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## STUDY OF JEJURI KHANDOBA TEMPLE: A GEOGRAPHICAL APPROACH

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### **ABSTRACT:**

*India is land of rich cultural heritage and of various traditions. Maharashtra is no exception for these traditions fairs and festivals Maharashtrians celebrate each and every fair and festivals on a large scale with full enthusiasm. There are so many regions and regional fairs and festivals in Maharashtra. There have been many reasons behind the celebrations of festivals and fairs too. Religious factors are also responsible for the arrangement and celebration of fairs at religious places. Jejuri is one of the most famous fair places in Pune District. Lakhs of people visit Jejuri to have a 'Darshana' of Lord Khandoba and get satisfaction.*

### **INTRODUCTION:**

Fairs and festivals are nothing but the real traditional events where most of the people gather together for the definite purpose. Man is a social animal he can't live without society. From his daily routine he wants to share his happiness with his friends and relatives so he found out some social gathering in the form of fairs and festivals. This is main reason behind the celebration of fairs. As per different regions there are different kinds traditions in each region there are regional festivals and fairs in Maharashtra.

### **STUDY AREA:**

Jejuri is one of the most popular pilgrim centre in Maharashtra State, it is located 38-km from Pune in Pune District. It is on the intersection of 18° 28' N latitude and 74° 17' E longitude. The height of the Jejuri Temple is 692 meter above MSL.

### **HISTORICAL BACKGROUND:**

The famous religious place Jejuri is situated on bank of Sahyadri ranges in Maharashtra. It is the belief of Hindu people that Lord Malhari is existing here at Jejuri. It is also believed that lord Shankara took 'Martand Bhairav Avtar' at Jejuri. There is also a legend that Lord Bhairav killed the demons like Mani and Malla in the South. Then He decided His capital at Jejuri. As Lord

Martand Bhairav got victory over the demons; the mountain became Jayadri. In pasage of time Jayadri became Jejuri.

### OBJECTIVES:

1. To take into locational analysis of the Khandoba Temple, Jejuri.
2. To study the facilities available for tourists according to its grade.
3. To study the facilitiwise satisfaction index of tourists visiting Khandoba Temple, Jejuri.
4. To find out the facility provided for pilgrims of Khandoba Fair in Jejuri.

### METHODOLOGY:

1. Preparation of questionnaire and collection of primary data about tourist with the help of Tourists.
2. Calculate the satisfaction index on the basis of overall views expressed by tourist about facilities. For calculating satisfaction index following formula is used for calculating satisfaction index.

$$sti = \frac{\sum Mi \times Ni}{N}$$

Where,

*Sti* – Satisfaction index for *ith* factor.

*Mi* – Numerical values for the particular Level of satisfaction for the *ith* factor.

*Ni* – Number of respondent deriving the particular Level of Satisfaction of the *ith* factor.

*N* – Total number of respondents for that factor for all Level of Satisfaction.

### DISCUSSION:

**Table No. 1:** Total No. of Tourists Interviewed at Khandoba Temple at Jejuri.

Index	Particulars	No. of Respondent
1	Contacted	200
2	Not Responded	13
3	No. of questionnaire issued	187
4	Non returned Questionnaire	05
5	Returned Questionnaire	<b>182</b>

(Source- Data compiled by Researcher)

Table No.1 shows the total 200 tourists were contacted, but 13 tourists have not responded due to their busy schedule work or they didn't want to fill the given questionnaires. Therefore 187 questionnaires were given to the tourists. Out of 187 tourists only 182 questionnaires were returned.

**Classification of Tourists:**

Table No. 2: State Wise Classification of Tourists at Khandoba Temple, Jejuri.

Index	State	Numbers	%
1	Maharashtra	170	93
2	Karnataka	09	05
3	Madhya Pradesh	03	02
<b>Total</b>		<b>182</b>	<b>100</b>

*(Source- Data compiled by Researcher)*

The above table shows that most of the tourist's visits to Khandoba Temple are from Maharashtra. The percentage of Maharashtra tourists is 93, then it is seen that just 5% tourists from Karnataka and only 2% tourists are from MP.

Table No. 3: District Wise Classification of Tourists at Khandoba Temple, Jejuri.

Index	District	Numbers	%
1	Ahmednagar	24	14
2	Osmanabad	19	11
3	Pune	17	10
4	Kolhapur	16	09
5	Latur	16	09
6	Satara	14	08
7	Sangli	12	07
8	Solapur	10	06
9	Aurangabad	09	05
10	Thane	08/	05
11	Jalgaon	07	04
12	Nashik	06	04
13	Mumbai	03	02
14	Buldhana	03	02
15	Beed	03	02
16	Hingoli	02	01
17	Nanded	02	01
<b>Total</b>		<b>182</b>	<b>100</b>

*(Source- Data compiled by Researcher)*

The table shows the highest percentage of tourists at Khandoba Temple, Jejuri are from Ahemadnagar district and the percentage is 14, and the lowest percentage that is 1 shown by Nanded and Hingoli.

Table No. 4: Distribution of tourists by purpose of visit- Khandoba temple, Jejuri.

Index	Aim of the visit	No. of Tourists	%
1	Religious	161	88
2	Entertainment	15	08
3	Professional	03	02
4	Other	03	02
<b>Total</b>		<b>182</b>	<b>100</b>

(Source- Data compiled by Researcher)

Table No.4 Shows that different purposes in different percentage having religious purpose 88% pilgrims, for entertainment 8% and professional 2%.

Table No.5: Profession-wise classification of the tourists, Jejuri.

Index	Profession	No. of Tourists	%
1	Learner	15	08
2	Farmer	80	44
3	Business	23	13
4	Service	46	25
5	Other	18	10
<b>Total</b>		<b>182</b>	<b>100</b>

(Source- Data compiled by Researcher)

Table No. 5 Shows that 44% tourists are farmers, 25% tourists are servicemen, 13% businessmen and 8% are student.

Table No. 6: Religion-wise classification of Tourists- Khandoba Temple, Jejuri.

Index	Religion	No. of Tourists	%
1	Hindu	179	98
2	Muslim	03	02
<b>Total</b>		<b>182</b>	<b>100</b>

(Source- Data compiled by Researcher)

Table No.6 Shows that as it is religious place 98% tourists belong to Hindu category and just 2% belong to Muslim.

Table No.7: Age and Sexwise classification of Tourists- Khandoba Temple, Jejuri.

Index	Age in Years	No. of Tourists			Total %
		M	F	Total	
1	Under 15	14	09	23	13
2	15 to 25	22	13	35	19
3	25 to 45	53	33	86	47
4	45 to 60	21	12	33	18
5	Above 60	03	02	05	03
<b>Total</b>		<b>113</b>	<b>69</b>	<b>182</b>	<b>100</b>

(Source- Data compiled by Researcher)

Table No. 7 shows the Age and sex wise data shows that 47% tourists belongs to 25 to 45 age group, 19% tourists belong to 15 to 25 age group, 18% tourists belong to 45 to 60 age and 13% are under 15 age , and just 03% are above 60 age group.

Table No. 8: Marital Classification Of The Tourists- Khandoba Temple, Jejuri.

Index	Marital Status	M	F	Total	%
1	Unmarried	32	23	55	30
2	Married	81	46	127	70
<b>Total</b>		<b>113</b>	<b>69</b>	<b>182</b>	<b>100</b>

(Source- Data compiled by Researcher)

Table No.8, In case of marital data the percentage of married people is higher (70%) than unmarried people (30%).

Table No. 9: Literacy wise classification of tourists- Khandoba Temple, Jejuri.

Index	Education	Male	Female	Total	%
1	Illiterate	16	10	26	14
2	Under Graduate	43	28	81	45
3	Graduate	41	21	62	34
3	Post Graduate	13	00	13	07
<b>Total</b>		<b>113</b>	<b>69</b>	<b>182</b>	<b>100</b>

(Source- Data compiled by Researcher)

Table No. 9 Shows that 86% tourist are educated people visited Jejuri Temple and only 14% tourist are illiterate.

#### Number of Facilities:

Index	Mode of Transport	No.	%
1	M.S.R.T.C. Service	74	41
2	Railway	12	06
3	Private Vehicle	23	13
4	Owned Car	45	25
5	Two Wheeler	28	15
<b>Total</b>		<b>182</b>	<b>100</b>

(Source- Data compiled by Researcher)

Table No.10 Shows the mode of transport they used to reach there as follow MSRTC-41%, Railway – 06%, by private vehicle – 13%, by owned car 25%, and 15% by two wheeler.

Table No. 11 Classification of Tourists According to Halting Duration- Khandoba Temple, Jejuri.

Index	Halting Duration	No.	%
1	Day Tripper	152	84
2	One Day	30	16
	Total	182	100

(Source- Data compiled by Researcher)

Table No. 11 Shows that halting duration of tourist 84% are day tripper and 16% tourists are one day halt takers.

### SATISFACTION OF TOURIST'S:

The factor wise level of satisfaction is calculated and given in the Table 16, which is based upon tourist survey at Khandoba Temple, Jejuri.

Table No. 12: Factor wise Level of Satisfaction (Mi)

Sr. No	Management Factor	Excellent		Good		Satisfactory		Unsatisfactory		Total
		No	%	No	%	No	%	No	%	
1	Transport Facility	07	04	49	27	110	60	16	09	182
2	Food Facility	32	08	41	22	78	43	31	17	182
3	Darshan Facility	04	02	69	38	72	40	37	20	182
4	Accommodation	15	08	23	12	75	41	69	38	182
5	Security Facility	-	-	-	-	99	54	83	46	182
6	Parking Facility	03	02	42	23	63	35	74	40	182

Table No.12 Show that near about 4% Tourist has expressed their views as excellent transport facility. 27% Tourist have expressed their good transport facility as it is more the excellent facility. The table also shows 60% Tourist have satisfactory tone in this case and just 9% Tourist expressed their unsatisfactory tone in their transport facility. And 40 % Tourist said that they got satisfactory darshan facility.

Table No. 13: Factor Wise Average Of Satisfaction (Ni)

Sr. No.	Management factor	Average Satisfaction (%)			
		Excellent	Good	Satisfactory	Unsatisfactory
1	Transport Facility	9.57	6.93	5.33	2.31
2	Food Facility	8.93	7.29	4.93	2.25
3	Darshan Facility	9.75	7.05	5.01	2.10
4	Accommodation	9.6	7.13	4.90	2.18
5	Security Facility	-	-	4.94	2.48
6	Parking Facility	9.00	6.33	4.93	2.25

Table No.14: Factor Wise Satisfaction Index with Rank- (Sli)

## A. Satisfaction Index method

Sr. No.	Management Factor	Satisfaction Index	Rank
1	Transport Facility	6.03	<b>1</b>
2	Food Facility	5.85	<b>4</b>
3	Darshan Facility	5.97	<b>2</b>
4	Accommodation	5.95	<b>3</b>
5	Security Facility	1.85	<b>6</b>
6	Parking Facility	5.62	<b>5</b>

(Source: Data compiled by researcher)

Table No.14 Our aim is to find out the satisfaction of the tourists at the said center. It is also seen in the satisfaction index method table. The data in the table shows that there is First rank for the Transport facility. In case of Darshan facility it is on the Second rank, where as Accommodation facility rank as Third. Food facility rank is Fourth. Parking facility rank is Fifth and Security facility rank is Sixth.

**CONCLUSIONS:**

Following are conclusions made after the study.

1. There is lack of cleanness.
2. There is no any ban on crowd and no management of crowd.
3. There are improper and limited accommodation facilities.
4. Pure drinking water is not available for the tourist.
5. No food facility offered by trusty
6. .Proper parking facility is not available.

**SUGGESTIONS:**

Following are the suggestions to convert this place into good tourist place:

- 1) Maximum tourist's accommodation facility should be increased.
- 2) More hotels at cheap rates should be governed by the temple trust.
- 3) Precautionary measures should be taken for the safety of tourists.
- 4) Advertising should be made through news papers, T.V. etc.
- 5) Frequency of MSRTC busses should be increased.
- 6) In case of emergency health services should be provided.
- 7) Pure drinking water should be provided in fair time.

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