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Raja Shripatrao Bhagawantrao Mahavidyalaya,
Aundh, Tal. Khatav, Dist. Satara**



Department of Geography

MA Dissertation Topic

2021 -2022

A Geographical Study of Tourism Development: A Case Study

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**A GEOGRAPHICAL STUDY OF TOURISM DEVELOPMENT: A
CASE STUDY**

A DISSERTATION SUBMITTED TO THE
SHIVAJI UNIVERSITY, KOLHAPUR
FOR THE DEGREE OF MASTER OF ARTS
IN GEOGRAPHY

BY

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CERTIFICATE

This is to certify that the work incorporated in this thesis entitled 'A Geographical Study of Tourism Development: A Case Study', submitted by **Mr. / Ms. Pawan Priyanka Chaugdev.** was carried out under my supervision. Such materials as has been obtained from other sources have been duly acknowledged in the thesis.



(Dr. Namdev V. Telore)


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ACKNOWLEDGEMENTS

At the very outset, we found no suitable words to express my profound indebtedness and profound sense of gratitude to Dr. Namdev V. Telore, Associate Professor, Department of Geography, Raja Shripatrao Bhagawantrao Mahavidyalaya, Aundh, Dist. Satara for constant encouragement and constructive criticism through out the period of investigation.

We are thankful to authorities and villagers of Aundh, Satara District for their cooperation during field work and providing ancillary information. We are thankful to Sarpanch Sonali Mithari, Gramsevak C.N. Kazi, Aundh; Deputy Sarpanch and other members of Grampanchayat and villagers for their support.

We thank to Hon. Ajitdada Pawar Saheb, Dy. Chif Minister, Govt. of Maharashtra; President, Aundh Shikshan Mandal (ASM), Aundh, Dist. Satara and Hon. Shrimant Gayatri Devi Bhagwantrao Pantpratinidhi, Ranisaheb Aundh: Chairman, ASM for giving necessary support and brilliant encouragement. We also thankful to Mr. P.A. Kanase, Secretary, Mr. S.M. Attar and Mr. Sanjay Nikam, Joint Secretary and all Trustees of ASM for their valuable cooperation.

We are thankful to Dr. Smt. Shakuntala S. Sawant, Principal, RSBM, Aundh for providing necessary assistance and motivation. We are thankful to Dr. J.D. Barkade, Mr. S. M. Shinde, Mr. Mulla S.R. and other staff members of the College for encouragement. We are thankful to Mr. Prakash Shinde, (PhD Scholar, Shivaji University) for their help in map making and Mr. Yuvraj Kadam (PhD Scholar, Shivaji University) for data analysis. We are also thankful to BA III students of Geography Deptt. for their help in field work.

Sincerely,

CANCELLED

Place : Aundh

Date : 31st May 2022

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Chapter 1

Introduction

1.1 Introduction

Tourism is travel for recreational, leisure or business purposes. The World Tourism Organization defines tourists as people who travel to and stay in places outside their usual environment for more than 24 hours and not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited.

1.2 Definition and Significance

Hunziker and Krapf, in 1941, defined tourism as —the sum of the phenomena and relationships arising from the travel and stay of non-residents, insofar as they do not lead to permanent residence and are not connected with any earning activity.

In 1976, the Tourism Society of England's definition was —Tourism is the temporary, short-term movement of people to destinations outside the places where they normally live and work and their activities during the stay at each destination. It includes movements for all purposes.

Bhatia, in 1986, defined tourism as - "the practice of touring or traveling for pleasure or recreation and the guidance or management of tourists as a business" (Bhatia, 1986).

The United Nations classified three forms of tourism in 1994, in its recommendations on tourism statistics: a. Domestic tourism, which involves residents of a given country traveling only within that country. b. Inbound tourism, involving non-residents traveling in the given country. c. Outbound tourism, involving residents traveling in another country.

Tourism is "an industry earning foreign exchange without exporting national wealth" (Singh, 1986). Tourism points out a close association of humanity providing an opportunity to understand each other on a global scale. Tourism is a multidimensional phenomenon that supplies different types of services for different types of demands of the people. Tourism involves several different activities connected and interlinked with each other and presents a complex phenomenon.

The increasing significance of tourism as a source of income, employment and amenities for the population of destination and as a non-material industry (first definition) for developing countries has drawn international attention as well as that of regional and local administration. The totality of the tourism complex provides three-sided benefits. Social, cultural and economic benefits are generated through tourism activity.

1.3 Advantages and Disadvantages of Tourism:

Tourism has following advantages and disadvantages.

1.3.1 Advantages:

Worldwide following advantages of tourism is observed

- i. Employment on a large scale
- ii. Provision of infrastructure
- iii. Help to develop the region
- iv. Aid to national income
- v. Improve image of nation
- vi. Source of foreign exchange
- vii. Rapid growing and dynamic industry
- viii. Increase in tax and income

1.3.2 Disadvantages:

Worldwide following disadvantages of tourism is observed

- i. Tourist behavior makes cultural pollution
- ii. Creates shortage of essential things and the resultant scarcity of articles
- iii. Increase in prices indirectly has its hand in increasing land prices and house-rents.
- iv. Free movement of tourists is likely to affect physical and cultural environment
- v. Dynamic or sensitive nature of tourism does not promote overdependence on tourism.
- vi. Environmental pollution e.g. air, water, soil, noise pollution,
- vii. Damage to monuments, disturbance of flora and fauna
- viii. Indirectly tourism does hollow the whole ecosystem.

Disadvantages may minimize through proper planning.

1.4 Geography of Tourism:

Geography and Tourism are, in fact, unbelievably interlinked. If one tries to understand the relation between them, one cannot separate Tourism from Geography. Spatial interaction is an inherent feature of tourism and the subject lends itself readily to geographical analysis. Major components of the Geography of Tourism includes spatial pattern of demand, spatial pattern of supply, geography of destination, the impact of tourism, tourist movements and flow, models of tourist spaces. Among these components demand and supply are the basic components. Now in this, 'demand' is an aspect of Human Geography and 'supply' is an aspect of Physical Geography as well as Human Geography (Arkasali, 1995).

In Sanskrit literature there are three terms of tourism observed:

Paryatna: It means going out for pleasure and knowledge

Desatna: It means going out of the country primarily for economic gains.

Tirthatna: It means going out to places of religious merits.

1.5 Geographical Components of Tourism

1. Accessibility and location
2. Space
3. Scenery (a) Land forms, e.g. mountains, canyons, cliffs, volcanic phenomena, coral reefs (b) Water, e.g. rivers, lakes, waterfalls, geysers, glaciers, the sea. (c) Vegetation, e.g. forests, grass land, moors, healths, deserts.
4. Climate Sunshine and cloud, temperature conditions, rains and snow.

5. Animal life (a) Wild life, e.g. birds, game reservations, Zoos. (b) Hunting and Ashing.

6. Settlement features (a) Towns, cities, villages. (b) Historical remains and monuments. (c) Archaeological remains.

7. Culture, Ways of life, traditions, folklore, arts and crafts, etc.

1.6 Study period

The researcher has carried out the study during the academic year 2021-2022.

1.7 Objectives

Objectives of the study are

- 1) To study tourist attractions in the study area
- 2) To analyze the geographical components of tourism in the study area.

1.7 Research Methodology

Different types of information of tourists for the specific purpose were obtained through the specific type of questionnaire through traditional as well as Google forms. While designing the questionnaire it was taken into consideration that it should not produce any predetermined results. The questionnaire is designed in such a manner that the researcher would get a precise and clear response. Interviews of tourists along with shopkeepers, pujaris and local residents were taken to get problems of the area.

Researchers always are careful to survey tourists only in leisure time. The main area to contact tourists was Shri Bhavani Museum and Library area, Yamai Temple area, Ambabai Temple – Rajwada area, Padmale-Nagale lakes and Gramsachivalaya or Gram Panchyat, Aundh.

The academic year 2021-2022 has been chosen for the data collection of tourists through questionnaires. It was observed that tourists area visited Aundh mostly in the months of January (Yatra annual gathering), and November (Deepawali vacations) and May (annual vacations). During these months questionnaires were filled.

150 tourists contacted during the study period out of which 136 tourists responded. A primary oral rapid check indicated that 90 percent of tourists are day tourists, so a sample size of 120 questionnaires was given to day visitors. Fifty percent of the sample size was distributed among the persons, couples, families, groups, tours staying more than one day. Since it is a very dynamic tourist population, the distribution of samples is fluctuating. The actual selection of tourists is adjusted at the time of the survey.

Secondary data was collected from Census Department, Government of India, Socio-Economic Survey of Zilla Parishad Satara, Gramsachivalaya (Grampanchayat Office), Aundh and Tahsil Office, Khatav of Satara District.

Location map, Landuse and Landcover map (LULC), Physiography map, Stream Ordering map, Road connectivity map, Tourist attraction map of the study area were prepared using QGIS and ArcGIS software. LULC map prepared using SRTM DEM of

90 m resolution. Online Google Form data and regular questionnaire data were analysed using Microsoft Excel software.

1.8 Study area

Aundh town is located in Khatav Taluka of the Satara district of Maharashtra. It has total 1292 families residing as per 2001 census. The Aundh town has a population of 5653 of which 2814 are males while 2839 are females as per Population Census 2011. Aundh is home of Aundh State (Aundh Sansthan), a princely state from 1699 to 1947 (Wikipedia, 2020). Now it is part of the Satara District in the Maharashtra State of India (Figure 1.1). Aundh is famous due to the old Rajwada, Shri Bhavani Museum and Library, Yamai Devi and its pleasant plateau atmosphere. It is an important cultural tourist center of Maharashtra.

During the tenure of Yatra on Shakambhari Purnima (*Paush Purnima*) organised by Shri Yamai *Devasthan* Trust and *Gramastha* of Aundh huge number of religious pilgrims visited Aundh. Aundh town is known for its very old hill temple of the Devi Yamai (*Mulpeeth*). The Devi Yamai is the Kuldaiwat of many Marathi families. The top of the temple has images and idols of various Hindu Gods.

The Yamai temple holds an annual fair (Yatra) in honor of the goddess Yamai on the Shakambhari Purnima (Full Moon day) in the month of January every year. The Yatra attracts thousands of devotees. Another temple of Devi Yamai is also known as Ambabai Temple is located in the town near Old Rajwada. One of the fair is the lighting of the giant stone lampstand (Deepmal). The fair includes food vendors, vendors selling local

novelties, talent shows and movies. Fig 1.2 and 1.3 shows the drainage map and physiography map of the study area. The drainage map shows the dendritic drainage pattern of the fifth-order stream. The physiography map (Fig 1.3) exhibits a plateau of above 747m ASL. The maximum height point on the map is Yamai Hill (southwest part of the map) exhibit 954 m ASL in the Survey of India toposheet.

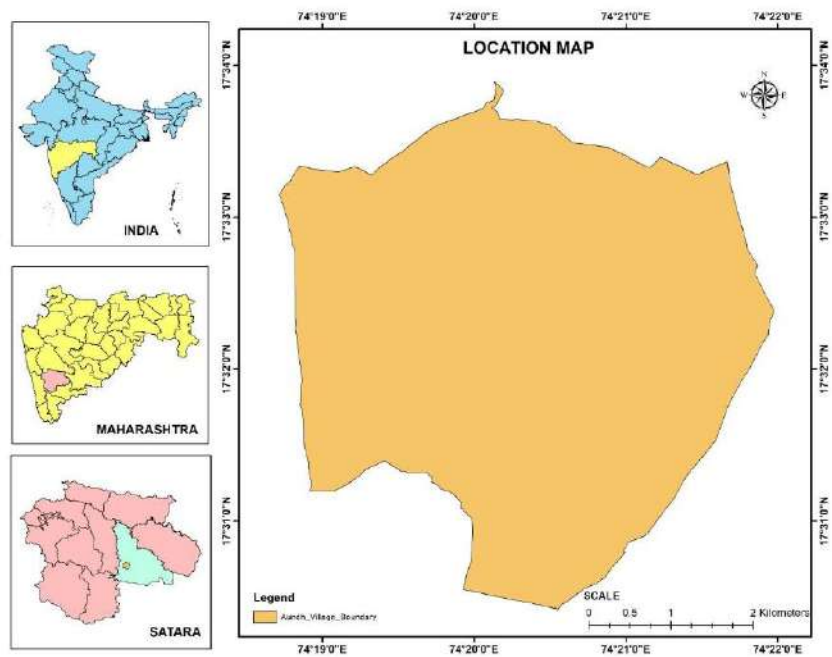


Fig 1.1 Location map of the study area

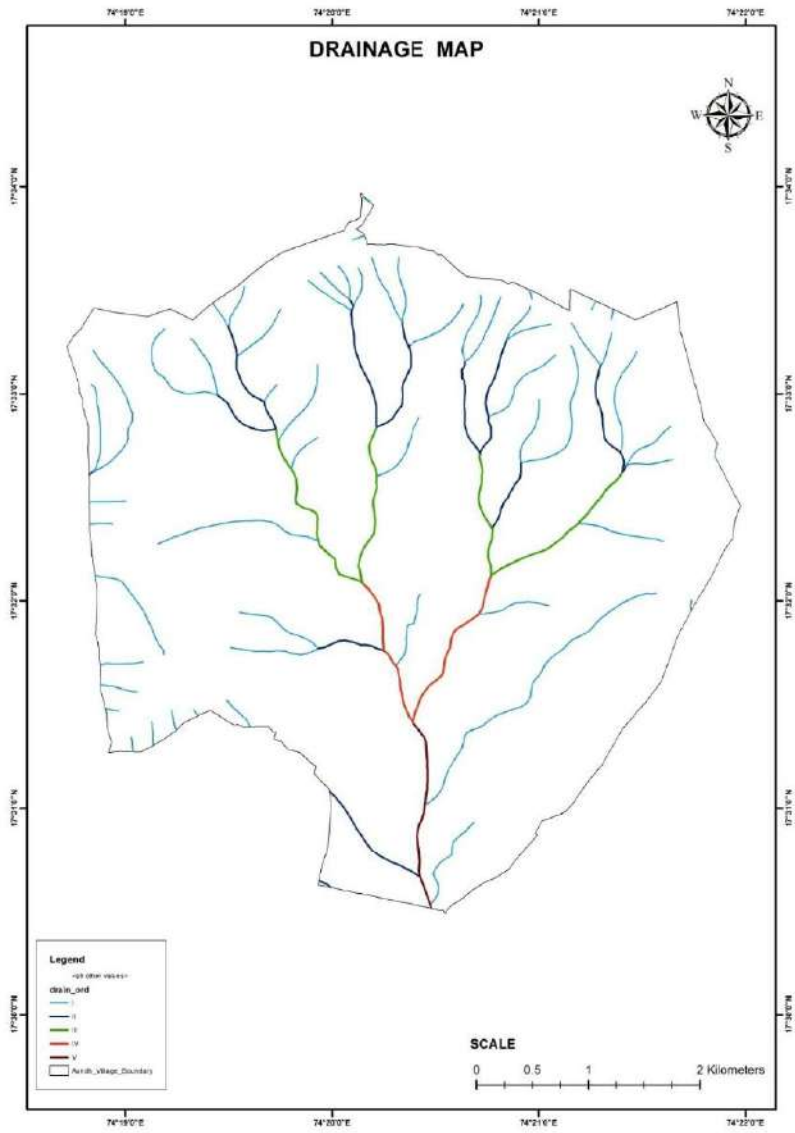


Fig 1.2 Drainage map of the study area

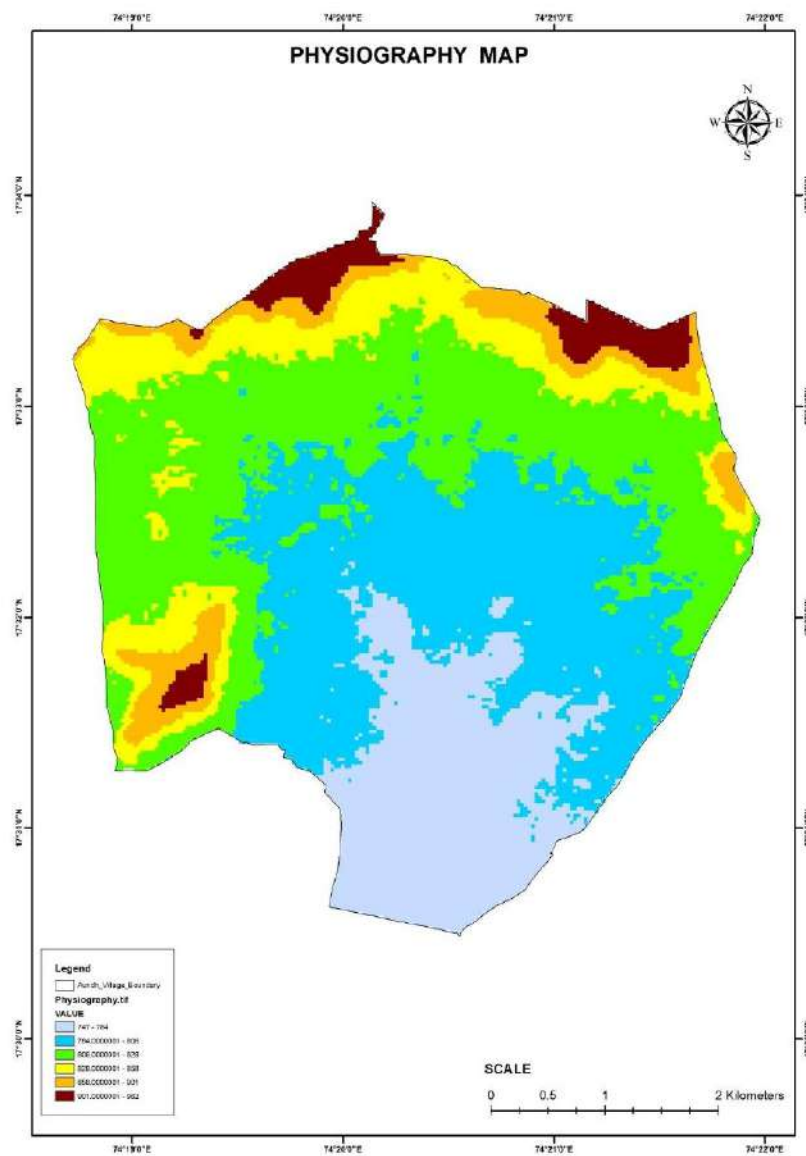


Fig 1.3 Physiography map of the study area

1.9 Literature Review

1.9.1 Tourism in India:

In the words of Friedrich Max Muller (Bhatia, 1989):

*If I were to look over the whole world to
find out the country most richly endowed
with all the wealth, power and beauty that
nature can bestow - in some parts a very
paradise on earth - I should point to India.*

India is a land of contrast from tropics to snow with an exciting and fascinating destination. India has greater potentialities for the development of tourism. Tourism in India in the olden days generally related to places of religious significance. Historical monuments also attract travelers. India's first step towards the development of tourism was in 1945 when a Sargent Committee was set up by the Indian government. The main objective of the committee was to survey the potentialities of developing tourist traffic in the country. This committee submitted its report in 1946. In 1949, a Tourist Traffic Branch was separately established in the Ministry of Transport. Similarly in 1955 numbers of tourist offices were set up in India and abroad. In 1958 it resulted in the establishment of the Ministry of Tourism, a separate department. Indian Tourism

Development Corporation (ITDC) came into being in 1966 and has since been playing a very important role in tourism development in India.

1.9.2 Tourism in Maharashtra

Maharashtra has a great religious, cultural and historical heritage. In Maharashtra state hundreds of shrines of all faiths like Pandharpur, Tuljapur, Aundh (Satara), Kolhapur, Shirdi, Jejuri, etc. are found. Apart from culture and history, the state offers beautiful hill stations like Mahabaleshwar, Panchgani and Chikaldara. Tourists visit Maharashtra due to its golden beaches, lapped by the blue waters of the Arabian Sea. Maharashtra Tourism Development Corporation (MTDC) is an active government organization connected with ITDC. It was established in 1975 to handle the commercial and promotional aspects of tourism in Maharashtra it has a wide range of activities that is a boon of the domestic as well as to foreign visitors Regional offices are established at Mumbai, Pune, Aurangabad, Nagpur, Amravati, Panjim and New Delhi.

Bishwanath Ghosh (2001) stated that agricultural development, industrial development and tourism development are three ways to bring money and business into a given region. Riots, robbery, mugginess and terrorism are liable to put off visitors and detract tourists.

According to Robinson (1976), the attractions of tourism are, to a large extent geographical in their character. He has tried to summaries all of them in Table 2. After the careful study of the components of tourism as proposed by Peters and Robinson, we may conclude that transport, locale and accommodation are the three basic ingredients of tourism. Other writers on the subject have also hammered on these basic themes.

However, there are certain other elements too, that play a major role in the promotion of tourism.

Among these basic components, locale with attraction and amenities is the most important. However, since the interest and taste of tourists vary widely, the attraction of one place to some people may be anathema to others. Tourist demands are very affected by the change in fashion. Tourists may decide to visit somewhere else only due to change in fashion. Peters (1969) has made an inventory of various attractions which are of significance in tourism.

Mane (2010) carried out studies on fairs and festivals in Satara district a socio-geographical analysis. Telore (2007, 2015) stated that tourism meets the needs of present tourists and host regions while protecting and enhancing opportunity for the future. Rather than being a type of product, it is an ethos that underpins all tourism activities. Singh (2011) carried out planning for the ecotourism in the hill region of Himachal Pradesh. Sharma (2013) carried out SWOT analysis of Rajasthan tourism. The objective of sustainable tourism is to retain the economic and social advantages of tourism development while reducing or mitigating any undesirable impacts on the natural, historic, cultural or social environment. This is achieved by balancing the needs of tourists with those of the destination. Sustainable tourism is a style of tourism development that avoids damage to the environment, economy and cultures of the locations where it takes place (Williams, 1998).

1.9. 3 PETERS' INVENTORY OF TOURIST ATTRACTIONS

1. Cultural (Sites and areas of archaeological interest, Historical buildings and monuments, Places of historical significance, Museums, Modern culture, Political and educational institutions, Religion):
2. Traditions (National festivals, Arts and handicrafts, Music, Folklore, Native life and customs)
3. Scenic (Outstanding panoramas and areas of natural, beauty, Wild life, Flora and fauna, Beach resorts, Mountain resorts)
4. Entertainments (Participation and viewing sports, recreation parks, *Zoos and oceanariums*, Cinemas and theatres)
5. Other attractions (Climate, Health resorts or spas, Unique attractions not available elsewhere)

Chapter 2

TOURIST ATTRACTIONS IN THE STUDY AREA

2.1 Introduction

In this chapter, researchers focus on tourist attractions in the study area. Study area Aundh is home of the Aundh State, a princely state (1699–1947). It is now part of the Satara District in Maharashtra State. Figure 2.1 to 2.6 shows different tourist attractions in the study area (Courtesy: Google Earth). Photo plate 2.1 shows photographs of Gramsachivalaya and market area of Aundh, Plate 2.2 shows photographs of the Ambabai Temple area, Plate 2.3 shows photographs of the old Rajwada and Temple area, Aundh, Plate 2.4 shows photographs of Shri Bhavani Museum and Library, Aundh and plate 2.5 shows a photograph of Solar and Windmills, Aundh of Satara district.

2.2 Tourist attractions in the Study area

2.2.1 The Yamai Temple

The town is known for its very old hill temple of the Devi Yamai, located on the Yamai Hill at the height of 951 m ASL (Fig. 2.1, 2.4; Photo plate 2.5 A to E). The Devi Yamai is the Kuldaiwat of many Marathi families. The top of the temple has images and idols of various Hindu Gods. The legend has it that the goddess Yamai got the name after Goddess Mahalaxmi of Kolhapur and Shri Rama, an incarnation of Lord Vishnu addressed her as 'Ye Mai' in Marathi which literally translated into 'Come Mother' when

said in English. Therefore, the goddess of Aundh became famous as Yamai Devi (Zee News India, 2017).

2.2.2 The Ambabai Temple

Apart from Yamai Mandir, in the study area, Ambabai Temple is located in the center of town, near old Rajwada (Fig. 2.1; Photo plate 2.2 A to E). The Yamai temple holds an annual fair (Yatra) in honor of the goddess Yamai on the Pournima (Full moon day) in the month of Paush i.e. mid - January. The yatra attracts thousands of devotees. One of the attractions of the fair is the lighting of the giant stone lampstand (Deepmal). The fair includes food vendors, vendors selling local novelties, talent shows and movies.

2.2.3 Old Rajwada

The study area is home of the Aundh State, a princely state (1699–1947) in British India. This ancient monument attracts tourists (Fig. 2.1, 2.2; Photo Plate 2.3).

2.2.4 Shri Bhavani Museum and Library

Shri Bhavani Museum and Library have the major distinction of the study area (Fig. 2.1. 2.3; Photo Plate 2.4 A to F). This museum is one of the first art museums in India set up by an Indian as an Art Museum rather than as a museum of an artifact. The museum contains an art collection that was formerly owned by Shri Bhawanrao Pantpratinidhi, the last ruler of Aundh state. The museum collection includes paintings and sculptures of various well-known artists including Raja Ravi Varma and the famous "Mother and Child" stone structure by Henry Moore. It also has various works of art by

former alumni of the J.J. school of art such as M.V. Dhurandhar and Madhav Satwalekar. The museum also holds works from the Bengal school. The collection includes casts and copies of many popular western classical sculptures and paintings. There is a small collection of Indian paintings from the pre-modern period especially of the Kangra style.

2.2.5 Wind Mill and Solar Plant

On the north and north-east side of the study area, a huge windmill and solar plant was built in the last decade, which is attracting tourists (Fig. 2.1, 2.6; Photo plate 2.5).

2.2.6 Lakes

Padmale and Nagale are two major lakes that attract tourists in the study area (Fig. 2.1, 2.5). Padmale is located in Moklai Devi Temple and Nagale lake is near the Padmale lake. These ancient lakes provide water supply to the village through percolation.

2.2.7 Jyotiba and other temples

The study area is popular for his numerous temples. Jyotiba temple is located on the northern side of the village; it is a source of River Nani or Nanni, a right-hand major tributary of the Yerla River basin (Fig. 2.1, 2.5).

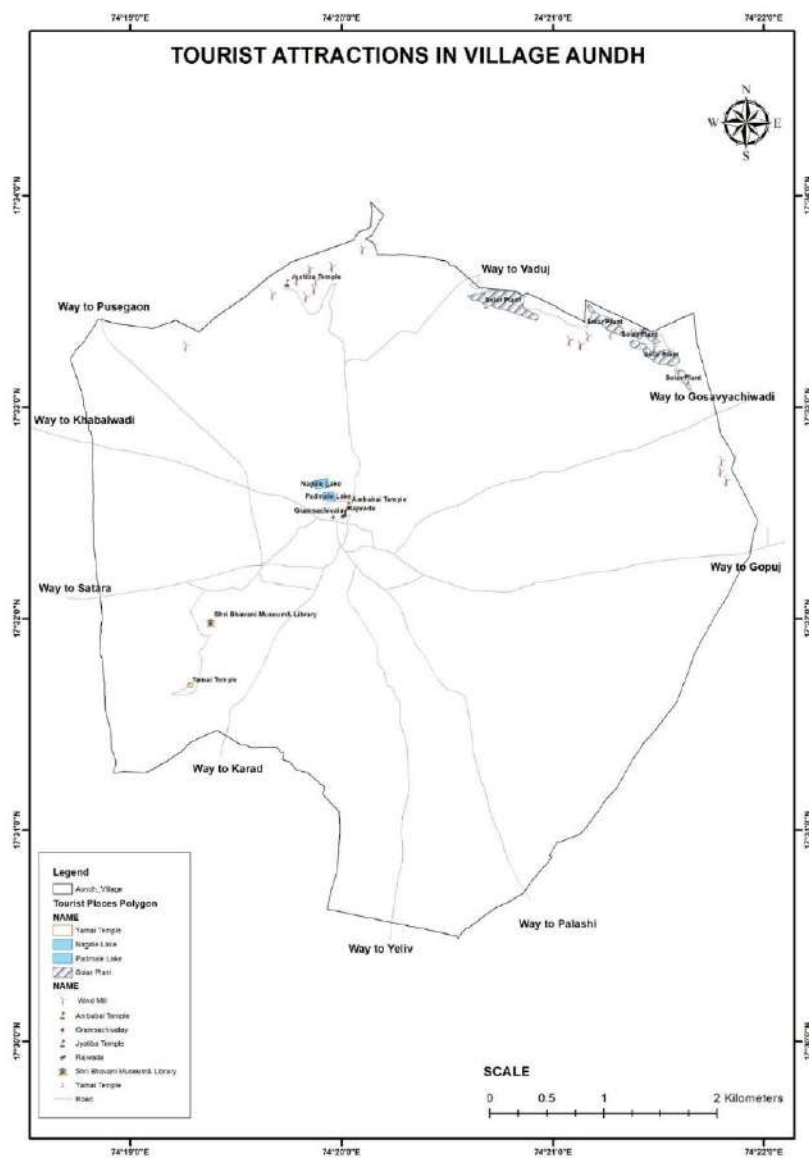


Fig 2.1 Tourists attractions in the study area



Fig. 2.1a Aundh Village (Courtesy Google Earth)



Fig. 2.2 Ambabai Mandir along with Rajwada (Courtesy Google Earth)

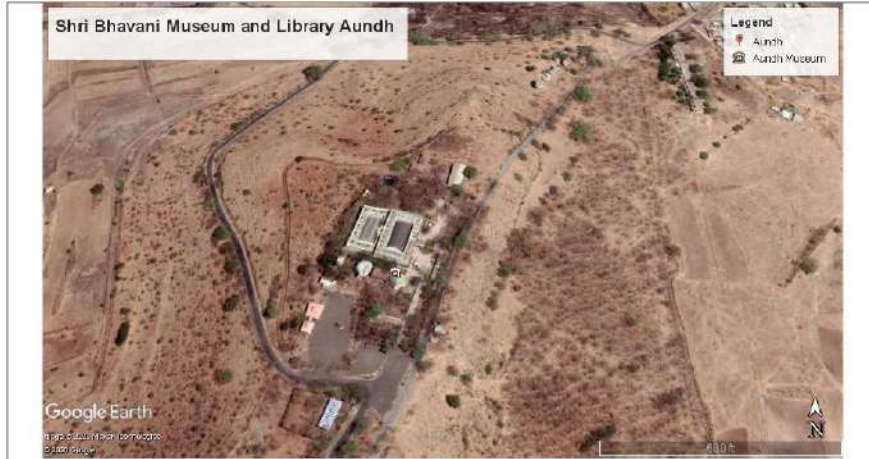


Fig. 2.3 Shri Bhavani Museum and Library, Aundh (Courtesy Google Earth)



Fig. 2.4 Yamai Mandir (Mulpeeth), Aundh (Courtesy Google Earth)



Fig. 2.5 Padmale and Nagale Lakes, Aundh (Courtesy Google Earth)



Fig. 2.6 The Solar and wind plants, Aundh (Courtesy Google Earth)



Plate 2.1 Photographs of Gramsachivalaya and market area, Aundh







	
<p>A. Ambabai Temple, Aundh</p>	<p>B. Entrance of Ambabai Temple</p>
	
<p>E. Interaction with pujari of temple</p>	<p>F. Interaction with religious tourists</p>
	
<p>C. Huge Mandap of Temple</p>	<p>D. Stall of offering articles</p>

Plate 2.2 Photographs of Ambabai Temple area







	
<p>A. Old Rajwada of Aundh</p>	<p>B. Interactions with tourists</p>
	
<p>C. Mahadev Mandir in between Ambabai Mandir and Rajwada</p>	<p>D. lodging facility at Yamai Bhakt Nivas, Aundh</p>
	
<p>E. Getting information form flower sellers</p>	<p>F. Interactions with wooden product sellers</p>

Plate 2.3 Photographs of the old Rajwada and Temple area, Aundh




	
<p>A. Entrance of the Shri Bhavani Museum and Library</p>	<p>B. Marble sculpture in museum area</p>
	
<p>C. Main building of Museum</p>	<p>D. Samadhi of Late Bhavanrao alias Balasaheb Pantpratinidhi</p>
	
<p>F. Stone items are displayed in front of main building</p>	

Plate 2.4 Photographs of Shri Bhavani Museum and Library, Aundh







 <p>Altitude: 770.000m Longitude: 74.111999 Latitude: 18.211999 Resolution: 1.0m Date: 2019-03-22 11:28</p>	
<p>A. Yamai Temple (Mulpeeth) covered with strong wall</p>	<p>B. Landside on the southern area of Yamai Temple. Note wall constructed for security.</p>
 <p>Altitude: 770.000m Longitude: 74.111999 Latitude: 18.211999 Resolution: 1.0m Date: 2019-03-22 11:28</p>	
<p>C. Interactions with tourists</p>	<p>D. Tourists follow queue during Yatra</p>
 <p>Altitude: 770.000m Longitude: 74.111999 Latitude: 18.211999 Resolution: 1.0m Date: 2019-03-22 11:28</p>	 <p>Altitude: 770.000m Longitude: 74.111999 Latitude: 18.211999 Resolution: 1.0m Date: 2019-03-22 11:28</p>
<p>D. Jyotiba hill (Northern side)</p>	<p>E. Ganeshwadi area (southern side)</p>

Plate 2.5 Photographs of Yamai Temple (Mulpeeth area), Aundh

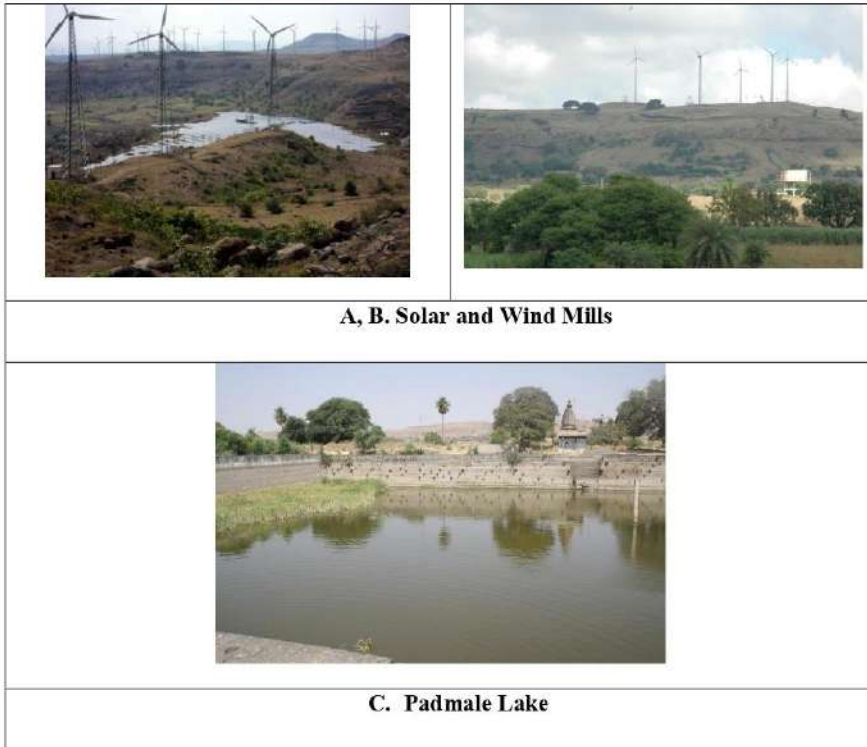


Plate 2.6 Photograph of Solar and Wind mills and Lake







	
<p>A. Bullock racing during the Yatra</p>	<p>B. Wrestling competitions</p>
	
<p>C. The Yamai Devi Rath in the town</p>	<p>D. Tourists at Mulpeeth - Yamai temple</p>
	
<p>E and F. Museum area is under CCTV surveillance</p>	

Plate 2.4 Photographs of Aundh Yatra

Chapter III

Findings and Conclusion

3.1 Findings

Although this stage bears the imprint and bias of the researcher, the element of the objectivity at the interpretation stage was kept alive by the researcher. The major findings are summarized in the following paragraphs. During the academic year, students interacted with 150 tourists, but only 136 tourists responded and 14 tourists are not responded (Table 3.1).

Details of Tourists	2019 - 2020
Total number of tourists contacted	150
Total number of tourists responded	136
Total number of non-respondent tourist	14

Source: Primary data

Table 3.1 Tourists contacted in the study region

The focus of this survey is on the behavioral pattern of tourists, their attitude, preferences, overall reactions about accommodation, food, local people, transport, recreation, expenses. Subsequently, the analysis of tourists nationally, profession, inspiration, income, the purpose of visit, means of transport, residence, duration of stay, age, sex, etc. has been carried out. Statistical techniques like percentage, Spearman's rank correlation are used for data analysis.

3.2 Nationality

The total number of tourists visiting Aundh came from India. The year 2021-22 shows the percentage increase in tourists. The share of foreign tourists is null. Tourists mainly come from Kolhapur, Satara, Pune, Mumbai, Sangli, Aurangabad, Nagpur and form out of Maharashtra state viz. Panji, Bangalore, Varanasi, Baroda, Delhi, etc. Among all states, Maharashtra provides the bulk of tourists. Aundh is located in the Maharashtra state, so most of the tourists come from the State (92 %). Karnataka is the second-ranked (5 %) state while Gujarath is third-ranked (2 %) state in the tourist supply. The citywise distribution of Indian tourists is shown in Table 3.2. The table shows that Kolhapur, Pune and Mumbai are the main feeding areas to Aundh.

Sr. No.	State	2021	
		Number	Percentage
1	Maharashtra	125	92
2	Karnataka	06	5

3	Gujarath	04	2
4	Others	01	1
	Total	136	100 %

(Source: Field data)

Table 3.2 Statewise tourists visiting the study region

3.3 Religion:

Religion reflects the social structure of tourists. Data related to religion is shown in Table 3.3. Hindus constitute the majority of the overall tourists (91 %). This shows the dominance of Hindu tourists in the study area. Percentage of Muslims, Bouddha and Nav Bouddha, Parsi, Christian and others are less.

Sr. No.	Religion	2021	
		Number	Percentage
1	Hindu	123	91
2	Muslim	04	3
3	Bouddha/ Nav Bouddha	03	2
4	Parsi	01	1

5	Christian	01	1
6	Others	04	2
	Total	136	100 %

(Source: Field data)

Table 3.3 Religion of tourist visiting the study region

Religion wise tourists visited Aundh are Hindus (91 %), Muslims (3 %), Bouddha/ Nav Bouddha (2 %), Parsi and Christians (1 %) respectively and others (2 %) (Table 3.3).

3.4 Income of Tourist

According to the income group, tourists visited to study area are categorized into five categories (Table 3.4). Below the 25,000 Rupees group, tourists are more (43 %) followed by the 26,000 to 50,000 rupees income group tourists (26 %). It shows that 69 % of tourists visited Aundh are income up to 50000 rupees (Table 3.4). 51,000 to 75,000 rupees income group tourists are 10 % and 76,000 to 1,00,000 rupees income group tourists are 10 %, and above 1 lack rupees, tourists are only 6 % visited the study area.

Sr. No.	Income Group (Rupees)	Number of Pilgrims	Percentage
1	Up to 25,000	59	43

2	26,000 to 50,000	35	26
3	51,000 to 75,000	21	15
4	76,000 to 1,00,000	13	10
5	Above 1 Lack	8	6
TOTAL		136	100

(Source: Field data)

Table 3.4 Income of Tourist in the study area

3.5 Purpose to Visit

Table 3.5 shows that pilgrimage is the main tourist purpose to visit the study area (64 %) followed by recreation (16 %), to meet friends and relatives (10 %), trade and business (4 %), personal work (3 %) and others are (3 %).

Sr. No.	Purpose of Visit	No. of Pilgrims	Percentage
1	Pilgrimage	87	64
2	Recreation	23	16
3	To meet friends and relatives	13	10
4	Trade and Business	5	4

5	Personal work	4	3
6	Other	4	3
TOTAL		136	100

Table 3.5 Purpose to visit to the study area

3.6 Occupational Structure of tourist

By occupation, primary sector tourists visited the study area are more (53 %), containing farmers. Private sectors are 31 % and government servants are 16 % observed during the study period (Table 3.6).

Sr. No.	Occupations	No. of Pilgrims	Percentage
1	Government Servant	22	16
2	Private Sector	42	31
3	Others (Primary sector)	72	53
	Total	136	100

Table 3.6 Occupational Structure of tourist in the study area

3.7 Educational Qualification of tourists

Table 3.7 shows the educational qualification of tourists, shows that higher education tourists are more than the others. In the study area chronologically tourists are categorised into four categories - Illiterate (11 %), Primary education (21 %), Secondary education (31 %) and Higher education (37 %). Tourists with higher degrees are more than the others (Table 3.7).

Sr. No.	Educational Qualification	No. of Pilgrims	Percentage
1	Illiterate	15	11
2	Primary Education	29	21
3	Secondary Education	42	31
4	Higher Education	49	37
TOTAL		136	100

Table 3.7 Educational Qualification of tourists

3.8 Strategy

The strategy is a plan, a line of action accepted to reach the desired goal, to achieve and objectives, and to implement programs (Ganpule, 1989). Thus, by definition, the strategy has got to be selective. The strategy for different aspects of the area under investigation is discussed in the following paragraphs.

The regional personality as dealt in an earlier chapter reveals that the tourist stations have their own uniqueness regarding the height, climate and ecosystem. The touristic development in the study region has assisted the people in the area by providing various opportunities for employment. The nature of human activities indicates a shift from subsistence to commercial from seasonal agriculture to seasonal occupancy.

Resources and Their Utilisation:

Resources in the study area are depleting. Flora and fauna denoted through different steps. The use of water resources has been increased. The expansion of the settlement area shows intensive landuse for the building and construction activities for residential purposes.

Resources:

The resources of the region must be improved in terms of quantity as well as quality because it is the base for the regional development. The strategy for resources can be stated as follows.

Infrastructure:

Infrastructure is the basic need for tourism development, which includes accommodation, transport and other civic amenities. In the study region, infrastructural facilities are increasing namely restaurants and hotels, drinking water facility and other civic amenities.

Local people:

Local people are playing the role of mediators between tourists and the region. So, this link is of immense importance. Local people are facing the problems of seasonality, off-season unemployment, lack of training, non-availability of manpower for the sake of basic services, money-oriented market, neutral attitude towards and ignorance of ecology. They are not aware of the future of tourism in the study region.

Tourists

Tourists hardly think of what they have seen and gained from their visit to the region. But they are unaware of local as well as regional problems, norms of tourists, forest and ecology, aesthetic side of tourism. For these reasons, the strategy covering the following points is essential:

1. To preserve the ecology of the region.
2. To improve and extend the present infrastructural facilities for the betterment of services which are provided to tourists.
3. To provide employment, training and improvement of standards of the local people from the study region.
4. To experience a more pleasant, calm and quiet environment with sweet memories of the region in the minds of tourists.

Employment for villages

Employment for villages could be provided in the form of

- Gardening and nursery
- Medicinal production
- By products (forst)
- Wood carving
- Dry wood art
- Bee- Keeping
- Honey production
- Sericulture
- Plantation
- Cottage industries
- Plant supply (to botanical research institutes, colleges, etc.)

Deforestation by villagers is mainly because of fuel problems. This problem can be solved by means of windmills. The wind velocity is quite good in the study region. This may solve or reduce the fuel problem of the region.

Water resources

Though the study region is facing drinking and domestic water scarcity, the depleting of water resources quantitatively as well as qualitatively is observed. The following are important steps for water resource conservation.

1. The water table can be raised through watershed management structures viz. contour trenches, continuous contour trenches (CCTs), small bunds, check dams, percolation tanks on the plateau surface and slopes.

2. Siltation from Padmale and Nagale lake and other lakes should be removed so as to increase the water holding capacity.

Soils:

1. Soil erosion can be reduced by increasing plantation.
2. Watershed management works can be provided on the slopes to help soil conservation.

Land

1. Construction should match the natural scenario.

Infrastructure:

There is a way of minimization of lacuna in infrastructure through improvement. Infrastructural development can be made through the following steps: Regular and constant maintenance of roads prior to and after the monsoon downpours in the study region to restores the roads in good condition. The maximum number of tourists visited Ambabai and Yamai Temples in the study area on Tuesday and Friday. The maximum number of tourists visited Shri Bhavani Museum and Library on Sunday followed by Tuesday and Friday in a week.

Conclusion:

Aundh is popular religious and cultural religious tourist place of Maharashtra since ancient time. There is huge scope to development of the center for enhancement

employability and overall development. Shri Bhavani Museum and Library, Yamai Mandir, Ambabai Mandir and others numerous temples exhibits religious importance of place. Beautiful lakes increase scenic beauty of the town. The place is well connected for transport and need to more advertisement to attract tourists. Well quality lodging and boarding facilities, expert guides are required for the development.

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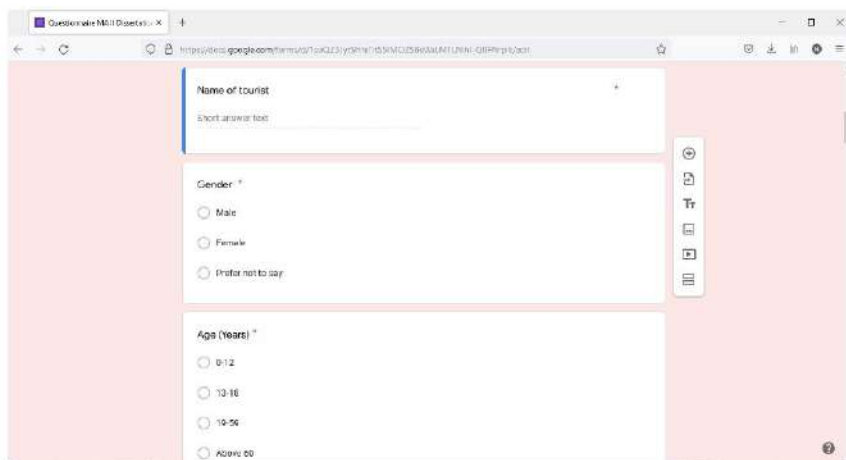
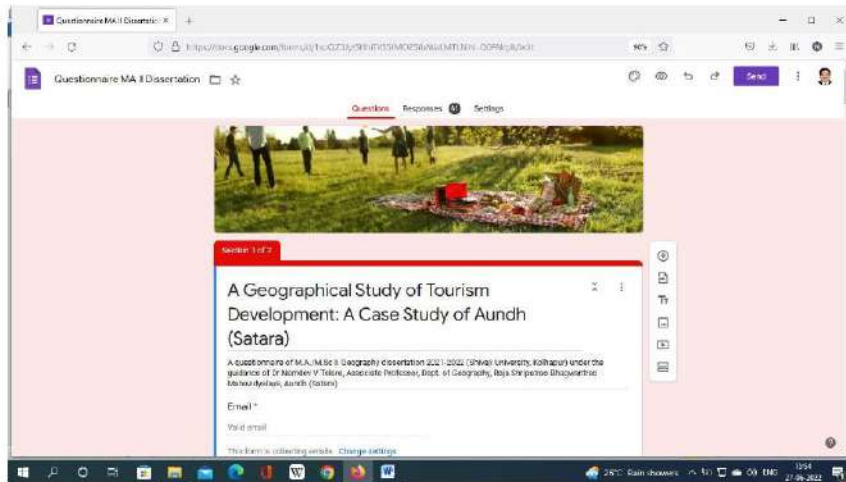
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Questionnaire / Google Form

<https://forms.gle/Deo25xviej3RP7X26>



Questionnaire M&I1 Document - X

https://forms.google.com/forms/d/1uGZ3j/9rhdtz02PMQ256A6u4MTEN4-02P848/ed1

Town/City *

Short answer text

State *

Short answer text

Nationality *

Short answer text

Religion *

Hindu

Muslim

Religion *

Hindu

Muslim

Parshi

Buddha

Other

The Income of tourist in Rupees *

Up to 20000

20001 to 50000

50001 to 75000

Above 75000

QuickView: M&I Research

https://docs.google.com/forms/d/1se022JySHNT6SfRwGZ8aVgJkTJNf-06tPpIc/edit

Purpose to visit *

- Pilgrimage
- Recreation
- To meet friends and relatives
- Trade and Business
- Personal work
- Other...

Occupational Structure of tourist: *

- Government Services
- Private Services
- Agriculture
- Other

QuickView: M&I Research

https://docs.google.com/forms/d/1se022JySHNT6SfRwGZ8aVgJkTJNf-06tPpIc/edit

Educational Qualification of tourist *

- Illiterate
- Primary Education (Up to 4)
- Secondary (5-10)
- Higher Secondary
- Graduate and above
- Other...

Mode of travel in and around the town *

- Private Vehicle (Car, etc)
- Public Transport / BT
- Motor Cycle
- Cycle
- Walking