

Present Status and Potential of Tourism of Shegaon , District Buldhana, Maharashtra: A geographical Perspective

Dr. Shalini M. Guldeokar *, Dr. B.B. Sonule **

* Sir Parshurambhau College, Department of Geography, Tilak Road, Pune-30

** Mumbai University, Department of Geography, Mumbai-98

DOI: 10.29322/IJSRP.10.02.2020.p98109

<http://dx.doi.org/10.29322/IJSRP.10.02.2020.p98109>

Abstract- Tourism is a rapidly growing phenomenon and has become one of the largest industries in the world. It deals with human being at every stage because he is important agent of this activity. He has started for himself to develop his society. It plays an important and certainly positive role in the socio-economic and political development in different areas, for instance, offering new employment opportunities, similarly it may contribute to understand diversity of cultures and way of life.

It is a short-term movement of people; it is increasing day-by-day. It is very complex industry that includes a variety of economic activities, services, facilities, human relations etc. The development of any region is depends upon facilities and services offered to the tourist, and most important are the availability of strong resources potential for tourist development. However, sometime it can affect on tourist destination.

An attempt has been made to study the present status and potential of tourism at Shegaon, it is famous religious center in Vidharba region, it is known as "Pandharpur of vidharbha" because Sant Gajanan Maharaj has took "Samadhi" at Shegaon. It attracts pilgrims from all over the Maharashtra so it felt to study of this region. Similarly, Shegaon is fast developing tourist center because of construction of "Anand Sagar", project with landscapes, meditation rooms, water reservoir, and wonderful artifacts and sculptures.

Index Terms- Development, Destination, Opportunities, Potential, Sculptures.

I. INTRODUCTION

Tourism industry is new, vast and fastest growing. It has a very bright future because; day-by-day its importance is increasing. However, its complexity condition is not suitable for the development of tourism. Tourism may bring forth pictures of cool hill stations, snow covered mountains, warm sunny beaches, entertainment, pleasure, excitement are some of the things which may come in mind. Hence large number of peoples are attracting towards tourism industry.

Development of tourism industry depends on the tourist attractions sites, basic infrastructure, facilities and services, provided at destinations. Making tourism no longer domain of the rich and famous, but forming a way of life for common people. Hence, this industry has tremendous growth potential.

Study Area:

Shegaon is located in east side of Buldhana district, it is located at the intersection of 20°45' north latitude and 76°40' east longitude, Situated at an altitude of 275 meters from MSL. General slope direction of the study area is north to south. It covers an area of 50.55 square kilometers and according to census, 2011 population is 59,672, In Shegaon, Sex Ratio is of 953.

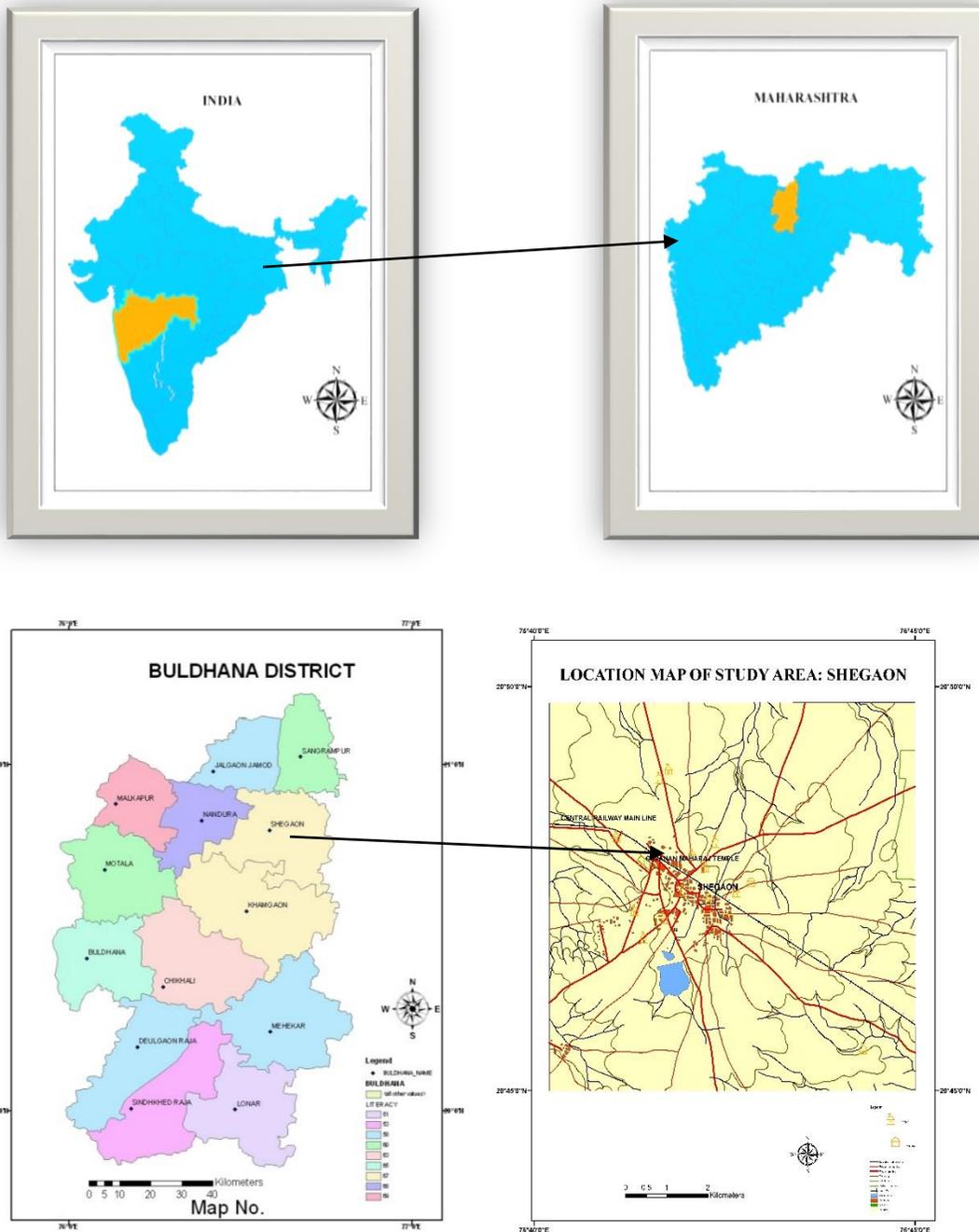
Objectives of Study Area:

1. To find out the potential tourist locations in Shegaon.
2. To evaluate present status of tourism industry
3. To find out the role of tourism in the development

Methodology and Data Collection:

Methodology is a tool, to reach our objectives, study of all aspects of Shegaon methodology is essential for progress and identify the potential which could be exploited for the future development. For the study, data has been collected at two levels i.e. Primary and Secondary .Primary data has been collected through fieldwork, with the help of questionnaires, as well as spot visits and discussions with the local people, pilgrims or visitors, trustee etc. Secondary data has been collected from different sources, like District Census Handbook, Statistical Abstract, other reliable Government Publications, Satellite Images, toposheets, trust offices Publications etc. For data analysis suitable statistical methods, cartographic techniques and GIS techniques have been used, for the present research work.

II. LOCATION OF STUDY AREA



Map No.1

**Tourist Attractions In Shegaon:
 Gajanan Maharaj Sansthan:**

Shegaon is very famous pilgrimage center in Maharashtra because Sant Gajanan Maharaj took "Samadhi" at Shegaon, it is also known as "[Pandharpur](#)" of Vidarbha". It attracts pilgrims from all over the Maharashtra. This temple belongs to Gajanan Maharaj Sansthan Trust. Trust provides many services in the form of spiritual, religious, medical and educational fields. In particular, they are providing good accommodation in low budget and transportation service is free from railway station, bus depot to temple and Anand Sagar.

Anand Sagar:

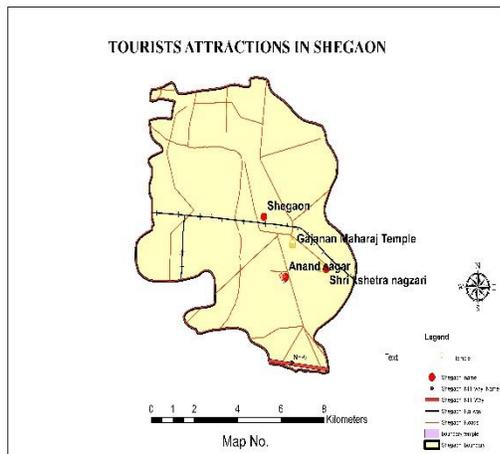
Shegaon is a small town and even though devotees wished to extended their stay in holy environment, there were no place of interest to spend time peacefully. Hence, trust has started worked on Anand Sagar manmade lake in 1999. However, this place had a shortage of water so projects will not successes so sansthan brought water from Wan River, which is 9 km. far from project, to save water they have started rainwater harvesting.

Total area of "Anand Sagar" project is 350 acre and 120 acre has used for public services and remain area has used for lake, lush green lawns etc. It is totally authorities by trusty of temple. They

are providing bus facilities, accommodation facilities and hotels also. Tourist is enjoying darshan as well as recreation.

Shri Shetra Nageshwar:

The village got its name from the existence of an ancient temple of Shri Nageshwar. The river Mohana is flowing closely at a distance of one mile, emanating from one of the springs in the Nagzari and on the banks of the river is Gomaji Maharaj Math constructed, because Gomaji Maharaj’s Samadhi is there. It attracts pilgrims from all over Maharashtra. A fair of Gomaji Maharaj is held on Chaitra near about 25000 to 30000 peoples attended.



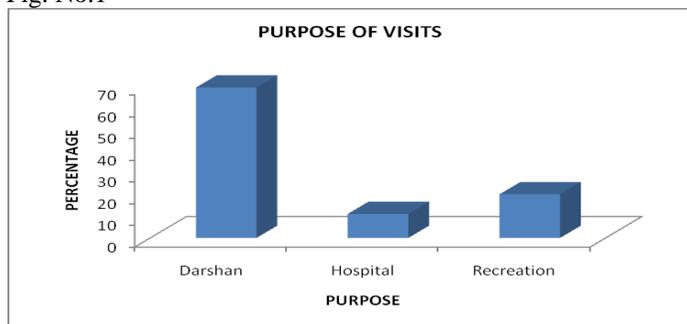
1. Map No.

Functional Classification of Tourists at Ssegaon:

For the detail study, tourists were interviewed at different occasions, at Shegaon to seek their opinions about the tourist places and available facilities. Six hundred questionnaires were filled by tourists and analyzed were according to their purpose, which shown in the following figures.

Purpose of Visits: Tourists visits for different purposes such as sixty-nine percent visitor’s visit to take darshan of Shri Gajanan Maharaj because of religious faith, eleven percent tourists visit to take hospitals facilities because Shri Gajanan Maharaj Sansthan provides these facilities only to those who are economically poor, twenty percent tourist visits for recreation.

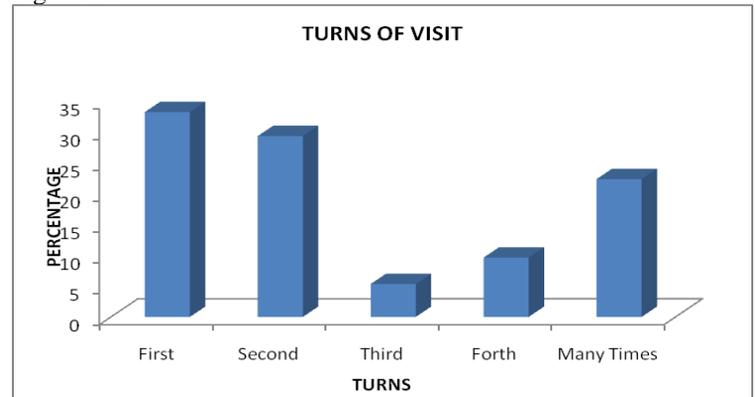
Fig. No.1



Source: Data compiled by fieldwork

Turns of Visit: Some tourists visit the temple once and some more than five times. Such as thirty-three percent tourists visit the temple once, ten percent tourists visit four times and twenty-two percent tourists visit many times as per their convenience.

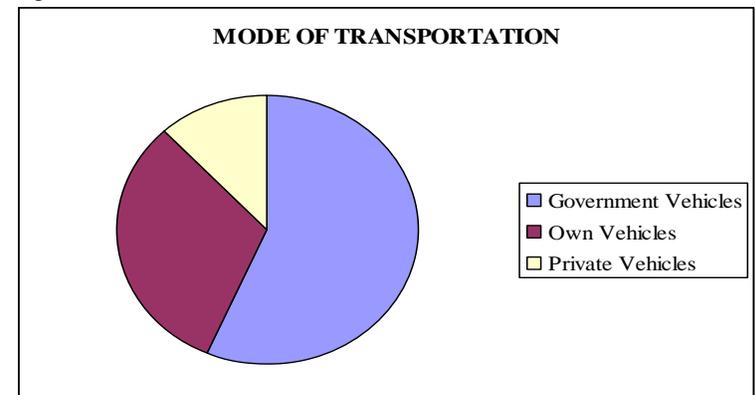
Fig. No. 2



Source: Data compiled by fieldwork

Mode Of Transportation: Tourist approach by different modes of transportation, fifty six percent tourist’ visits by government transport facilities such as bus and railway, because of availability, safety, cheap and quick service from different places. Such as Buldhana, Amravati, Akola, Khamgaon and Busawal-Nagpur railway line etc. Hence, tourists are taking advantage of such facilities. Thirty two percent tourist visit by own four and two wheeler vehicles and twelve percent tourist come by private vehicles.

Fig.No.3



Source: Data compiled by Fieldwork

Length of Stay: Generally, the tourists prefer to have their stay at bhakta Niwas because there are good accommodation facilities, which is best and cheap also.

Parking Facilities: Near temple, we cannot park vehicles, but in the town anywhere, we can park, in Anadsagar parking facilities are provided, based on pay.

Role of Trust: Role of trust is very important in Shegaon, because it is well known religious center in Maharashtra. It has established in 1908, under the society Act 1860 and Bombay Public Trust Act 1950, the motto of trust is “Sarve Bhavantu Sukhin”

Seasonality: Tourism activity is affected by seasonal change, in certain tourist destinations seasonality in the behavior of segments of tourist demand. At a regional level, distribution of

tourist arrivals depends on seasons. Most of the tourists visit Shegaon during winter season because it is most suitable season in Vidharbha. Maximum Pilgrims visits in the month of October, November, December and January, due to Diwali vacations. In summer, people neglect the visits due to excess heat of May.

Fig. No.4



Source: Data compiled by Fieldwork

Accommodation: Accommodation is the key element in the tourism and essentials for the development of tourism. Because stay of tourist is, depend upon accommodation, if good facilities are available tourist can increase his halt. It is a core area of the tourism and plays a distinctive role in the development of tourism. Accommodation facilities are very good most of the tourists are

using private lodges, hotels and bhakta niwas provides by shri Gajanan Maharaj Sansthan. Hotels are cheap it is closed to temple so tourist can go any time to take darshan.

Table No.1
Shegaon: Accommodation Facilities

Sr. No.	Type of Accommodation	Total
1	MTDC Rest House	4
2	Lodging and Boarding	48
3	Hotels	79
4	Trusts Bhakta Niwas and Halls	1050 (rooms)

Source: Data compiled by Fieldwork

That tourist taking halt at bhakta niwas but full day they cannot live in the rooms they have to vacate rooms early in the morning at eight o'clock and again night they can stay at bhakta niwas, it is also so cheap with accommodation they are provides food at low costs.

Satisfaction Index of Tourist at Shegaon:

For knowing, the qualitative reaction of the tourists eight parameters were applied and the reactions were classified into four categories such as Excellent, Good, Satisfactory and Unsatisfactory,

Table No.2
Shegaon: Factor Wise Level of Satisfaction Index (Mi)

Factors	Excellent		Good		Satisfactory		Unsatisfactory		Total
	No.	%	No.	%	No.	%	No.	%	
Transportation	134	22	176	29	198	33	92	15	600
Accommodation	314	52	102	18	79	13	105	17	600
Darshan Facilities	352	59	84	14	79	13	85	14	600
Food & Drinking water	327	54	128	21	117	20	28	5	600
Shopping facilities	53	8	37	6	137	23	373	62	600
Behavior of citizens	264	44	162	27	105	18	69	12	600
Parking facilities	93	15	184	31	226	37	97	16	600
Opinion about town	11	2	23	4	150	25	416	69	600

Source: Data compiled by fieldwork

a) F
a
c
t
o
r
W
i
s
e
L
e

Transportation: The category wise percentage reveals that thirty three percent tourists are satisfied about transportation facilities, twenty nine percent tourists replied as good, twenty two percent tourists replied excellent and only fifteen percent tourist are unsatisfied about transportation.

ii) Accommodation: It is observed that accommodation factors is excellent for fifty-two percent tourists, eighteen percent tourists ranked as a good, seventeen percent replied unsatisfied and thirteen percent tourists mentioned satisfied.

iii) Darshan Facilities: It is noted that darshan facility is excellent for fifty-nine percent tourists; thirteen percent tourists ranked replied as a satisfactory, fourteen percent tourists replied as a good and unsatisfactory.

iv) Food & Drinking Water: Food and drinking water facility is excellent for fifty-four percent tourists, twenty one percent tourists reveals that good, twenty percent tourists are satisfactory and only five percent tourists are unsatisfactory.

v) Shopping Facilities: About shopping facilities, tourists are not so satisfied because sixty-two percent tourists are unsatisfactory, twenty-three percent tourists are satisfactory, eight percent tourists are replied excellent and six percent tourists replied good.

vi) Behavior of Citizens: Behavior of citizens' forty-four percent tourist said that it is excellent; twenty-seven percent

tourists replied as a good, eighteen percent tourists ranked as a satisfactory and twelve percent tourist replied as a unsatisfactory.

vii) Parking Facilities: About parking facility thirty-seven percent tourists replied as a satisfactory, thirty-one percent tourists ranked as a good, sixteen percent tourist replied as an unsatisfactory and fifteen percent tourist remarked as an excellent.

viii) Opinion about Town: Opinion about town sixty-nine percent tourists replied as an unsatisfactory, twenty-five percent tourists replied as a satisfactory, twenty-three percent tourists ranked as a good and eleven percent tourists replied as a excellent. To sum up, it is interesting to note that more than fifty percent of the tourists are happy about the food and drinking water facilities, Darshan and accommodations facilities. On the other hand, they are not satisfied about the marketing and cleanliness of the town. So if this centers is to be developed, it is necessary to improve the market facility and general cleanliness of the surrounding areas of the tourist spot.

Factor-Wise Average Values Of Satisfaction (Ni)

The facility wise averages are calculated, for this purpose tourists asked to assign points out of maximum ten, for the particular level of satisfaction they derived from each factor. The average values for the different level of satisfaction for different factors are given in table 3.

Table No. 3
Shegaon: Factor-Wise Average Values Of Satisfaction (Ni)

Sr. No.	Factors	Average Satisfaction (Percent)			
		Excellent	Good	Satisfactory	Unsatisfactory
1	Transportation	8.7	7.8	5.5	4.1
2	Accommodation	9.2	7.7	5.6	4.3
3	Darshan Facilities	9.3	7.8	5.8	4.8
4	Food & Drinking water	9.2	7.4	5.2	2.8
5	Shopping facilities	8.2	6.9	5	4.6
6	Behavior of citizens	8.9	7.1	4.6	3.6
7	Parking facilities	8.5	7.2	4.9	3.2
8	Opinion about town	8.1	6.6	4.7	2.9

Source: Data compiled by fieldwork

Factor-wise Satisfaction Index with Rank (Sti)

These average values are utilized to calculate the satisfaction indices. Then ranks are given to these factors, which is given as priority of the factors. Table 4 shows that the satisfaction index for darshan facility has 8, followed by food and drinking water 7.7, accommodation 7.6, and so on. Satisfaction index for opinions

about town is 3.6 it is received eighth rank. Cleanliness causes to attract tourists, many tourist destinations are well clean. But Shegaon it is not clean only surrounding of the temple is cleaned remaining town is dirty. Hence, tourists are not happy about this.

Table No.4
Shegaon: Factor-Wise Satisfaction Index With Rank (Sti)

Sr. No.	Factors	Satisfaction Index	Positional Rank
1	Transportation	6.7	V
2	Accommodation	7.6	III
3	Darshan Facilities	8.0	I
4	Food & Drinking water	7.7	II
5	Shopping facilities	5.2	VII
6	Behavior of citizens	7.1	IV
7	Parking facilities	5.9	VI
8	Opinion about town	3.6	VIII

Source: Data compiled by fieldwork

III. FINDINGS AND CONCLUSIONS:

Tourism has become the world largest and fastest growing industry in terms of revenue and the number of people involved. It is most important employment generating activity for the local people as well as skilled and unskilled labor. While studying tourism activity, it is essential to study Geography because it totally depends on enjoyment of landscape, nature, climate and location of tourist places.

Based on satisfaction index analysis as per the opinion of the tourists, it is observed that, darshan facility, accommodation, food, and drinking water are excellent in Shegaon. However, few tourists are not happy with these facilities. It is a famous religious place in Maharashtra; therefore, special attention should be given towards tourists expectations. Transportation factor is satisfactory at Shegaon, therefore having scope for development.

Problems faced by Tourists:

Tourist faced number of problems and difficulties while starting journey. Major problems and difficulties faced by them is below,

Food and drinking water:

The respondents expressed their satisfaction with regards quality and availability of food and drinking water. Some respondents complained of water facilities, tourists faced acute shortage of water supply. In order to caters to the needs and requirements of the tourists.

Drinking water facilities should be solved on permanent basis since, this year there is a scarcity of rains, hence rankers in villages of Buldhana District itself supply drinking water.

Problems Faced by Local People:

- i. Lack of training courses related to tourism activity in the district does not encourage local people to draw benefits from the tourism.
- ii. Low earning of tourist guide is another problem of local people in employment generation.
- iii. Workers of hotels and restaurants are usually local people but not getting good salary.

iv. Shopping centers are more than required; hence, people find it difficult to sell their products.

General Problems:

1. Special arrangement of transportation is not available during peak season and annual festivals.
2. Lack of petrol pumps in the interior part
3. Lack of proper guidance about tourists centers
4. Lack of hotels and snacks centers in Shegaon

IV. SUGGESTIONS:

1. Only the surrounding area of Gajanan Maharaj temple is neat and clean but remaining area of town is dirty. There is no proper planning for vehicles parking, tourist are parking anywhere. No proper roads are constructed, open drainage should be closed otherwise disease will spread.
2. Now-a-days agro tourism, rural tourism, farm tourism, medical tourism and health tourism are growing fast. Hence, there is an ample scope for the development of agro tourism and rural tourism in different parts of the district. Different type of variety of fruits can be cultivated to attract the tourists in the study area.
3. There is scope for local people to start Agro-tourism to attract urban people to experience rural life. It also help to generate employment opportunities for rural people
4. In the study area social forestry can be developed to utilize the barren land which will help to overcome the drought situation
5. Government of Maharashtra should provide attention towards advertisement of tourist sites with proper and updated information for domestic and foreign tourists.

REFERENCES

- [1] Bhatia, A. K.(1991): International Tourism- Fundamental & Practices. sterling Publication. New Delhi.
- [2] Bhatia, A. K.(1997): Tourism Management and Marketing, Sterling pub. New Delhi.
- [3] District Census Hanbook (1991) : Buldhana District.

- [4] Maharashtra State Gazzetter (1991) : Buldhana District.
- [5] Socio-Economic Review and District Statistical Abstract (1995 and 2005).
- [6] Velvet Nelson (2013) An Introduction to the Geography of Tourism, Rawat Publications, New Delhi.

AUTHORS

First Author – Dr. Shalini M. Guldeokar, Sir Parshurambhau College, Department of Geography, Tilak Road, Pune-30
Second Author – Dr. B.B. Sonule, Mumbai University, Department of Geography, Mumbai-98