

An Assessment of Tourism Potential: A Case Study of Nashik City, Maharashtra

Bharat L. Gadakh

Department of Geography
KTHM College, Nashik
bharatgadakh@yahoo.co.in

Ravindra G. Jaybhaye

Department of Geography
Savitribai Phule Pune University, Pune
rgjaybhaye@unipune.ac.in

Pravin M. Nalawade

Department of Environmental Science
KTHM College, Nashik
pmnalawade@gmail.com

Abstract: *Tourism has become a popular global free time activity. Tourism has important contribution in sustainable development, economic upliftment and social benefits, if planned systematically. Since the last decade it has become a major thrust area in India to address the aforesaid issues, to utilize its wide variety of destination resources and also to optimize the level of financial involvement for developing tourist infrastructure in a constraint economic domain.*

Tourism industry in Maharashtra has a tremendous potential for growth, given the availability of basic infrastructure and the variety of tourist themes offered by various destinations in Maharashtra. Nashik is one of the most important cities of Northern Maharashtra. Nashik, in Maharashtra, is situated at approximate distance of 200 to 210 km from Mumbai as well as Pune. The present study aims to identify various determinants of tourism potential of the Nashik city. The secondary data as well as personal interview was conducted from the tourist visited to Nashik city tourist place. It has been observed that, good accessibility, health facilities, road, and infrastructure facilities, other entertainment facility etc. attracts large number of tourist towards Nashik city. Now a day's Nashik city had develop potential growth in tourism and economy.

Keywords: *WTO, Tourism, Sustainable development, potential of growth.*

1. INTRODUCTION

The world Tourism organization (WTO) defines of the tourists "Travelling to and staying in places outside their environment for not more than one consecutive year for leisure, business and other purposes". Tourism has become fastest growing industry and popular global free time activity, develops job opportunities to the local people. Tourism also increases the foreign exchange and increase the standard of living (Shrivastava, 2011). There is no much difference in tourism and travel, in general both terms are used as synonyms (Nanthakumar *et al.*, 2008)

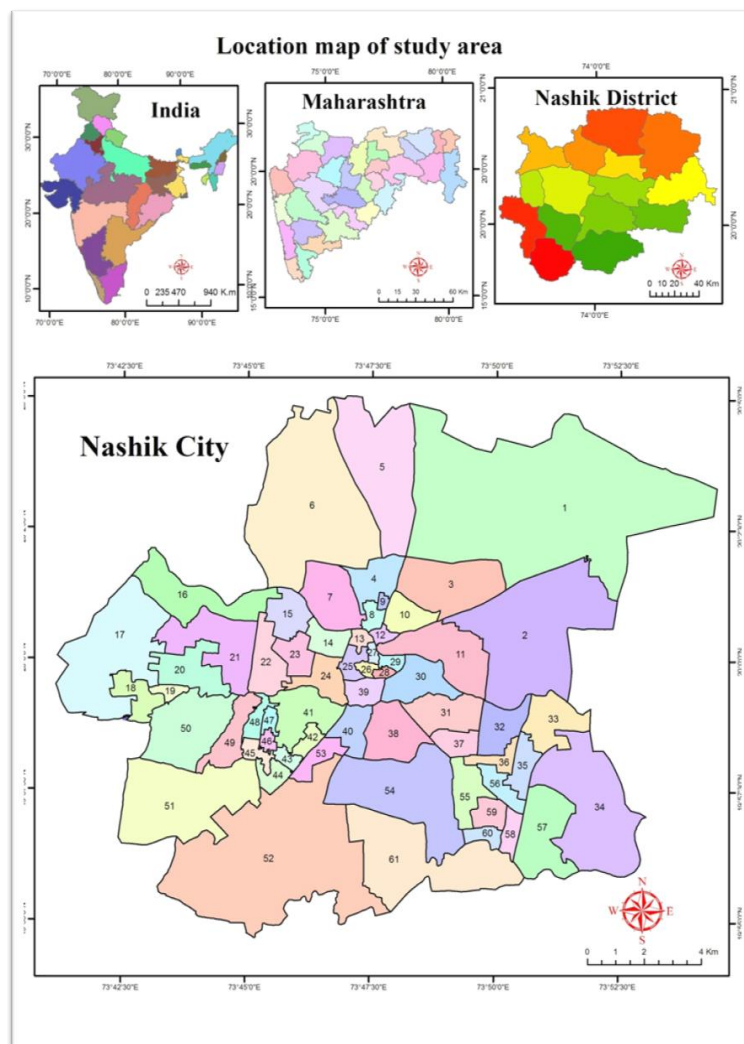
Tourism industry in Maharashtra has a tremendous potential for growth. The tourism activities increased due to availability of basic infrastructure and the variety of tourist schemes offered by various destinations in Maharashtra. (Tourism Department Report, 2003). Tourism Potential" is a widely used and accepted term in tourism domain, however, sometimes create misunderstanding as potential expresses some territorial capabilities, which holds a little narrower domain. (Mamun, 2012) As prescribed (Formica, 2000) the term "potential" may be replaced by "Attractiveness" which clearly indicates the relations between demand and supply of tourism. However, several other researches follow the term Potential though this may be assumed to be synonymous to Attractiveness. The river Godavari flows through the city. Large number of Temples and Ghats was constructed on the banks of Godavari have made Nashik one of the holiest places for Hindus all over the World. Nashik is one of the five places in India where the famous Kumbh Mela is held once in 12 years.

2. MATERIALS AND METHODS

In the present study, the emphasis is given to identify various determinants of tourism potential of the Nashik city and to assess the various facilities of Nashik city.

2.1 Study Area

The city of Nashik is situated in the State of Maharashtra, in the northwest of Maharashtra, between 19°54'40" North latitude to 20°05'08" North latitude and between 73°41'08" East longitudes to 73°54'22" East longitude. It is connected by road to Mumbai (185 kms.) and to Pune (220kms). Nashik is regional center of northern Maharashtra and very famous for its grapes growing. The city has become the centre of attraction because of its beautiful surroundings and cool, calm, pleasant climate. Nashik has a personality of its own due to its mythological, historical, social and cultural importance. The city is vibrant and active on the industrial, political, social and cultural fronts. Many great personalities such as Kavi Kusumagraj, Vinayak Damodar Savarkar etc. were initially immersed from Nashik city. Nashik city grows along with Godavari River which is flowing through Nashik city.



2.2 Methodology

Methodology is one of the important parts of analysis. Output or result of analysis highly depends on the methodology will be used for the data processing or analysis purpose. the following methodology will be adopted:-

- **Step -I** Primary data will be collected; exhaustive literature survey of the topic of investigation is to be undertaken. Published literature, reports will be collected from various libraries, Institutes and government departments etc. Besides this relevant literature will also reference books, bulletins, reviews will also be etc.by obtained through Internet.
- **Step –II** various places were identified which having determinates of tourism potential of the Nashik city. Like as accessibility, health facilities, road, and infrastructure facilities, other entertainment facility
- **Step –II** with the help of health facility, education facility, entertainment facilities etc. tourism potential of Nashik city was assess.

3. RESULTS AND DISCUSSION

In the Nashik city tourism potential is very good condition of

3.1 Tourist Place in the Nashik City

Several places such as Ganagpur Dam, Sula wine Industry, Sunder Narayan temple, Ram Kund, Sita Kund, Laxman Kund, Kapaleshwar Temple, Kalaram Mandir, Sita Gumpha, Tapovan, Phalke Smarak, Health University, Chamer Leni, Pandav Leni, Jain Temple, Someshwar Temple, Someshwar Water fall, Balaji Temple, YCM Open University, Kalika Devi Temple, Muktidham, etc. were the famous tourist places situated in the different parts of the Nashik city.

3.2 Special Events and Festivals

By far the most spectacular of all the events, the Kumbh Mela is a religious festival that occurs once every 12 years, and is celebrated in four major pilgrim centers around the country. In Maharashtra, the festival is held in Trimbakeshwar and in Nashik city. The Nashik Kumbh Mela is generally acknowledged to be the most sacred of all the festivals. Kumbha Mela is a mammoth fair where saints and devotees gather.

The famous Rath Yatra of god Rama, Laxman and Sita were organized on the occasion of Ramnavami. This Rath Yatra started from the Kalaram temple and took one round in the Panchwati area and concluded at Ghats on Godavari River. Large number of hindus take part in this Rath Yatra and they pull the Rath by hands. In Navratri a fair is occurred near Kalika Devi Temple. People gather together to worship the goddess Kalika and celebrate the victor of Maa Durga's victory over Maheshasur and God Rams victory over Ravana. Same type of fare is occurred near Someshwar temple in the month of February on the occasion of Shivratri.

3.3 Nearest Tourist Place of Nashik

So many famous tourist places were situated near Nashik city. The Shirdi situated near about 90 km away from the Nashik city. Vani, which is famous for Saptshrungi Mata Mandir situated 65 km away from the Nashik city. The chandvad city is famous for Renuka Mata Mandir, which is 60 km away from the city. The famous Trimbakeshwar Jotirling was situated 30 km from Nashik city. The Igatpuri is famous as hill station and highest rain fall is occurred there in Maharashtra. The Igatpur is only 35 km away from the Nashik city. The birth place of Lord Hanuman is situated 20 km away from the Nashik city on Trimbakeshwar road.

3.4 Accessibility

Nashik is well connected by two National highways; Pune – Nashik (NH-50) and Mumbai – Agra (NH-03) to major cities of Maharashtra like Mumbai, Pune and Ahmednagar. State highway connects Nashik to Aurangabad. Central railways main line is passing through Nashik city which connects Nashik to Mumbai and Busawal like major cities. Nashik city also had airport 20 km away from the city which may be started in near future.

3.5 Education Facility

As per the provision of Bombay Provincial Municipal Corporation act 1949 facility of primary education for the welfare of poor people is mandatory. There are total 133 primary schools in the city with a student population of 45000. NMC, also, has 11 post primary schools for built for poor people. In addition to this NMC has around 400 Pre-Primary education center called as 'Anganwadi' for children below age group 5 years. Primary school building in NMC area is 78. Beside this Nashik city had senior colleges, Engineering colleges, Medical colleges, Agricultural colleges etc.

3.6 Health Facility

For the purpose of health services to the poor communities corporation has provided with 3 big full fledged hospitals viz. Bytco hospital, Kathada Hospital, Indira Gandhi Hospital. These hospitals are equipped with facility of treatment for minor as well as major illness of the poor category citizens. Along with this corporation is also having primary health center at around 19 locations in the city. Beside this number of private hospitals were situated all over the city area.

3.7 Social Infrastructure (Entertainment Facility)

3.7.1 Swimming Pools

To facilitate to public with a view to tune with the good health, NMC has constructed one international standard Swimming pool in Nashik Road (comprising of complex of 5 swimming pools),

one Olympic size swimming pools in Nashik area and two semi Olympic size swimming pool one in CIDCO area and one in Satpur Area. One more swimming pools of mini Olympic size are under construction in Panchavati sports complex. In an average of around 8000 swimmers are enjoying these facilities.

3.7.2 Sport Complex

NMC has developed one sport complex in CIDCO area with facility of indoor stadium, cricket ground, football, badminton, and volleyball. Corporation has developed one more clubhouse in Satpur area in which Cricket ground, indoor badminton halls (separate for ladies and gents), and a shooting range for amateur shooter is also developed in this complex. NMC is also developing a full-fledged sport complex in Panchavati in an area admeasuring about 53 acre. The facility of indoor and outdoor stadium will be provided in this stadium also

3.7.3 Recreational Park

For the recreation of the citizens as well as tourist a full fledged recreation park in the name of Pioneer of Indian Cinema late 'Dada Saheb Phalke' is developed by corporation with an estimated cost of Rs.12 Crores in the year 2003. This recreation center is fully equipped with the facility of a big garden in 29 acre. In these park two big exhibition halls, a mini auditorium and ampy theatre and a food mall is also developed. Income of around Rs.60 lakhs per annum from the recreation park is generated by NMC. Along with recreation facility a memorable building called 'Buddha Smarak' is constructed in these premises with an artistic sculpture of Lord Buddha. This Buddha Smarak consist of a 30m dia hall and one full fledge library on the life of Lord 'Budhha'

3.7.4 Drama Theater / Town Hall

A full fledge Air condition drama theater in the name of 'Kalidas' of sitting capacity 1200 is constructed by NMC in 1985 to facilitate the citizen for their cultural and social and amusement activities. There is two more Town Hall one in Satpur area having sitting capacity 500 and other in Nashik Road area having sitting capacity 500. One mini auditorium with sitting capacity 250 is constructed in Panchavati area also. A close theater of 3500 sitting capacity in the name of 'Dada Saheb Gaikwad' is also constructed recently and opened for the public by the corporation.

3.7.5 Community Centers, Gymnasiums, Jogging Tracks

For day-to-day cultural & social activities in various pockets of the city NMC has constructed 217 no of Community Centers, 126 no of Gymnasiums and 15 no of Jogging tracks.

3.7.6 Library & Study Rooms

NMC has constructed number of study rooms to facilitate the student from poor community & lower & middle class of the society. Such library is constructed at Pundit Colony, Nashik Road, Cidco Office, Nehru garden Shalimar, Panchavati, and Shivaji Nagar Ganagpur and also 8 other location. This study rooms are provided with library facilities and computer laboratory too. The total no. of a study rooms are 37 in the whole city.

3.7.7 Gardens

There is total 215 no. of small gardens constructed in the different location of the city. There are also major gardens for the recreational activities as below – 1) Somani Garden Nashik Road, 2) Shivaji Nagar, Nashik, 3) Nehru Garden Nashik, 4) Krushna Nagar Garden, Panchavati, 5) Ramdas Garden, Sharanpur, 6) Kusumagraj Garden, 7) Kanetkar Garden, Ganagpur. Out of these gardens some gardens are having amusement facilities like mini trains and play articles.

3.7.8 Sanitation and Toilet Facilities

For the use of some dwellers and urban poor of the city NMC has constructed public toilets and urinals as below

- 1) Total No. of toilets sheets constructed by NMC – 5090 no.
- 2) Sulabh Toilets on pay and use basis – 20 blocks
- 3) Sulabh Type Toilets on non-payment basis – 105 blocks
- 4) Aqua privy type toilets – 429 blocks
- 5) Urinals – 1110 seat.

3.7.9 Other Local Infrastructure

In the Nashik city Entertainment facilities ,Telephone, Internet, Post Office, Civic Amenities, Eating Joints Medical, Travel Agents, Taxi Operator, ATM etc.

4. CONCLUSION

Nashik city like other major cities of Maharashtra, hosts many industrial giants like Mico, Gabriel, M&M, Ceat etc. Nashik is also a good education centre with engineering, medical and management institutions. Moreover, Nashik is also famous for its grape and onion produce. Thus, the dependency on tourism for employment is not much, especially in Nashik city. Nashik will remain as peaceful, clean, green and artistic cultural center apart from the busy industrial and tourism activity.

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