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Incoming Tourist at Ganpatipule: A Case Study

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Introduction:

Social Geography is a recent sub division developed mainly since 1947. The Geography of the Leisure and Recreation is broad term often used synonymously with tourism. The fundamental difference between recreation and tourism seems to be travel factor.

Tourism is a basic and most desirable human activity deserving the praise and encouragement of all people and government. It is an industry concerned with attracting people to tourist destination.

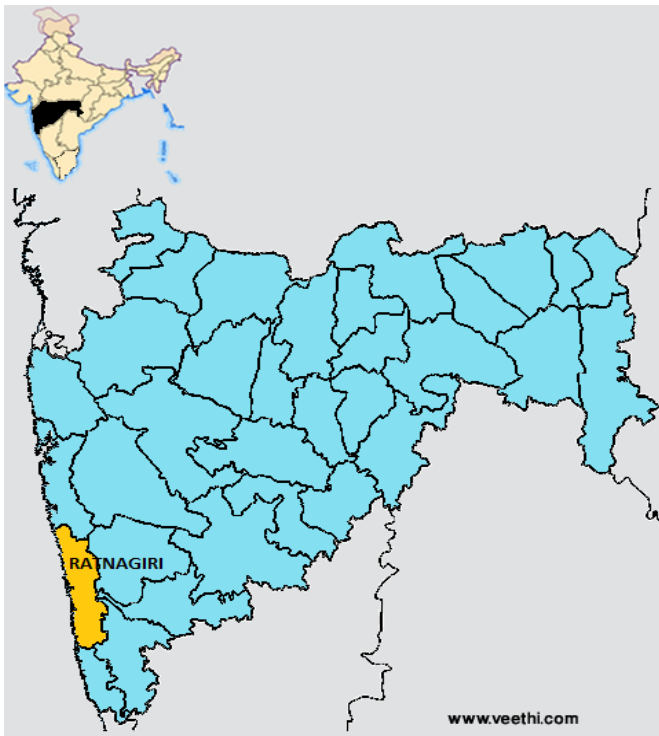
As tourism is an activity, affects the economy of the destination areas, primarily a service industry in which employment is in tertiary activities. It is a labor-orientated industry provides direct and indirect employment to a large segment of population compare to other industries, especially the employment of the people of destination areas. This an industry requires hotels, restaurants, travel agent, tour operators, gift shops, transporter, construction firms, suppliers of food, taxi drivers, photographs, guides, hair dressers, doctors etc. and industry also supports traditional cottage industry.

Study Area:

Ganpatiupule is situated at 17⁰16' N. latitude and 73⁰12' E. Longitude about 15 kms north of the Ratnagiri. It is a part of Konkan on the Coast of Arabian Sea, lies in Ratnagiri tahsil of Ratnagiri district, having area of 274.64 hectares. Ganpatipule is 144 kms to the west of Kolhapur as well as 331 kms to the SW of Pune and 375 kms to the South of Mumbai.

The coastal climate is mostly hot and humid but it is health and devoid of population. Generally the temperature of the Ganpatipule ranges between 25⁰ C to 38⁰ C. The temp is at its peak (38⁰ C) in the month of March. The Mansoon falls between June & October. The rains are regular here. The climate is pleasant in winter and the temperature often falls at night. Through Ganpatipule has very good weather throughout the year, advisable not to make a trip during the mansoon.

Ratnagiri District



Ganpatipule Location Map



Objective:

- To identify the incoming tourist at Ganpatipule.

Data and Methodology:

- 1) Primary data is collected by visiting Ganpatipule.
- 2) Questionnaire was prepared and filled up by tourists, resident and employers at Ganpatipule
- 3) Interviews of few tourist, residents, employers & experts in the field were taken.
- 4) Secondary data is collected from district census handbooks & available published & unpublished materials.

Then collected information finally tabulated analyzed, interpreted & conclusions were drawn.

Analysis:

Ganpatipule is famous religious place located on the Arabian sea shore in Ratnagiri district. The tourists are coming to Ganpatipule from various districts of Maharashtra, particularly from western Maharashtra for Ganesh Darshan & relaxation. The study of incoming tourist is very useful for making of assessment of socio-economical development. It helps to make future plan tourism development at Ganpatipule. Through this point of view about 100 tourists were contracted & schedules fill by them.

Table 1.1
Incoming Tourist of Ganpatipule

| Sr.No. | Name of the District | No. of Tourist | Percentage |
|--------|----------------------|----------------|------------|
| 1 | Kolhapur | 31 | 35.63 |
| 2 | Sangli | 20 | 22.99 |
| 3 | Ratnagiri | 15 | 17.24 |
| 4 | Pune | 5 | 5.75 |
| 5 | Sindhudurg | 4 | 4.60 |
| 6 | Thane | 2 | 2.30 |
| 7 | Satara | 2 | 2.30 |
| 8 | Nagpur | 2 | 2.30 |
| 9 | Jalgaon | 1 | 1.15 |
| 10 | Nanded | 1 | 1.15 |
| 11 | Manglore | 1 | 1.15 |
| 12 | Raigad | 1 | 1.15 |
| 13 | Bhandara | 1 | 1.15 |
| 14 | Other | 1 | 1.15 |

Table No.1.1 gives idea about the distribution of tourist from various places.

The table shows that maximum numbers of tourists are from Kolhapur district is 36%. There are 23% tourist are from Sangli district. It is seen that maximum number of tourist come from these two districts because of less distance & easy available transportation facilities. About 17% tourists are from Ratnagiri district. Ratnagiri is the district place of the Ganpatipule. But Ratnagiri is also having a sea shore so tourist from Ratnagiri is less than above districts.

There are 6% tourists are from Pune, 4.60% are from Sindhudurga, 2.30% each from Thane, Satara & Nagpur. 1.15 Each from Jalgaon, Nanded, Manglore, Raigad & Bhandara. Some international tourists are also observed at Ganpatipule.

Table 1.2
State wise tourists of Ganpatipule

| Sr.No. | Name of the District | No. of Tourist | Percentage |
|--------|----------------------|----------------|------------|
| 1 | Maharashtra | 85 | 97.70 |
| 2 | Karnataka | 1 | 1.15 |
| 3 | Other | 1 | 1.15 |

Mostly tourist are from Maharashtra (97.70%), tourist from Karnataka state also observed have (1.15%). Some international tourist also observed.

Table 1.3
Regular / Irregular Visit of Tourists

| Sr.No. | Time to visit | No. of Tourist | Percentage of Tourist |
|--------|---------------|----------------|-----------------------|
| 1 | Regular | 60 | 68.90 |
| 2 | Irregular | 27 | 31.10 |
| | Total | 87 | 100 |

It is observed that 68.90% tourists come to Ganpatipule regularly mostly on every Sankashti for God Ganesh Darshan only. It is clear from the discussion that they believe the God Ganesh & They told that the God Ganesh solved their difficulties. So they come here.

The remaining 31.10% tourist comes here to visit the place when they need relaxation or enjoyment once or twice in a year. The purpose was not merely religious to visit Ganpatipule, but yet pleasure & a few tourists come for study purpose.

Table 1.4
Religion wise Tourist

| Sr.No. | Name of Religion | No. of Tourist | Percentage |
|--------|------------------|----------------|------------|
| 1 | Hindu | 82 | 94.25 |
| 2 | Jainis | 2 | 2.30 |
| 3 | Muslims | 1 | 1.15 |
| 4 | Buddhist | 1 | 1.15 |
| 5 | Christian | 1 | 1.15 |
| | Total | 87 | 100 |

94.25% tourists are Hindu who strongly believed on the God Ganesh. 2.30% are Jain and only 1.15% are Muslim, Buddhist & Christian. So we can say that mostly tourists come here for both reasons.

Tourist Occupation Structure

Table 1.5
Occupational Structure

| Sr.No. | Occupation Structure | No. of Tourist | Percentage |
|--------|-----------------------|----------------|------------|
| 1 | Service | 28 | 32.18 |
| 2 | Agriculture | 11 | 12.64 |
| 3 | Education | 07 | 8.05 |
| 4 | Engineers | 00 | 00 |
| 5 | Builders & Contractor | 04 | 4.60 |
| 6 | Business | 25 | 28.74 |
| 7 | Others | 12 | 13.79 |
| | Total | 87 | 100 |

From table 1.5 it is found that about 32.18 percent tourists come to Ganpatipule are engaged in different services. 28.74 percent tourists are engaged in the various business activities that mostly come from Pune, Raigad, Thane & Kolhapur. It is also observed that 12.64 percent persons are engaged in agriculture and they come to Ganpatipule because they are having much faith on God Ganesh. The persons engaged in construction businesses are 4.60 percent, 8.05 percent tourist are engaged in education & other category covers about 13.79 percent which includes all remaining activities such as house workers, laborers, factory workers, tailors etc.

Conclusion

Forgoing analysis reveals the Ganpatipule is religious place as well as natural attraction. The God Ganapati is main attraction. Devotees come from Maharashtra especially western Maharashtra. There are 36% tourists are from Kolhapur district. Mostly tourist from Maharashtra, tourist from Karnataka state also observed some international tourist also observed. 94.25% tourist is Hindu. The main purpose is to pray Ganesh & take blessings from him. Number of tourist is too large on the Sankashti. On other day tourist came to visit Ganpatipule for both purpose.

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