



**ECONOMIC DEVELOPMENT OF HERITAGE TOURISM – A
GEOGRAPHICAL STUDY OF SATARA DISTRICT**

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Abstract:-

Tourism today is one of the world's fastest growing industries. Tourism is a painless procedure for transfer of real resources from industrially capital surplus developed countries to low – income developing countries. Tourism is the practice of touring or traveling for pleasure or recreation and the guidance of management of tourist as a business. It can also be regarded as a global industry to the extent that it involves vast international movements of people, and expenditures on goods and service. Tourism is largely a nature based industry, and as such, it impacts the natural resources like, air, land and water. Well managed and controlled tourism leads to betterment of these resources and conversely if the same is not well managed, may result in to various types' social evils and pollution. Tourism emerged as the largest global industry of the 20th century. Tourism is largely a nature based industry, and as such, it impacts the air, land, water. Properly planned and managed, tourism can minimize these impacts and can lead to positive environmental benefits. The study has analyzed the present nature of heritage tourism in the study region and also found out strength and the constraints for development thereof. This study has been carried out to understand the nature of present tourism in the study area, role, ways functioning of the dependent business there at. The suggestions in the study are based on the potential strength of the local people and participation of all the businessmen. 'A self –sustainable model for economic development and growth' designed and implemented with joint endeavor of the state government and relative large business houses can bring about sea change in the study region. The survey also focuses on economic background of family with respect to earnings by family members, agricultural conditions, and used means of travelling. The psychological view of sellers is also focused during survey regarding do and don'ts on forts for business. And study is concentrated on required facility for sellers regarding increase in earnings.

Introduction

In this study an attempt has been made to analyze the situations in Satara districts from various dimensions. An attempt has been made to find the answers to following question,

1. Whether the shops supply quality goods that are required by the residents and tourists?
2. Whether the hotels provide hygienic food and quality services to tourists?
3. Whether the tourists are satisfied with the services offered by seller ?
4. Whether the tourists and seller are eager about conservation and restoration of forts?

The various purposes of for which people embark upon a tourist have been explained. Further to conceptual explanation of mass tourism, it has been identified as an economic activity. A heritage tourists has been differentiated from a tourist. After the focus of the purpose of selection of the area.

Study Region:

Satara district is counted amongst the richest district in Maharashtra in terms of cultural and historical traditions. The name of the district derives from the 17walls, towers and gates that the town possessed in the ancient period. The district occupies a total geographical area of 10,484 sq. km. Satara is situated in the river basins of the Bhima and Krishna rivers. There is a wonderful contrast of immense dimensions and a variety of landscapes in the district. The minimum temperature of the district is 11.6^o C and the maximum temperature is 37.5^o C. The district receives an average rainfall of 426 mm. per year. In summer, the western part of the district experiences cold and pleasant climate. During the rainy season, the climate is cold. In summer, the Central part of the district experiences hot climate. In winter, the nights are colder and the days are warmer. The climate in the Eastern part is more hot compared to the Western and Central part of the district. Change

of season affects the climate in the district. In the year 2011-12, there was 1467.33 sq. km. geographical area of the district under forests. It is scattered over the entire district. Satara district in Maharashtra is predominantly an agro district. As a result majority of the people is engaged in agriculture activities. The major crops cultivated in the district include Bajra, Jowar, Wheat, Rice, Ghewada, Gram, Sugarcane, Groundnut, Potato, Soyabean, etc. Among the crop sugarcane is considered the annual crop in Satara. The people of Satara are also engaged in fish cultivation. The Satara district has one of the largest numbers of fisheries in the state of Maharashtra. The Southern Central Railways passes through the district in the South to North direction for about 124km. The road facilities in the district are very poor in the western part of the district due to its hilly topography. The district has only 53.53% of gravel-tar roads. Majority of the roads in the district are kuccha roads. As compared to the western part, the Central and Eastern part of the district have a better network of roads. The National Highway No. 4 (Mumbai-Bangalore) passes through the Central part of the district for about 130 km.

Satara district is most famous for its religious aspects. There are numerous pilgrimages of various religions located in the district. 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. The most important tourist destinations in Satara district include Koyana Dam, Kanher Dam, Dhom Dam, Ajinkyatara fort, Sajjangad, Thoseghar Waterfalls, Mahabaleshwar Temple, Panchgani, etc. Satara district is rich in its culture, history, education, health, economy and tourism. Satara district are situated in the western parts of Maharashtra. Satara district are well known for their heritage tourism importance especially because of forts. The following forts from Satara district have been chosen for the present study. The selected forts from Satara district comprise of eight major talukas and forts namely Sajjangad (Satara Taluka), Pandavgad & Kamalgad (Vai Taluka), Pratapgad (Mahabaleshwar Taluka), Vasota (Medha Taluka), Dategad (Patan Taluka), Vasantgad (Karad Taluka), Nandgiri (Koregaon Taluka), Vardhangad (Vaduj Taluka). The state of Maharashtra has been endowed with a rich cultural heritage. The state is privileged to have ancient temples and caves constructed in olden

days. The city of Pune is said to be the 'cultural capital' of Maharashtra. There are many forts in and around Satara history of which can be traced back to as many as thousand years or even more. Economic and social culture in and around Pune has undergone a vast change during last few decades. With spread of technology and industries, this change is inevitable. However, such change is discernible in certain pockets whereas, many of the ancient forts continue to be in the same situation as they were hundred years back. Social and economic values of the people go on changing whereas, spiritual and cultural values lag behind. This, at times, creates a state of discomfort and dissatisfaction in the minds of the devotees. However, this discomfort that may be better described as 'cultural suffocation' cannot be opened expressed because of 'half digested spiritual values'. They say, change is the only stable thing in life but any minor variation in social, and particularly cultural values becomes Herculean task. For this study, locations of and Satara district were chosen as study area because the ancient forts. From Pune and Satara districts, we have randomly selected forts, some of which are well known and developed and some of which are under developed and not known to common people.

Objectives:

The main objectives of the present work will be to carry out assessment of the potential of the present heritage destination in the study area:

1. To explore the present status and of potential heritage tourism development,
2. To examine the perception of the stakeholder about heritage tourism of the study area,

Methodology:

Here an attempt has been made to assess the level of satisfaction of the pilgrims by noting their views regarding the various facilities, for this purpose following important factors are selected which influence the level of satisfaction. These are

1. Accommodation,
2. Availability of hygienic food,
3. Economic standard (income level) of sellers
4. Behavior of sellers and their economic standard,
5. Facilities provided by the local people,
6. Economic and educational standard of guides,

To conduct a sample survey a questionnaire was prepared and filled up by shopkeepers, hotel owners. Usual computer techniques have been employed for completion analysis and presentation of the data, collected from the

primary and the secondary sources. GIS techniques have been used for thematic maps, statistical techniques like percentage, average, score etc also used to summarize the quantitative data. The purpose of the study is understanding profile of the sellers, hotel owners. Since most of these literate enough to comprehend and respond to the set questionnaire, dialogue process was more helpful. The research methodologies, sources of methodology including primary and secondary data are elaborated. The techniques that have been employed to conduct this study have been enlisted.

Profile Of Sellers

Sellers have a significant role in tourism destination development. Considering the commercial activity in forts the sellers are engaged in business of miscellaneous items like flowers, toys, idols etc. In most of the cases the main male family member runs the operation at shop. The survey was conducted on different days and a total of 80 sellers were surveyed on the basis of purposive random sampling. The basis was to cover variety of sellers. The study of the natural and cultural factor in the study areas, the most important aspect is nature of seller, has been emphasized here. Because sellers or businessmen fulfilled the basic needs of tourists during tourism activity. It mainly depends upon the attitude and responsibility of the sellers. This study has been devoted to discuss the practices of the businessmen involved in tourism. The business includes permanent hotels, movable sellers like curd, ice cream sellers etc. The present study has attempted to examine the functional characteristics of sellers in forts. The survey has been conducted to understand wide ranges of socio economic and cultural scenarios of sellers. The study focuses on the age group, village wise number of sellers, education level, nature of business, starting year, profitable season, other source of families, used means of travel etc. The survey also focuses on economic background of family with respect to earnings by family members, agricultural conditions, and used means of travelling. The psychological view of sellers is also focused during survey regarding do and don'ts on forts for business. And study is concentrated on required facility for sellers regarding increase in earnings. The nature of business is closely linked with tourism activity. Nature of business is seasonal on different forts in Satara district. For tourist activity or fulfilled the tourist needs, the hotel facility is essential. So we study the nature of businesses like permanent hotels and movable sellers. This study reveals that 28 (35%) are

fixed place businessmen. They have established their own hotels which provide services to tourists. The heritage tourism of the monument has enhanced the prospect of fixed place business. The other types of sellers like movable/mobile sellers represent 52 (65.0%). This percentage of sellers is movable/mobile which considering the demand supply chain tourism are more important for tourist visitors. Majority of the sellers are resident of nearby forts. Since the potential size of business and chances of expansion are limited.

This study reveals that there are different types of business at different forts in Satara district. Out of total, 28 (35.0%) sellers are engaged in fixed places businesses, and the rest 52 (65.0%) mobile sellers. Among the moveable sellers, 17 (32.7%) mobile sellers sell their products on lorry especially on tempos, mini trucks etc. They sell different types of goods, which are mainly required for hotels and also some products for tourists. Other sellers are ice-cream sellers 13 (25.0%), Limbu Pani Sellers 10 (19.2%), and agricultural products sellers 12 (23.0%) are noted during survey. It shows that the businesses are mainly based on local products. The above study reveals that 49 (61.25%) of sellers are male members. While 31 (38.75%) sellers are female members. It was also revealed in the study that the support staff in these shops mainly contained family members of the sellers and no external employees were working. Most of the shops are owned and managed by the male members in the family. It has been noted that the sellers of working group of 31-50 years have clear dominations. The sellers of the working age group have high proportion among all businessmen. Out of these 26 are male sellers and 19 are female sellers. The other age groups of less than 30 have noted about 17 male sellers and 9 female sellers. These come under the category of child labour. The age group of more than 51 has noted 6 male sellers and 3 female sellers. The age group of sellers is important for business purpose because working age group of people is important in any economy like village economy. It is important for supporting the economic status of the society. This study reveals the level of educational background of the sellers in different forts of Satara district. Most of the sellers engaged in business are predominantly illiterate 28(35.0%). Hardly anyone reached to the higher level education. This less educational status is probably due to low economic condition. 23 (28.8%) of the sellers had primary education, 18 (22.5%) had secondary education, 5 (6.25%) had

higher secondary education, while the rest 6 (7.5%) were graduates. No sellers was found above graduation level or having any additional or technical qualification. This study focuses the financial condition of the sellers and reveals that 27(33.8%) sellers were earning less than Rs.2000 per month. Earning of 34 sellers (42.5%) was between Rs.2000/- to 4000/-. 17sellers (21.3%) was between Rs.4001/-to 6000/- while for rest of the sellers, it was above Rs.6000/- per month. The income earning potential of the sellers at different forts is limited. The starting year of business is taken for understanding of growing importance of heritage tourism, regarding different forts. The data is presented in the above table. 28(35.0%) of the sellers started initiating their business during 1981-2000 due to increase tourists at different forts during this period. This study reveals that 16(20.0%) of the seller started their business during 1960-1980, and rest 36(45.0%) started after the year 2000. Since the nature and size of business contemplates have no major change, there are limited growth opportunities. However, the income opportunities appear consistent. Therefore, a few sellers were found running their business from generation to generation. This also indicates that their earnings from this shop are adequate to provide them a reasonable standard of life. This study reveals that 8(10.0%) of the sellers had dependents ranging between 0-3, 32(40.0%) had dependents ranging between 4 to 6, 22(27.5%) had dependents ranging between 6 to 9 while the rest 18(22.5%) had dependents more than 9. The general size of family appeared in tune with the prevalent facts in alike towns.

For the production of any finished product, the raw material is essential. In tourism industry role of seller (hotel and movable) is more important. At forts in the hotel activity some input material is used like edible oil, onion, jawar, Chilli and chilli powder, besan, rockel, tea, coffee and milk and in movable sellers commodity is ice-creams, agriculture products (corn, mango, zizypus, etc). These are mainly movable and non-fort residents of businessmen. The table highlights most sellers 28(35.0%) have four and more family member engaged in business because of the joint family. 12(15.0%) sellers are single in their business. There are 24 sellers who are family engaged with two family members in their business(30.0%). The growing dominance of family business has been observed in the three family member business group too. This phenomenon is taken for study because the number of engaged people and earning range is inter-related. Joint family system yet is rooted in

villages as a part of Indian tradition. The system helped to engage people in variety of work. This is the main cause for more people from one family to be busy in the businesses found in the study region. This study reveals that 31(38.8%) consider tradition to be the sole purpose; they have continued their business from their parents. Due to increasing tourism and demand in modern age about 34(42.5%) of sellers have self-started side businesses with agriculture. Due to increase in tourism demand, the availability of new source of livelihood and no other source for survival, most of people 15(18.8%) started their business at different forts. The purpose of the starting business is an important aspect for the development of Tourism activity. The purpose of the starting their business varies from person to person, that is given in Table 4.28. There is a family culture associated with business. Most sellers are pursuing career due to traditional reasons

Profitable season is considered for study purpose of demand factors for available facilities. In the Deccan plateau elevated zones are more favourable in the season of winter and rainy for tourists. The flora-fauna is present during the monsoon season, most of the tourist get attracted towards the forts because surrounding region of forts is very rich in floristic beauty. 70% sellers are satisfied with their businesses in winter and rainy seasons. Least popular season is the summer due to heat in atmosphere and deciduous nature of flora. Only 40% sellers are feeling well for business during summer season. For the other activities (agriculture) most of sellers use non-rush days at forts. The weekend days have found popularity in terms of tourism. According to most of sellers, they are more engaged during Saturday and Sundays and National Holiday. Thursday is normally an industrial holiday, thus the frequency of tourists increase during that day. The data shows that 34 sellers feel they are engaged on Thursday. As forts are a historical monument many feel the urge to travel on national holidays. During national holidays, sellers are busier than other days. The observation of economic background of seller's family also depends on other services of family member which is study. The data in the table shows that 56.3% sellers' family don't have any other earnings from other services. 40.0% of the sellers' family have one or two person earnings from private sector service. There are only 3 sellers' family among 80 sellers that have income source from government sectors. We have already discussed regarding economic

status of the sellers family with other services. But agricultural status of seller is also considered for understanding economic status. So these phenomena have been taken for assessing economic status of seller. This study reveals that 67(83.8%) of the sellers have their own agriculture land. These sellers are engaged in business as well as agricultural activities. About 13(16.3%) sellers are not associated with agriculture. So we have concluded that majority of sellers are practicing subsistence type of agriculture and both the categories are helped by business development due to tourism activity on different forts. The crop wise distribution is study. The important crops of this region are Rice, Jawar, Soyabean, Nachani, and Vegetables. There are 67 sellers who own farms which produce all above mentioned crops and rice, jowar are the main staple crops. All the sellers cultivated rice during rainy season. Rice is dominated by 23 sellers' farms and Nachani and Vegetables are cultivated by 18 sellers. Generally, wet farming is practiced over region. Land holding of sellers is also one of the indicators of economic status of society. So we study these phenomena in study region. This study reveals that from most of the sellers, 13 (16.3%) are land less people, they have no agricultural land. Out of remaining sellers, 18 (26.9%) have less land than one acre. About 23 (34.3%) sellers have about two acre lands holding, 4.8% sellers have more 5 acre agricultural land area and 11 families' land holding capacity is four acres. For travelling purposes between villages and forts, different means of transport are used by sellers. The different means of transport are study region. It shows that 48 (60.0%) of sellers do not find the need of vehicles and they walk up to the different forts coming from close proximity villages. Sometime 14 (17.5%) sellers use mini private vehicles and sometime walk. Only 12 (15.0%) of sellers use two and four wheelers vehicles and 6 (7.5%) of sellers use private mini vehicles. Considering the income of sellers, they have no need to own vehicles. This study reveals that 33 sellers feel the urge to improve the current situation of hotels. Due to historical importance of different forts, about 20 sellers demanded land marking of important places. About 50 sellers wanted facilities like supply of electricity, repair of damageable structure, security of forts, parking. Garden is one of the attractions for tourists, so 28 sellers are preferred the development of gardens.

Tourism does not exist in isolation. It has certain basic components without which it

cannot operate. Although tourism consists of various components, especially the basic is attraction, accessibility, accommodation. The attraction is relates cultural, heritage, traditional, scenic (national parks), entertainment. We try to understand during survey, the required facility for sellers to growth of tourism activity and business at forts. According to sellers there are specific facilities required for increasing earning and number of tourists. Forts are the vital tourist destinations but with minimal transportation facilities. Modernity in hotel facilities is very important for economic growth due to tourism.

Conclusion

In this study the profile, economic situation, issues related to growth of the sellers are discussed. The shops are run as a family business. Generally the senior male member in the family acts as a manager of the business. Individuals of all the ages manage the business. These sellers have bare minimum education moreover; none of them are post graduates. The incomes of these sellers have a wide range. Most of the sellers are earning reasonable money for their livelihood. The nature of tourism can also be understood with the help of sellers. The study focuses on the age group, village wise distribution with distance factor, education level, nature of sellers, established year, used modes of transport, agricultural background and required facilities for sellers regarding increasing number of tourists. The study of sellers would help in planning process for well-being of local people through tourism activity. Forts are predominantly in the nature of family businesses run by neighboring people. All family members work at the shops. The two phenomena by significant role in number of tourist are the distance of villages from forts and connectivity with roads. Most of the sellers have low school level education and therefore have partial career options. The financial standard of the sellers is 'hand to mouth'

The age group of adult population is exceptionally remarkable in business. The child labour is witnessed in the study region. As noticed earlier most sellers have trivial livelihood. Out of the sellers, the businessmen have permanent and half are mobile sellers. The permanent hotels were started in earlier period at some forts with the reference to the Indian tradition at village level; nowadays joint families are also examined. Most of the family members are engaged in business. Nearly 1/3 of sellers' employ more than two people in his business. The close contiguity of the Pune and Satara city entails in visits during industrial and government

holidays or weekends. Sellers engaged in the business at forts practice variety of traditions, occupations, additional with agriculture and new source of livelihood due to increase of tourists at forts. The correlated factors of agriculture and cropping pattern are clearly classified in the study region. The topography, climate and availability of the water as a source have relentlessly affected on cropping pattern. Due to less income and close vicinity of villages, most sellers come to tourist places by walking. Least popular commuters own two and four wheeler vehicles. There is high intensity of satisfaction among sellers in the region. There has been a strong encouragement to improve transport resources for tourism development or advancement. Due to the development of forts, the occupation structure has changed from agriculture to tourism activity for the development of tourism. The increasing number of tourists to the forts attracted businessman from the surrounding villages. The education status of sellers is very poor in study region.

Problems witnessed in the study regions :-

Different problems have been created at all tourist places. The forts are facing various problems regarding environmental, cultural and infrastructural facilities. The present study tries to understand the problems of the tourist places by questionnaire or survey method and by field observation.

Problem of infrastructural facility :-

Non-availability of adequate infrastructural facilities is a common problem which includes availability of good condition roads for vehicles. There are different facilities included such as transport, accommodation, parking, and hotel etc. During weekends and holidays most of tourists come with their own vehicles but at parking are not available. The qualities of servicing in hotel, cleanliness of small hotels and employees in hotels are poorly and untrained respectively.

The other problems also face number of sellers and tourists like shortage of drinking water. Unavailability of food, electricity and telephone services etc. Most of the forts have to depend upon natural sources to meet requirement of drinking water. The available water may not be in a hygienic condition. With growing number tourists and vehicles, the available parking facility falls short to accommodate the vehicles. On weekends and certain special days the problem of parking becomes a major problem.

Suggestion for development of tourism in the study area :-

We have discussed the problems of forts and tourist places in previous paragraph. The consistent recommendations and complete planning relate to the problems of the study region. In the field of tourism, the need for planned development is important. Particular planning is a pre-requisite for complete success of any programs. The following issues are involved in the planning and development of tourism in study region:

1. The hotels should be constructed with cement and concrete. Rents should be collected from them for the development of the tourist place. Hence it will help in maintaining the environmental balance.
2. Local people are important in awareness programs related to environmental issues and participation from them is needed in solving the environmental problems.
3. Awareness programs should be conducted for the conservation of biodiversity and educating the people and tourists.
4. Organizing survey, writing articles in the newspaper, guiding posters, ban on plastic carry bags and bottles should be carried out.
5. Protection and conservation of historical and significant forts should be done to restore the fame and glory of Maharashtra.

Plan for the preservation and protection of special places, sites and tradition that attract visitors foster good preservation ethics, follow all applicable local, state and national laws in planning and preserving historic sites. The contribution of the community makes it unique and adds value and appeal to visitors. Ensure accuracy and quality when sharing these contributions with visitors. Educate the community about heritage tourism and historic preservation. A community that values and protects its heritage will contribute to the successful development of a project with funds, volunteers and political support. The importance of heritage education, heritage preservation and protection should be related with social responsibility, fundamental duty, appreciation of heritage and culture, needs of heritage knowledge, sustainability, social ethics and philosophy etc.

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