state transport and other buses. The cities Mumbai, Delhi, Gondia, Nagpur, Hyderabad, Tirupati, Bangalore are well connected by rail. People from other parts can make use of these stations for their travel to Kolhapur.

Historical places have a special importance as heritage sites. These sites are an evidence of social status, changes, social make up of those times. They are also means of research today. Hence it is essential to conserve them for their future studies and these places can become a major part of the tourist attractions.

In today's busy, fast and stressful life the need to get away from it has become an essential part of life. As a result the number of people opting out for travelling to far away tourist destinations is on the rise. People have a varied purpose during their trips like visiting religious places, historical monuments, sightseeing on new locations, entertainment, etc. Thus tourism has become an important industry, contributing to income source for the local population and adding to the per capita income and GDP in general.

Tourism has become one of the major sectors in international commerce, and represents, at the sometime, one of the main income sources for many developing countries. Today, the sector contributes to 9% of the world GDP – through direct, indirect and induced impact and accounts. For USD 1.6 trillion of world exports are 6% of the world exports. Tourism has become the world's most important civil industry, representing annually a US \$3.5 trillion activity. The travel and tourism industry employs 127 millionworkers (1 in 15 workers worldwide).¹

Concept of Tourism:

“Tourism is traveling to natural areas untouched and uncontaminated by human factor, with the specific purpose of studying, admiring and enjoying the scenery, wild animals and plants in it, as well as any cultural events (past and present) found in these areas.” (Jafari,J.,2000)²

Dr. Vikas Mohan Sarnaik

Asst. Professor, Dept. of History, Smt. Meenalben Mehta College, Panchgani, Dist: Satara

In this research article “Eco-tourism in Dajipur Sanctuary” has been highlighted. Firstly, ecotourism concept is defined by ‘The Ecotourism Society Board of Directors’ in 1991 as: “Responsible travel to natural and cultural areas that conserves the environment and sustains the well-being of local people.” (Lindberg and Mckercher)

The National Ecotourism Strategy of Australia- “Ecotourism is a type of nature-based tourism that involves education and interpretation of the natural environment(including cultural component) and takes place in order to be sustainable and environmentally” (with direct reference to the local community and long-term conservation). (Allcock et al, 1994)³

Study Area:

The study area of research paper is Dajipur Sanctuary in Kolhapur District which is declared as Tourist Hotspot by UNESCO. Researcher tries to find out potential for ecotourism in study area. Location of study area: The Dajipur Sanctuary is located between 16°10 to 16°30 North latitude and 73°52 to 74°14 East longitude. Dajipur is a very small place in Kolhapur District of Maharashtra. Dajipur is about 40 km from Radhanagari and 80 km from Kolhapur. It lies at the end of the Sahyadri Mountain Ranges, where the southern end mingles into the flatlands of Karnataka while the Konkan coastal area lies on the West. Marathi is the main language spoken in Dajipur. The average rainfall of this area is 685c.m., at the height of 1200 meters above the sea level. The Krishna River tributaries, Bhogavati River, Dudhganga River, Tulshi River, Kallamma River and Dirba River flow through the sanctuary area.⁴

State Highway No. 116 passes through the center of the sanctuary. It is located in Sahyadri Ranges. This Wildlife Sanctuary contains tropical evergreen forests typical of the northern Western Ghats. As a biodiversity concerned, 425 species of plants have been recorded in the Sanctuary. The main species found over here are Anjani, Jambul, Hirda, Awala, Pisa, Ain, Kinjal, Amba, Kumbha, Bhoma, Chandala, Katak, Nana, Umbar, Jambha, Gela, Bibba and banana. Karvi is found over almost the entire area.⁵

In 1952 Government of India declared National Forest Policy and in 1959 Dajipur was declared as a sanctuary to preserve the wildlife which was on the way of extinction. At that time it was the only sanctuary in Bombay Presidency. The physical area of this sanctuary was 231 sq. k. m. and it was extended up to 351.4 sq. k. m. in 1985.⁶

Ecotourism Potential:

The ecotourism potential of a locality or region is indispensable to work out a systematic inventory of its ecotourism attractions.

Ecotourism Activities:

These are some of the most important ecotourism activities:

Bird Watching (Birding): Birds seen here include: vultures, eagles, jungle fowl, quails, plovers, sandpipers, owlets, doves, owls, nightjars, kingfishers, bee-eater, hornbills, woodpeckers, bulbul, flycatchers, warblers, wagtails, sunbirds adult male Malabar grey hornbill etc. are commonly seen.

This sanctuary is designated as an Important Bird Area by BirdLife International and is home to the rare and globally threatened Nilgiri wood-pigeon (*Columba elphinstonii*). Other species found here include the Ceylon frogmouth, yellow-browed bulbul, dusky eagle-owl and great pied hornbill and one of India’s most admired songbirds, the Malabar whistling thrush. Two species endemic to the Western Ghats: the small sunbird and the Malabar grey hornbill have been sighted here. This sanctuary is a favorite nesting place for the speckled piculet, Malabar crested lark, and some species of Himalayan birds such as the Indian blue robin during the winter months.⁷

Wildlife Animals: Sanctuary contains 47 species of mammals, 59 species of reptiles, 264 species of birds and 66 species of butterflies. Amphibians are most visible in the rainy season. 20 species from 2 orders, 5 families and 10 generations are listed in the sanctuary. In 2004 Tiger(3) On 9th September 1972, 44th Wildlife Act was passed in Parliament of India under the leadership of Indira Gandhi and Vyagrah Prakalp was started in India.⁸ Indian leopards (22), Indian bison or gaur (*Bosgaurus*) with a population around 610 in 2004, is

the flagship species of the area. Other mammals, living in the sanctuary are Indian leopard (5), sloth bear, wild boar (80), barking deer (140), mouse deer (80), sambar (120), giant squirrel (50) and wild dogs (70). In recent years, 6 to 12 tigers were reported in Dajipur forest during 2007-08. Besides, a number of birds and animals including antelopes, wild boar, bears, serpents, monkeys and smaller mammals are found here. This sanctuary also protects many other animals like leopard, sloth bear, barking deer, mouse deer, sambar, giant squirrel, wild dogs. The sanctuary is famous for Indian bison, which is locally known as Gava (buffalo). Threatened species of reptiles and amphibians seen in this sanctuary include: Malabar pit viper, Deccan ground gecko, Gunther's cat skink, Beddome's slacerta, Bombay bush frog and Humayun's wrinkled frog.⁹

Botanical Excursions: Biodiversity Interpretation Center:

In the western region hirda, behda, ain, sag, kinjal, narkya, (all local names) plums, cinnamon, mangoes, jackfruits are common. On the lower slopes with heavy rainfall chandan, shisav, kejal, khair, bamboo, babool are found while in region of lesser rainfall we can find bhabli, bori, chandon, Shisav, Kindal, Panbabhl, Khair and Bambu trees were commonly found. In the forest, the rainfall is low; the trees like babali, bori, tadwal were found. This area also has a lot of medicinal plants and herbs while some medicinal plants also have been protected in specific devrais like Karvand, Vagati, Ranmiri Kuda, Wakore, Bharang, Bawding, Satawi, Dhawari, Biba and Bhuikolha. A total of 18.23 % of this district is under forest. Towards the north of the district is the National Forest of Chandoli while the Radhanagri Sanctuary is in the Radhanagri Taluka. Both these areas are now declared as World Natural Heritage sites by UNESCO.

Flowers: Climbing plants such as shikekai and garambi are common. Shrub species and medicinal plants such as karvand, vagati (candy corn plant), ranmiri (orange climber), tamalpati, (toran), dhayati (fire-flame bush), kadipatta (curry tree), narkya, murudsheng (Indian screw-fruit) and a small amount of bamboo are also found. Large numbers of ephemeral bulbs of seasonal plants are also found here.

Rare Plants: Karvi, anjani, pangira, bahava, sawar, bandugal (archidus), rametha (datpadi), narkya, hirda, toran, devrai all of the name is local language.¹⁰

Trekking :

Patgaon (stay) via Kadgaonto Rajapur (Dudhganga Dam Road), Rajapur (stay) to Surangi gate (hours), Surangi gate to Dajipur Dajipur (residence), Dajipur to Manbet via Walvan, stay at Manbet, Manbet to Borbet / takyacha Wada – Hadkyachi Sari – Waghache Pani – Panyacha Dank – Padamsatti to Borbet (hours)

Adventure tourism:

Forest Tourism

Radhanagri Sanctuary has been named as a part of World Heritage by UNESCO. It has been notified in 1958 encompasses an area of 351 sq. m. it is declared a protected area for the Indian Gaur, Tiger and the Flying Giant Squirrel. There is a road of 22 km from Dajipur into the sanctuary for forest tourism as well as animal sighting spots at Waghache Pani, Sambarkhond and Bison tower. The paths from Gaganbawada to Dajipur, Waghache Pani to Hadkyachi sari and Dingas to Sambarkhond, Ugwai are good treks used by people. Today there is only accommodation provided by the Forest Department and there is a need to develop this as a tourist spot.

Shivagad

One can reach this fort of Shivgad from Malwadi in Dajipur. This fort falls in the sanctuary area and is surrounded by nature and wildlife. There are very little remaining of the old fort but this is an ancient road leading to Konkan.

Gaibi: Located on Kolhapur-Radhanagari road and there exists a mosque and peer over here.

Durgamanavgad

At a distance of 12 km from Radhanagari towards west this place is between dense forests and mountains. There is a temple of goddess Vitalai and tourists regularly visit it for pilgrimage. One can also see the water dams of Tulshi and Radhanagari from here.

Some of the most popular destinations in Dajipur are the Bison Wildlife Sanctuary and Gagangiri Maharaj in Gaganbawda. Well known for its wildlife, Dajipur features craggy mountains and dense forests with a large variety of wildlife including bison, wild deer, chital and various species of birds. Dajipur Jungle Resort is an unexploited place, rich in natural wild life and wide varieties of plantation, Tamalpati and Toran Gagangiri Maharaj's Math is a popular place for camping and trekking. Located 30 km from Dajipur Sanctuary, Radhanagari Wildlife Sanctuary is set amidst the major reservoirs, Shahu Sagar and Laxmi Sagar. The backwater of the Radhanagari Dam is a popular attraction. Other than wildlife sanctuaries, the Magraj Pool also attracts a lot of people. The pool was named after Magraj, who was the head of a Brahmin family. The unique thing about the pool is its ancient architecture and the three empty tombs.

Kolhapur: It is located at a distance of 80 km from Dajipur and is popular for ancient temples like the Ambabai Temple and cuisines like Tambada Rassa and Pandhara Rassa. Konkan is another popular coastal region near Dajipur that stretches from the northern part of Maharashtra to the southern part of Goa. It is popular for its beaches, palm trees and fresh water lakes.

It is also home to numerous rare herbs and medicinal plants

Threats: Open cast bauxite mining has been a serious threat to this protected area. In February 1998, the Maharashtra High Court passed a stay order halting bauxite mining operations in the Iderganj plateau. Other threats include irrigation projects, encroachment of forest land, poaching, over grazing, agriculture and construction of reservoirs. Environmental pollution by tourists is harmful to this tourist place.

Conclusions:

Ecotourism is a well exploited segment on tourist industry level and has a particular resonance among tourists, especially among those who even have special consideration for the environment, and want the best possible protection and conservation of it. The biodiversity of this region must be preserved to retain its importance as a ecotourism sanctuary in future, Government also take initiative to build basic infrastructural facilities in this area.

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BIDAR AS A TOURIST PARADISE

Introduction: Bidar is one of the 27 districts of Karnataka State. Geographically, it resembles the crown of the State occupying its northeastern tip. The district had a glorious past. It was ruled by the Mauryas, Satavahnas, Rashtrakutas, Chalukyas, Kakatiyas, Khiljis, Bahamanis, Baridshahis, Mughals and the Hyderabad Nizam. The treasure of culture, fine arts and architecture nurtured by successive rulers has contributed to its richness. The great revolution by Shivasharanas in the 12th century, encompassing social, literacy and religious fields emerged on this land.

The town of Bidar stands on a beautiful plateau and its situation is picturesque and climate gracious. The hill fortress enriched by the huge defense gates, walls with guard houses and subterranean passages offers the visitors a glimpse of the strong military power of the Muslim conquerors. And at the same time the graceful architecture of the buildings, each one conveying its own peculiar legend, gives glimpses of the spiritual qualities of Islamic culture. Bidar town has made a unique contribution to the socio-cultural history of Karnataka in particular and of the Deccan History in general.

Bidar is the northern most district of Karnataka state located between 1735 and 1825 north latitude and 7642 and 7739 east longitudes.¹ Its length from east to west is 93.4 km and from northeast to south west is 115.2 km. Total area of the district is 5458 km.

Bidar is a tiny district comprising five talukas viz. Aurad, Basavakalyan, Bidar, Bhalki and Humanabad. The district founded on the east by Nizambad and Medak district of Andhra Pradesh, on the north and west Nanded and Osmanabad district of Maharashtra and on south by Gulbarga district of Karnataka.

Bidar Monuments: The historical monuments and sites in and around the Bidar city belong to different periods of history, Pre-Kakatiya, Tughlaq, Bahmani, Barid Shahi, Adil Shahi, Mughal and Nizam. As far the architecture is concerned there is an intermixture of Hindu, Turkish and Persian artisanship. Some of the designs and decorative patterns seen in the monuments of Bidar are unique in India.

In describing the monuments of Bidar the fort is dealt with first, as it contains some buildings which were the earliest to be erected when Ahamd Shah Wali Bahmani transferred the seat of government from Gulbarga to Bidar in 1424 A.D. The next group of monuments comprises the buildings of the town including the fortifications, a large number of which are coeval with the buildings of the fort. The third group embraces the tombs and shrines at Ashtoor which were erected by the Bahmani kings from A.D. 1436-1535. The Baridi tombs and the mausoleum in their vicinity constitute the fourth group, while the fifth, or last, group includes all monuments of historical, religious or architectural significance situated within a distance of six miles from Bidar.²

Bidar Fort: Bidar Fort is unique in India. It is built on a strategic location under the guidance of Turkish/Persian engineers. Indian workers and artisans worked with them. As a result indo-Persian architecture emerged in Bidar. Even during 15th century Bidar was a planned city. Not only palaces but also city is surrounded by protection wall with gates and moats. Bidar Fort was rebuilt when gun powder was introduced in India. It has many bastions filled with war cannons.

To enter the Bidar Fort one has to pass through three gates. The first gate built by a governor of Aurangzeb is comparatively small. It has no name.

It is considered one of the most formidable forts of the country, and is an interesting bulwark. It is said that Sultan Ahmad Shah Bahamani constructed a large and strong fort at Bidar between 1426 and 1432 A.D. on the

Dr. Nalini Avinash Waghmare

Department of History, Tilak Maharashtra Vidyapeeth, Pune

site of an ancient fort which is even now known as the Purana Qila. It is situated in the eastern part of the town and has within it ruins of palaces, mosques and other buildings which had been built of trap rock. Stone and mortar were used to build the fort-walls.³

The fort has a triple moat on the Southern side, a double on the north-western and a single on the other sides. It has seven gates. Notable palaces and pavilions are Rangin Mahal, Chini Mahal, Turkash Mahal, Gangan Mahal, Takht Mahal and the Hall of Audience while the thousand cells is a subterranean structure. The Solah Khambh Mosque and the Virasangayya temple are also conspicuous. A beautiful cistern marks the site of Lal Bagh or Ruby Garden.

Gawan Madrasa: The most prominent and unique monuments of the city is Madarsa of Mahmud Gawan.⁴In the centre of the old city there is the most imposing monument known as Madrasa of Mahmud Gawan. Mahmud Gawan who had come to Bidar from Gilan founded it in 1472 A.D. He was the Wazir of (Prime Minister) for three Bahmani Sultans. He was also a great scholar.

The Baridi Tombs: The Baridi tombs lie about two kms. West of Bidar town. There were formerly gardens around them. The tombs are Qasim Barid and Qasim Barid II, Amir Barid, Ali Barid, Ibrahim Barid and others.⁵

Chaukhandi : It is the tomb of Khali-Ullah who was the preceptor of Ahmad Shah. It is erected on elevated place. The building is octagonal in plan. There are traces of fine decoration on the walls of the building. This prominent building is altogether one of the excellent buildings constructed by the Bahmani's. it is on the way to Astoor.

Cultural and Religious Centers: Apart from Historical monuments, in and around Bidar city there unique cultural and religious centers. The most important among them are Narasimha Zara cave temple, Papanash Shiva Temple, Abul Faiz Darga, Shukla Tirth, Gurunanak Jhira, Siddharoodh Matha ,Mailara temple and many Virasaiva Mathas etc.

Pilgrimage places: Jaharani Narasimha Cave Temple: This is an old Hindu cave temple dedicated to Lord Narasimha. It is excavated in a tunnel. There is a roughly carved image of Narasimha on a stone wall at the end of the cave. At this place the powerful diety as per the belief here is situated in cave of nearly 300 meters. One has to wade through water upto chest height to have darshan of the deity. It will be thrilling experience with bats and owls sitting on the roof top of cave but they will not do any harm to the devotees. In the year 1999 with efforts of an young IAS officer Mr.M.Maheshwar Rao who was working as Assistant Commissioner and was incharge of this temple committee got the cave Air conditioned and Electrified.⁶A good number of devotees visit this temple.

Papanash Temple: Papanash Kshetra is another sacred place of Bidar city. As per the local traditional saying, the Shiva Linga idol in this temple is one of those installed by Shri Ram during the time of his journey back from Lanka. The location of the temple is a valley is mesmerizing to the eyes. Every year at the time of Shivarathri festival lot of tourists visit this place. A natural spring flows into a pond in front of the temple which is called 'Papanasha'. The Shivalinga here is worshipped with much devotion. People have the belief that the water here would cleanse them their sins.⁷

Guru Nanak Jhira : Gurudwara Bidar is one of Holiest place for Sikhas. Every year this place attracts lots of tourists from all parts of the country particularly during the months of Novemeber and March. Legend has it that Saint Guru Nanak visited the place while the land was in the grip of a famine the Guru performed a miracle at the request of the locals and a spring of water from the laterite rock mountain burst out. Till this day crystal clear water flows from the laterite trap. The belief is that drinking of this water cures many ailments.

Dev Deva Vana (Botanical Garden): An Eco Tourism centre 6 km away from Bidar town on Bidar-Hyderabad Highway. With more than 200 medicinal plants, this Vana is believed to be something of a unconventional temple of plants.

Chidambara Ashram, Shri Siddharuddha Matha (Gumpa), Bidar: It was built in the year 1986 by Shri Shivakumar Swamiji. There are 12 Jyotirlingas on both the sides Shri Siddharudha statue. This is temple located at Manahalli Road, Bidar. This is also known as Gumpa. During last three decades Shri Siddharudha Matha has become the center of religious, educational and social activities. Shri Shivakumar Swamiji delivers Pravachana in the month of July (Shravana Masa), Navarathri and every Sunday evening. Lots of devotees has the spiritual trust in them. A visitor/ devotees who visits holy places in Bidar, if any devotee not visits this temple his yatra becomes incomplete. Every year lots of devotees from all parts of the India visits to celebrate Sadguru Siddharudha and Shivakumar Mahaswamiji Jayanti. This is celebrated in the month of November. The other historical places of Bidar are Mailar temple, Pond of Bommagondeshwara, Deva Dev Vana, Jalasangi etc

Humanabad : Veerabhadreshwara Jatra's at Humnabad and Changlare: Two very ancient temples of Lord Veerabhadreshwara in Humanabad Taluk one at Humanabad and one at Changlara village attract lakhs of tourists in the Month of January and November respectively for the yearly Jatra and cart pulling Mahotsav's. The temple at Humanabad constructed in 1725 is famous for its moving pillar.

Manik Prabhu Temple at Humanabad:⁸ It attracts lots of tourists in the Month of December at the time of Annual Celebrations. On the same occasion every year at Night long Classical Musical function will be held and till now the likes of Bhimsen Joshi, Zakir Hussain and many others have come here for this annual Jatra Mahotsav.

Basavakalyana: Basavakalyan was until recently known as Kalyani and has been also called Qasba Kalyanabad in some Bahamani records. Situated 80 Kms South –West of Bidar town, it is the headquarters of the taluk of the same name. This place came to prominence towards the close of the tenth century C.E. When the capital of the later Western Chalukas was shifted here from Malkhed. It extended over a large area and attained great celebrity as the metropolis of an empire, as a centre of wealth and prosperity, as a seat of learning and as an abode of spiritual wisdom hallowed by illustrations saints like Basaveshwara, Allama Prabhu, Akka-Mahadevi, Channabasavanna and Siddharama. Vijnaneshwara, the renowned law-giver, and the author of a highly valued treatise on law known as Mitakshara, was at the court of Chalukya Vikramaditya VI. He goes into raptures while describing the splendors of the capital city of Kalyana and exclaims that no other city like Kalyana existed in the past or present and would never exist in future. The great Sanskrit poet Bilhana who wrote “ Vikramankadeva Charita” also adorned the court of Vikramaditya VI and he too has sung the glory of this city in glowing terms. The later Western Chalukyas ruled an extensive empire till the end of the twelfth century with a break of a few years when the Kalchuris had seized power.

It was at this place that there was the upsurge of the revolutionary Sharana (Virasaiva) movement led by Basaveshwara, Allama Prabhu and their associates, which attracted like-minded persons from various parts of India.

The illustrious Sharanas, who came from all strata of the society composed inimitable Vachanas here and founded the “ Anubhava Mantapa” where they carried on deliberations. This protestant movement, which aimed at radical religious and social reforms, gained formidable popular strength. When the traditionalists and the imperial power headed by Kalachuri Bijjala clashed with it and made violent attempts to suppress it, there was an upheaval which shook up the imperial authority and brought about a different chain of social and political events.⁹

Basavakalyan's Historical Sites: The historical sites at Kalyan, are not preserved state. They are in ruins, spread over an extensive area including the adjoin villages of Sivapur, Narayanpur and Pratapur. Few secular antiquities have survived. No structural remains of the Chalukyan times, like the palace, administrative buildings and fortification are extant. An open, slightly elevated spot is pointed out as the site of Bijjala's

palace. The three villages named above must have been formerly included in the capital city. Their names bear historical significance. Pratapachakravarti, Narayanapur, as revealed by an epigraph, is a short-form of Rayanarayanapura, named after an epigraph, is a short-form of Rayanarayanapura, named after Chalukya title Rayanarayana.¹⁰

Jalasangi, Narayanpura, Umapur: The temples of these places, which were built by Chalukyas are adorned with Salabhunjikas on their walls. The intricate carvings on the walls of these temples remind one of Aihole and Pattadakal temples. A Shilabalike of Jalasangi writing the name of Vikramaditya –VI is a rare sculpture.

Relics relating to Basaveshwara and other Sharanas are Basaveshwara Temple, Purushkatte, Prabhudevara Gadige, Tirpurantaka Lake, Akka-Nagamma Cave, Basaveshwara Mahamane, Anubhva mantapa, uliya Chandayya's Cave¹¹ etc.

Bidriware: This tiny district Bidar is very well known for its artistic and metal craftsmanship right from 15th century A.D. 'Bidri Ware'. The Bidri articles are marketed locally and in big cities in India. There is a popular demand for these wares in foreign markets also.¹²

Folk arts: Some religious and social traditions of the past have come down to the present generation in the form of several interesting folk –arts. Bhajan –singing, Bayalata, Kolata, Gorta, Bulayihadu, Handi Pada, Shobana-pada, Devi-hadu, Beegara-hadu, Gondaligara-hadu, Karadi-mazalu, Nandi-kolu, Gee-gee pada, Lavani-Lullaby songs, etc., are in vogue in the district. These are recited or performed on the occasions of important jatras, observance of jayantis and various other religious and social functions.¹³ It will promote and encourage tourism in Bidar district.

Present Bidar: Bidar is a tourist destination. Its climate is gracious. Some of the monuments are unique. Bidri art of Bidar is world famous.¹⁴ Famous institutions like Indian Air Force, Karnataka Veterinary and Fisheries University is situated at Bidar. Bidar represents 'Unity in Diversity'. People belonging to different religious and communities live together peacefully. Bidar district is also known for a unique Self Help Group movement.

Tourist Paradise: At Basavakalyan, Bidar and other places there are historical monuments some of which are unique. The Mahamad Gawan build in 15th century is a unique monument in India. Bidar Fort has many important sites. Sculptures found at Narayanpur, Jalsangi, Umapur represent the glory of 11th century. Bidar is World famous for Bidri art. Colour paintings inside Astoor tomb is unique. Rangeen Mahal represents Turkish art. Surrounding Bidar there many natural water springs which attract tourists.¹⁵ Dev Dev Vana a newly established Garden has become a centre of attraction. The following places of Bidar District attract lots of tourist all through the year.

Implications: Through this research introduce the Bidar on the whole. To implement the development of tourism in Bidar. For this study help the policy makers to make policy and programmes for the development of Bidar. Preserve the uniqueness culture of Bidar district. Propaganda about the Bidar's monuments, folklore and crafts through which provide the employment to many artisans.

Conclusion: Bidar district is a mini 'India' culturally this tiny district is the cradle of diverse groups and cults. In and around Bidar there are many historical monuments, which even to this day stand as the grand testimony to the architectural beauty and religious harmony. Historical and cultural importance in Tourism Development in Bidar. It is a place of delight to poets, artists, archaeologists, historians, researchers and tourist.

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TOURISM IN 21ST CENTURY- PROSPECTIVE AND CHALLENGES**Abstract:**

Government of India conducted a survey in the year 2015. It was conducted to find out the top ten states people within India prefer to visit as tourist destination during vacations. Tamil Nadu state stands first while state of Maharashtra ranks ninth in this ranking. In case of foreign tourists also Tamil Nadu state stands as their first choice while state of Maharashtra stands second choice as their tourist destination. This result takes Maharashtra on the back foot as Maharashtra is considered to be the economic capital of our country and as per the size is considered it ranks second.

Tourism today is one of the largest global industries and a major engine for economic growth and employment generation. Even though the tourism sector in India is growing, it is over a narrow base. In this light of facts the present paper tries to highlight the challenges and prospects to be faced by the tourism industry in the 21st century with special reference to Maharashtra state.

Introduction:

A National Policy on Tourism for India was first formulated in 1982. Later, in the year 2002, the National Tourism Policy was formulated with the objective of positioning tourism as a major engine of economic growth and to harness its direct and multiplier effects for generating employment and eradicating poverty in an environmentally sustainable manner.

Considering India's potential, the gains made by the tourism industry are relatively modest. Therefore a set of ambitious targets are required which define clear, cohesive, sustainable and equitable approaches to delivering performance in line with opportunities available for growth and diversification. Keeping this in mind the National Tourism Policy 2015 seeks to put in place a concrete Action Plan for the development and promotion of both, domestic and international tourism.

In this light of the ambitious policy and its target oriented action plan we need to understand our own people from this angle also. If we try to understand Indian society it has many shades. Right from ancient period Indians have stayed in close intimacy with nature. Most of the Indian ceremonies and social rituals are celebrated according to the cycle of nature. This can be underlined by the fact that marriages in India generally take place after the Diwali festival or the festival of light, while the village feasts or rather village annual social gatherings intended to worship the village deity are in most of the cases celebrated from the month of December till the month of May every year and in certain cases after every three to five years.

In early period the place of worship was a holy place, the only place people would visit with family members and hardly people would travel long distances for site seeing. Slowly and gradually this picture of social gathering and celebration of festivals is changing. In present era people are looking towards these annual feasts in two fold manner. On one side they visit these places to pay their prayers and get blessings while on the other hand they take their family members to these places for picnic. Again this is not occurring only in India but in the recent years this trend has happened all over the world.

Indian society and tourism:

After sixty eight years of freedom Indian society is still predominant in the field of agriculture. Although the rate of urbanization is fast still 65 per cent of the population resides in the rural area. Most of the population that has settled in urban area has its roots still in its native place. Large section of them visits villages during the season of annual festival at least once in a year. The village social gatherings are basically held during the nonfarm or less farm activities so that Indian farmers can enjoy and relax.

Dr. Vijay Jaysing ManeWorking as lecturer at Yashawantrao Chavan School of Social Work, A/P-Jakatwadi,
Tal/Dist- Satara.**Dr. Manisha Vinayak Shirodkar**

There are twofold reasons for these annual feasts. Firstly they are arranged to pay their tribute to Mother Nature. Through these annual gatherings they offer their prayers to those who have supported them and their family for enriching their life and livelihood. Secondly these gathering are the place where they get the chance to meet each other and share the happenings around. Earlier these social gatherings were the only place when peasant community would once in a year come together and arrange various functions. The marriages and family disputes were settled during yatras and social gathering; it was source of get together to enjoy and release their tension and also to decide about the future plans.

Present scenario and tourism:

Lot of changes has taken place in the working and values of social institutions. Professional and commercial approaches have developed in dealing with various social issues. Use of Science and technology has changed the perception of people towards the religious and cultural rituals. The motive behind this socio-cultural gathering is changing very fast. Once perceived as an activity for the affluent, today the number of travelers is growing rapidly. India's transformation over the past two decades on the back of economic reforms has led to the emergence of a large urban middle class which has become the main stay of India's tourism sector. The scenario in Maharashtra is also fast changing as this is the state that is urbanizing at a very fast pa

Prospective of Tourism in Maharashtra :

Maharashtra has potential to suffice various types/forms of tourism like Historical and Heritage tourism, Religious tourism, Natural tourism, Adventure tourism, Ocean/Sea tourism, Fort tourism, Cultural tourism, Folk tourism, Rural and Agro tourism, Eco tourism, Wellness and Health tourism, Wedding / Honey Moon Tourism, Political tourism, etc. Maharashtra attracts many tourists from different states and foreign countries as well. Aurangabad is the tourism capital of Maharashtra. The place of historical importance is, Satara, the capital city of Chhtrapati Shivaji or Kolhapur the revolutionary city of Chhatrapati Shahu Maharaj.

Maharashtra boasts large number of popular and revered religious venues that are frequently visited by locals as well as out-of-state worshippers to Shirdi, near Nasik, Tulzabhavane temple at Tuljapur, Gajanan Maharaj temple at Shegaon, Mahalakshmi temple in South Mumbai, Hajee Ali Darga at Worli, Mount Mery Church in the suburb of Bandra, Dagaduseth Halwai Ganpati in Pune. Osha Ashram is also one of the popular places which attract number of devotees. Huzhr Saheeb Gurdwara near Nanded, Vithoba Temple at Pandharpur is the most visited temple in Maharashtra along with the Mahalaxmi temple at Kolhapur. The lists of religious places that have turned out to be the popular places of tourism in and around Satara are given below:

Maharashtra has tremendous potential for Nature Tourism. Presently large number of people travel long distances to visit the places of natural beauty like various waterfalls, conflux and lakes along with the mountain ranges. The plateau of Kas near Satara district has acquired the place as the site of National Heritage. In recent years due to this it has attracted even foreign tourist. Maharashtra offers the adventure lovers over 45 adventures places to choose from across its length and breadth. From water to land, there is a host of adventures to choose from. The trend of going for tracking and climbing various hills and other adventurous site has increased. Most of the time these type of adventurous tourism is been arranged by private institutions. Maharashtra has over 550 forts to visit including over 20 Sea Forts, 720 km of coastline, the incredible landscape of its western ghats that has superb wildlife and camping possibilities. Maharashtra has abundance of the places with cultural importance like Boricha Baar at Sukhed, Bagad at Bawdhan, Tabut meeting at Kadegaon reflecting the integrity in diversity. Apart from Agro tourism and Eco tourism presently large number of people travels to distance places in the name of Wellness and health tourism.

Political tourism:

Political parties and politicians are taking these once treated as socio-cultural events as the opportunity to enhance their political career. Recently a political leader from Konkan, Mahatrashtia provided luxury buses to the devotees and others from his constituency to visit Pandharpur. This is the place where pilgrims from Maharashtra and Karnataka visit twice a year take the blessing of god Pandurang.

Challenges before tourism industry:**Lack of basic amenities:**

Basic amenities for tourist are not provided and where ever available are not well maintained. Wash rooms and lodging facility provided by government are, not used by tourist due to its poor maintenance. Decent place for dining and relaxation are not available.

Lack of security:

Issue of security is basically experienced by women. Tourist places are not provided by security and safety. We hear and read through news papers that in one or the other place tourists are either robbed or are cheated and have to suffer distress

Lack of networking and interrelatedness: If the following institutions start in network and interrelatedness, tourism industry can flourish in many dimensions. It will not only provide employment opportunities but can also help to enhance skills and preserve our cultural handicraft and at the same time enhance the local resources. The programme of National Skill Development Mission, Indian Technical Institutes (ITIs) and Polytechnic institutions that have spread at the grass root levels, National Institute of Open Schooling and Vocational Training Programme available at local colleges which can provide tourism training in various forms, State livelihood mission Self Help Groups, can enhance the capacity of local masses by providing livelihood training based on local handicraft and resources. In the present era there is an utmost need for these various institutions to work in coordination and collaboration to boost the tourism industry.

Lack of political will:

Tourism policies are lacking with integrated approach, every department of tourism functions in isolation. Appointments of different positions like tourist guide at different tourist destinations are not done.

Lack of tourism education and skill development:

Due to lack of trained personnel in this industry we receive a setback. It is the responsibility of our academic institutions to design and undertake training programmes / skill development workshops for fresh learners in the tourism and hospitality sectors. We also need to create guidelines for developing skills and refresher courses for existing service providers like taxi drivers, auto drivers, owners and employees in restaurant, Dhabas, etc.

Lack of promotion and marketing:

Targeted and area specific, "Incredible India Media Campaigns" need to be launched. Focus on the established markets and potential markets, which are contributing significantly to tourist traffic can be identified and after need based study locally made material should be projected. Campaigns for promoting tourism in local remote rural and hilly areas that are lesser-known destinations can be focused in various media.

Lack of research:

Research need to be conducted to provide and forecast sector wise insights that will help to understand Consumer Demands on a quarterly basis to the tourism sector. Every local educational institution and also private organisations that are not actively pursuing tourism should also undertake a study on the potential of tourism in their respective sector and design the vision for local people and political institutions for realizing it. Study on potential of some of the local products for development and promotion to be undertaken.

Role of Mass media:

Both electronic and print media need to play the responsive role in the areas of tourism. As it is been worked out at national and state level it is also necessary to harness the potential of social media for wider reach of people for tourism development. Media can play an effective role in propagating the importance and uniqueness of local people's art and culture.

Tourism and Disaster:

As the place of worship and tourism in most of the sites is one and the same overcrowding is bound to happen. In this condition large numbers of volunteers and tourism police have to be trained so that this type of unfortunate incidents will not occur in future.

Role of Social Work Institutions:

Social work educational institutes can play a major role in this area. The incorporation of curriculum regarding tourism development in social work education will help students to learn about the culture and traditions of the people in and around their vicinity.

Tourism and hospitality training can be part of the curriculum at school levels. Setting-up of tourism clubs in schools and colleges can work wonders. Social work colleges can launch cleanliness drives at tourist destinations and sites, involving local schools and colleges, along with the institutes of hotel management, and other stakeholders with local community participation.

Conclusion:

Lack of community sense and belonging, lack of attachment to nature, materialistic approach towards these sites of tourism and heritage have made these places disaster prone. Earlier people who belonged to that particular place used to attend and take care of these places during annual feasts, but presently these places of tourism and heritage are abandoned. Due to apathy on government, lack of funds and many more reasons many places of our tourism and heritage are taking last breath.

These type of conferences can play an important role for bring together all like minded peoples who can work with the common interest to preserve and promote the heritage and historical wealth our ancestors have handed over to us.

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