iJRASET
International Journal For Research in Applied Science and Engineering Technology



INTERNATIONAL JOURNAL FOR RESEARCH

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY

Volume: 9 **Issue:** VIII **Month of publication:** August 2021

DOI: https://doi.org/10.22214/ijraset.2021.37715

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International Journal for Research in Applied Science & Engineering Technology (IJRASET)
ISSN: 2321-9653; IC Value: 45.98; SJ Impact Factor: 7.429
Volume 9 Issue VIII Aug 2021- Available at www.ijraset.com

Prospects of Tourism Planning in Nashik City

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Abstract: ***Urban planning is a tool that helps in managing the things that need a spatial approach and it also helps in conducting the other activities. While planning the urban cities the past and recent condition should also be taken into account for better result. But each and every one is concern about the growth and development, though tourism includes different sectors and have different criteria according to the place, but the impact factors are almost common in all the aspects of tourism. Tourism cities have tremendous potential of research in their filed, but the problem should be identified specifically and proper methodology should be used during their process the government policies should also be taken into account and based on that solution should be plan of such places. In short recognized the impacts and work on it and according to that the urban planning should be done to boost tourism sector to next level. Once the impacts are taken out and work on such impact are carried out than the development of such places will automatically goes on increasing and it help to keep the environment and that specific place neat and clean and also help it to grow it original and natural beauty. Nashik city in Maharashtra state is one of the oldest city which have most important historical ,culturally and religious importance and one of the city who hold kumbha mela and most of the people visit this city throughout the year and if the impacts are solved at it basic and ground level than the development may rapidly increase and gives better life to the surrounding environment.***

I. INTRODUCTION

Tourism is one of the most important parts from ancient Indian Society of Indian region. People have positive attitude for going out of their homes for different purposes. It is famous from ancient region and according to the purpose of travelling; references related to the ancient tourism are also available in Sanskrit literature. There are three terms which are found in and used for the travel in Sanskrit literature are Paryatana, Deshatana and Tirthatana. The word 'Tour' is derived from the Latin "tornare" and the Greek "tornos" meaning a lathe or circle, the movement or traveling around a central point or axis. In short tourism is the means of the relationship and phenomenon arising from the travel and stay of strangers which provide the stole and it ignores the establishment of a permanent residence and is not connected with a remunerated activity.

The term Tourism development refers to all the activities associated with facilities which are provided for tourists in a particular time at particular destination. It involves various activities such as skills development, job and wealth creation and marketing. Marketing of various tourist destinations through association, training and advice of local tourism business; it promotes for development of tourism. Perfect plan management of tourism would work under the perfect conditions, which is practically found appropriate in rare cases only. And the plans which need changes or modifications according to the situation created while travelling is known as the Legal Escape Plan.s a template. For questions on paper guidelines, please contact us via e-mail.



	France	Spain	United States	China	Italy	Mexico	United Kingdom	Turkey	Germany	Thailand
2016 In Lakh	827	753	764	593	524	351	358	303	356	326
2017 In Lakh	869	818	769	607	583	393	377	376	375	354

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A. Need of Study

To highlight the tourism potential of Nashik District and suggest the remedies for tourism and also to improve the conditions of tourists place that will be beneficial to increase the economics of Nashik District. To aware local people about the importance of tourism in their life and find a solution about impact of tourism on quality of life of local and tourists people

B. Objectives

1) To study government guidelines for sustainable tourism.
2) To Study and analyze natural, historical, Religious tourist centers in Nashik district.

C. Research Methodology

The primary and secondary data has been collected from Government-Non Government Websites, Gazetteer, Reports, and Newspapers etc. The data pertaining to the research has been collected from the stakeholders like Community, Visitors and Forest officers, hotel owners, etc by using random sampling method. And the collected data has been analyzed by using geographical research methodology. The following sites are visited.

Brahmagiri Fort, Panchavati Godavari, Pandav (Trirashmi) Caves, Someshwar, Markandeya Hill, Chankapur Dam, Mangi-Tungi Jain Temple, Mulher Fort, Saputara, Ankai-Tankai, Mamdapur Conservation Reserve, Kalsubai Peak, Bhandardara Dam, Randha Fall, Mhalsej Fall, Nandur madhameshwar Wildlife Sanctuary. These sites have been selected for the present study.

The following sites have been randomly selected for the satisfaction index: Brahmagiri, Mangi-Tungi Jain Temple, Kalsubai Peak, Saputara, Mamdapur Conservation Reserve and Nandurmadhameshwar Wildlife Sanctuary. These six sites have been selected purposely selection method viz. two religious sites, two hill stations and two wildlife areas for the comparison and analysis.

D. Government policies for Tourism Development and Growth

The Ministry of Tourism designs national policies for the development and promotion of tourism. In the process, the Ministry consults and collaborates with other stakeholders in the sector including various Central Ministries/agencies, state governments, Union Territories and the representatives of the private sector.

1) *The First Tourism Policy (1982):* The first significant policy initiatives were forged in the early 1980s. With the prospect of hosting the Asian Games of 1982, the Indian Government had to start thinking about accommodating, transporting and entertaining the large number of visitors attracted by the event. This awakened a serious public interest in tourism, which was enhanced by the fact that tourism was India's largest net earner of foreign currency. The public interest was translated into the Tourism Policy of 1982 which provided an action plan based on the development of so-called tourism circuits. A tourist circuit consists of a number of tourist sights which are geographically and/or thematically grouped together with the idea that the value of their sum is more than an adding up of the values of the parts. The circuit idea was born out of the feeling that 'the Golden Triangle' destinations of Delhi-Jaipur-Agra and the Bombay-Goa shopping-and-beach circuit were grossly oversold.

2) *Tourism Development in the 1990s:* In 1997 the department of tourism published a (new) National Tourism Action Plan. Apart from identifying a few areas for 'integrated tourism development', along the lines of the aforementioned (thematic) tourism circuits, the aim of the plan was to achieve an overall growth and improvement of the tourism sector in India, by stepping up marketing, infrastructure building and human resource development. According to some, the plan didn't present anything new. It just was phrased in a more fashionable development sector jargon. Others maintained that the plan was over-ambitious and unrealistic. Funding by no means matched the challenging quantitative targets. In fact, from independence onwards the budget outlays for tourism have always been very small (less than 0.2%). The importance of domestic tourism was recognized by public policy makers in the 1990s. They included it as an important issue in the Tourism Action Plan of 1997 and decided that it was a state government (policy) issue. The central government was to take care of international tourists. Traditionally, domestic tourism mainly concerned pilgrimage and work-related travel. From the 1990s onwards there has been a steep rise in modern forms of domestic tourism. This new phenomenon is related to the booming Indian economy and the new susceptibility of the Indian middle and higher classes to rather alien, Western ideas of Holiday making. At present, an ever- growing group of Indian tourists travels around the country for rather prosaic, leisure and sightseeing-related reasons. This new trend is underscored by the emergence of Indian travel magazines and the growing explicit attention for domestic tourist destinations in leading newspapers.

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3) *The New Tourism Policy (2002):* In 2002 when the action plan was finally translated into a tourism policy. Tourism policy officially became a joint central-state government concern. The new policy itself, however, was designed by the central government. To a large extent, it concerns old wine in new bottles. It holds the kind of goals and expectations exemplary for the first policy. To start with, the policy document attempts to establish tourism's great contribution to national development and its role as an engine of growth. It suggests that tourism not only generates government revenue, foreign currency, but also provides an optimal use of India's scarce resources, sustainable development, high quality employment (especially to youngsters, women and disabled people), and finally, peace, understanding, national unity and stability (GOI, 2002). The policy starts from the idea that tourism can be used as a development tool, e.g. that it can generate high quality, mass employment and prosperity among vulnerable groups in backward areas. In more practical terms, the policy aims at increasing the number of domestic and international tourists. In order to do this, the government proposes to diversify the Indian tourism product and substantially improve the quality of tourism infrastructure, marketing, visa arrangements and air travel. The aforementioned tourism as a development tool largely concerns domestic tourism, which in this capacity is conceptually linked to 'sustainable' rural development. As far as international tourism is concerned the Indian Government mainly wants to target the 'high- yielding variety' of tourists. These major policy aims are derived from three main sources. The idea of tourism as a development tool leading to sustainable rural development is rooted in traditional socialist style Indian Government thinking. An equally important source however, is the ideology of the international development community, represented by organizations such as the UNDP. The idea to specifically target the long haul, high yielding variety of international tourists, on the other hand, is part and parcel of the worldview of lobby organizations representing international airline and hotel companies. The WTTC in particular has played an important role in shaping the Indian tourism policy. Its predictions and suggestions form an integral part of the policy. While it is understandable that organizations such as the WTTC and the UNDP have influenced the Indian Tourism Policy, it is surprising to see how apparently easily and without much adaptation their recommendations have become official policy. This implies that the policy is founded upon rather contrasting ideas

4) *Maharashtra Tourism Policy 2016*

a) *Period of Operation:* - This scheme comes into operation with effect from the 1 April, 2016 and shall remain in force for a period of ten years or until substituted.

b) *Vision, Mission, Objectives and Targets of the Maharashtra Tourism Policy – 2016:* - Develop Maharashtra as a popular and sustainable tourist destination wherein the state will offer vast experiences on global, regional, and local best practices and standards.

c) *Mission*

- Promote the state as Numero Uno tourist destination.
- Development of tourism infrastructure across the state.
- Facilitate investments in the tourism sector.

d) *Objectives*

- Accelerate projects through private sector Investments/PPP mode in tourism sector
- Investment outreach to global investor community in tourism
- Development of tourism infrastructure in the state
- Develop innovative practices for marketing and promotions
- Adapt a sustainable approach to tourism development.

e) *Highlights of the 2016 Maharashtra Tourism Policy are as follows*

- Designate Tourism as a priority sector since it holds the potential to usher in economic development and generate high employment opportunities in Maharashtra – change—the policy will establish.
- Achieve sector growth of 10% per annum and share of 15% in GSDP through tourism and tourism related activities.
- Generate fresh investments in the tourism sector to the tune of INR 30,000 crore by 2025
- Create 1 million additional jobs in the tourism sector by 2025

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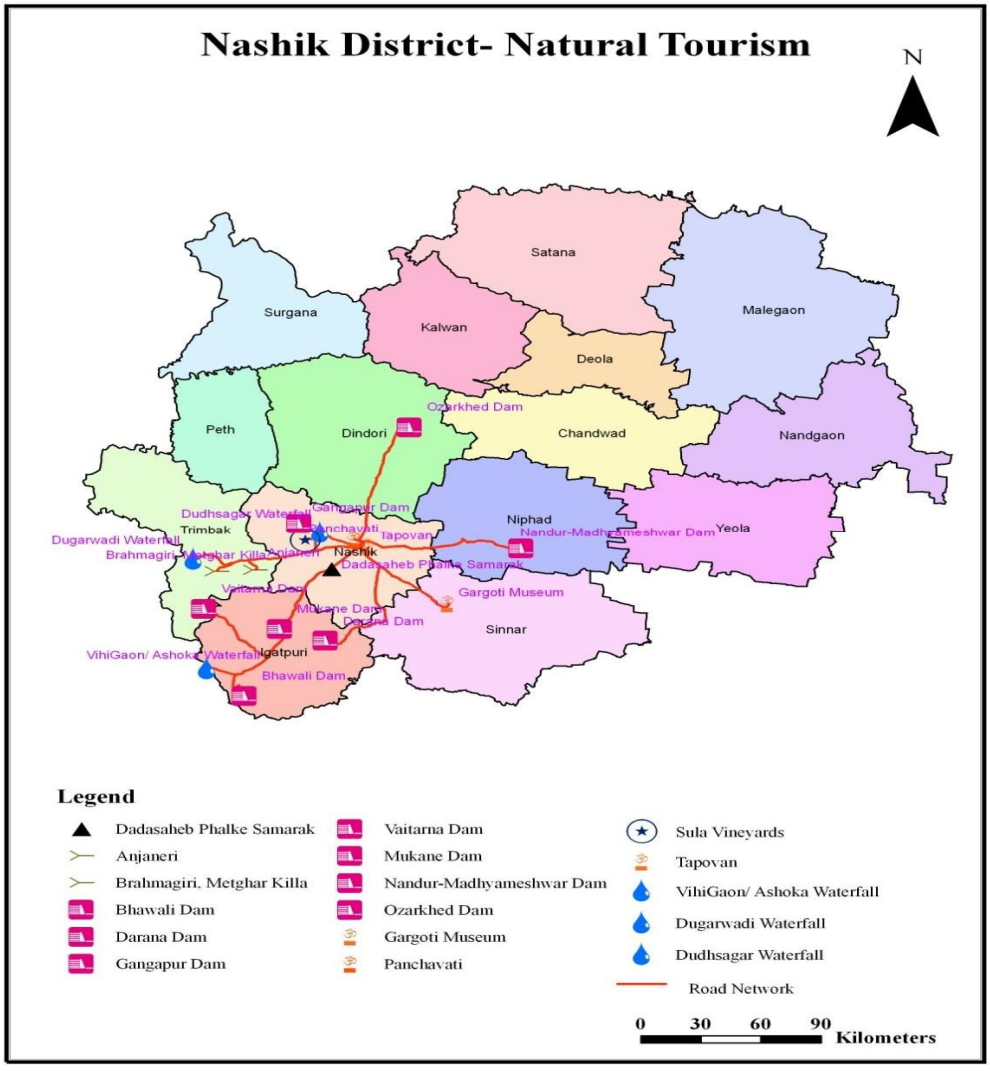
- Incentivize tourism units in the state by linking it to the Package Scheme of Incentives, 2013 of Industries, Energy and Labour Department or any modifications thereafter. The incentives under this policy are designed as per the needs of the tourism sector in the state.
- Key strategic interventions are identified and special incentives for respective intervention have been laid out.
- Strengthening of tourism infrastructure especially in the form of PPP model, special tourism infrastructure Tourism Infrastructure development fund, CSR, etc. are defined in this policy.
- New Government Policies in Tourism Schemes

Recently government is having special attention in tourism sector as it is one of the best way to boost the economy of country and different types of schemes are launched for the development of tourism sector in country and below are some of the new schemes that are launched to take the tourism sector to the next level and help to grow the sector in good and better way.

E. Natural Tourism

The climate of Nashik is very favorable for growth of grapes and sugar and for so many types of fruits. The production of grapes is comparatively more in Nashik district thus maximum numbers of wine industries are found in the surroundings area of the district. Thus the Nashik district is known as the 'Wine Capital of India' or the 'Grape City of India'.

For proper planning of the Natural Tourism points, the researcher has made study of available facilities such as accommodation facilities, hotels, motels, Guest House, Dharmashala, etc. Instead this the researcher also defined the proper easy and convenient route for the travelling.

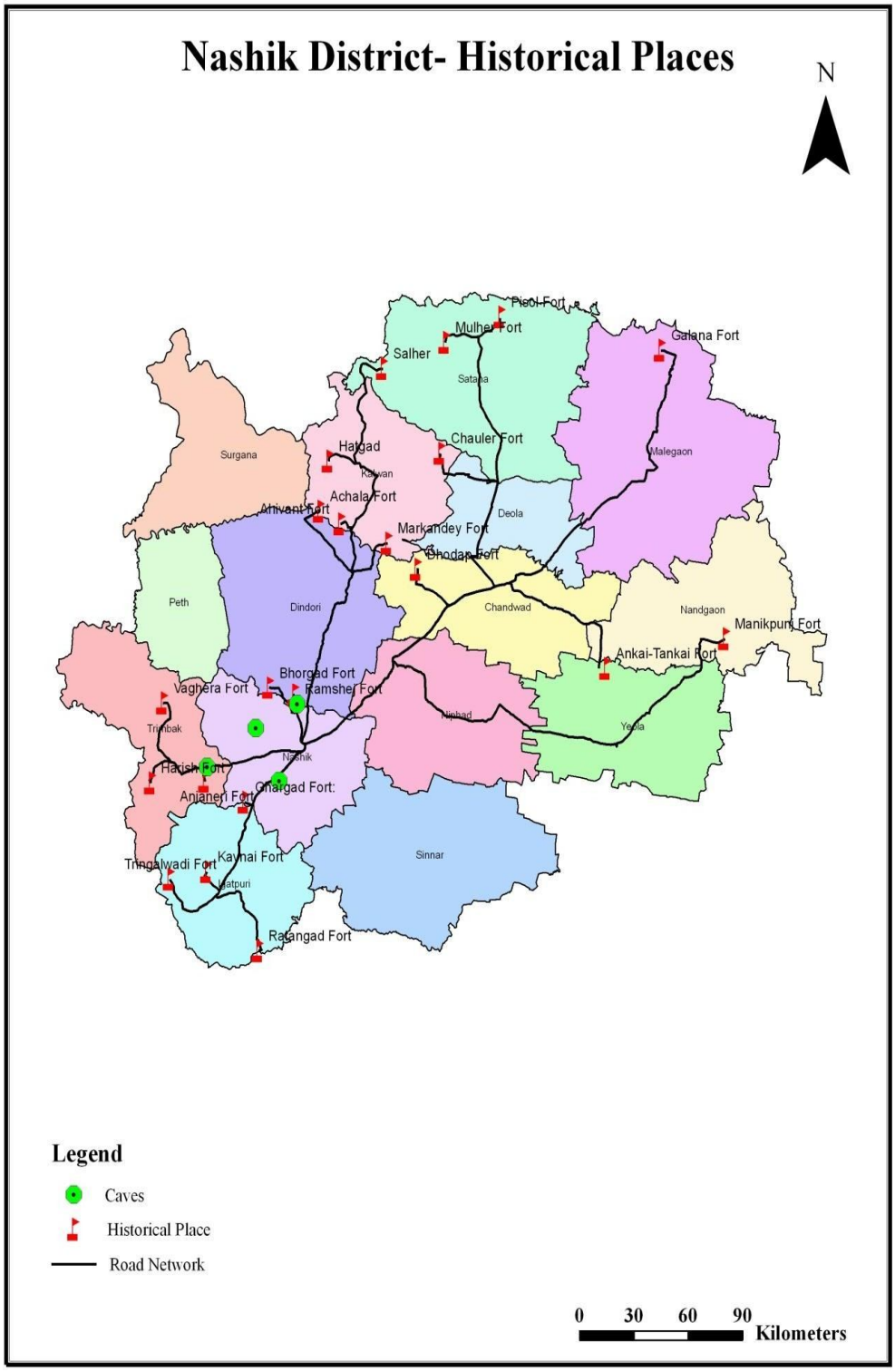


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ISSN: 2321-9653; IC Value: 45.98; SJ Impact Factor: 7.429
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F. Historical Places

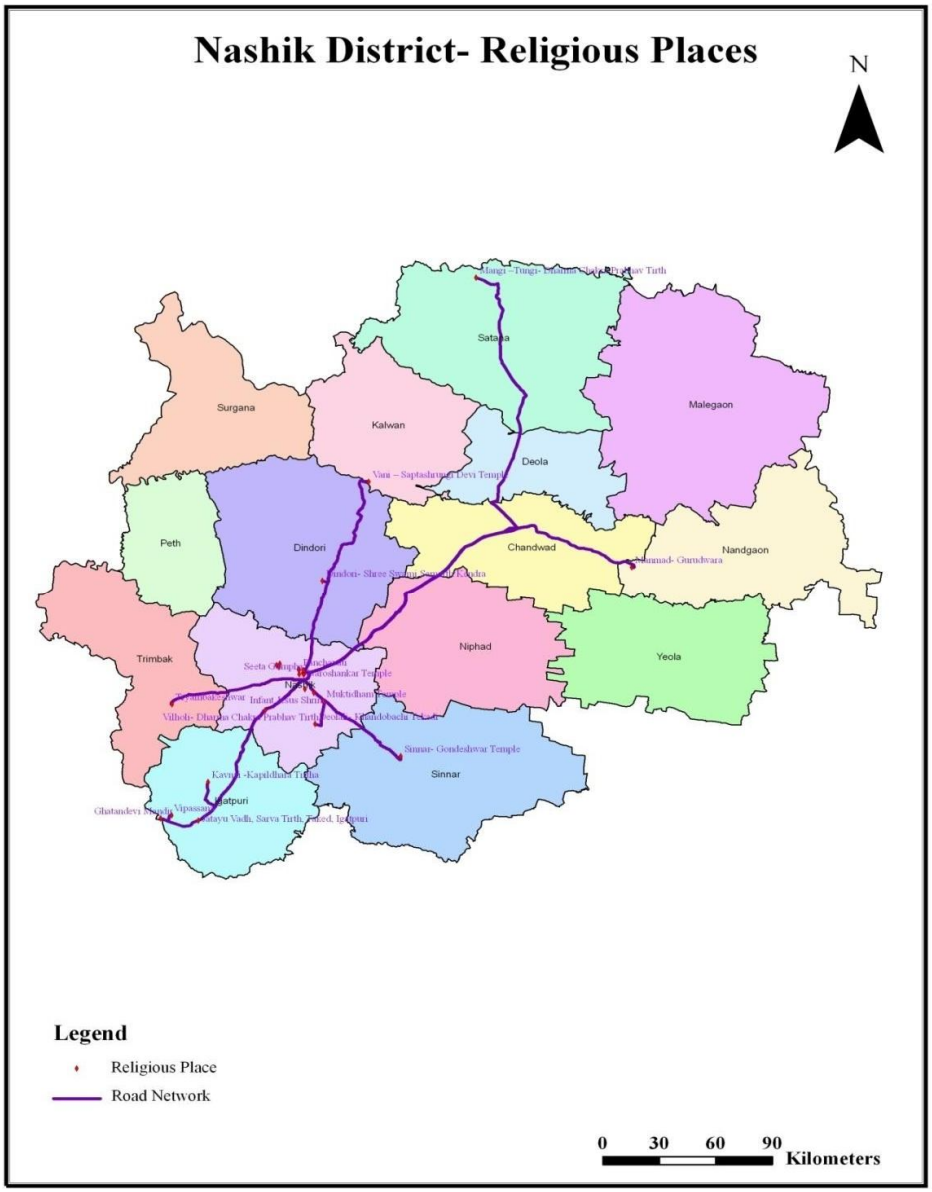
The Nashik is very popular with its features of historical background. There are so many forts found in the Nashik. For proper planning of the Natural Tourism points, the researcher has made study of available facilities such as accommodation facilities, hotels, motels, Guest House, Dharmashala, etc. Instead this the researcher also defined the proper easy and convenient route for the travelling.



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G. Religious Places

In Panchavati, Lord rama lived in Nashik during his 14 years exile period and Lord Laxmana cut the nose of Shurpanakha (Sister of Ravana), Kavnai is the origin of Kumbhamela organized after a period of 12 years, Gurudwara, Tryambakeshwar, Bramhagiri (source of River Godavari) and many more are the religious factors found in Nashik that attracts the tourist to visit in Nashik. The tourist places of Nashik are as follows;



II. CONCLUSIONS

Tourism is an important sector that play important role for the development of country and to get the information different types of survey are carried out to conclude this thesis we have questionnaire-based survey details and that helps us to satisfied our objectives and improve the growth of tourism and helps reduce the impacts on such tourists' spot.

In this study firstly we understand the current scenario of tourism in study area that is done by review of different types of research paper and also by giving visit to tourist spot information is collected about their problem and also information is collected about the peak hours and season and according to that proposal is design.

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Conservation , management and development of old heritage tourist place is important to know the history of certain period and same accurate information and place should be pass to upcoming generation in such thing public awareness is much more important and people should also aware of government schemes and policies regarding such activities.

To know the impact first we have to define the problem whether the spot have positive impact or negative impact and how the impact factor work on such places everyone just visit famous tourist spot but there are not aware about the impact that they have done on such beautiful place so with deep study of research paper and different books we are easily find out the impacts of any place and can take measure to control it and this satisfied objective third.

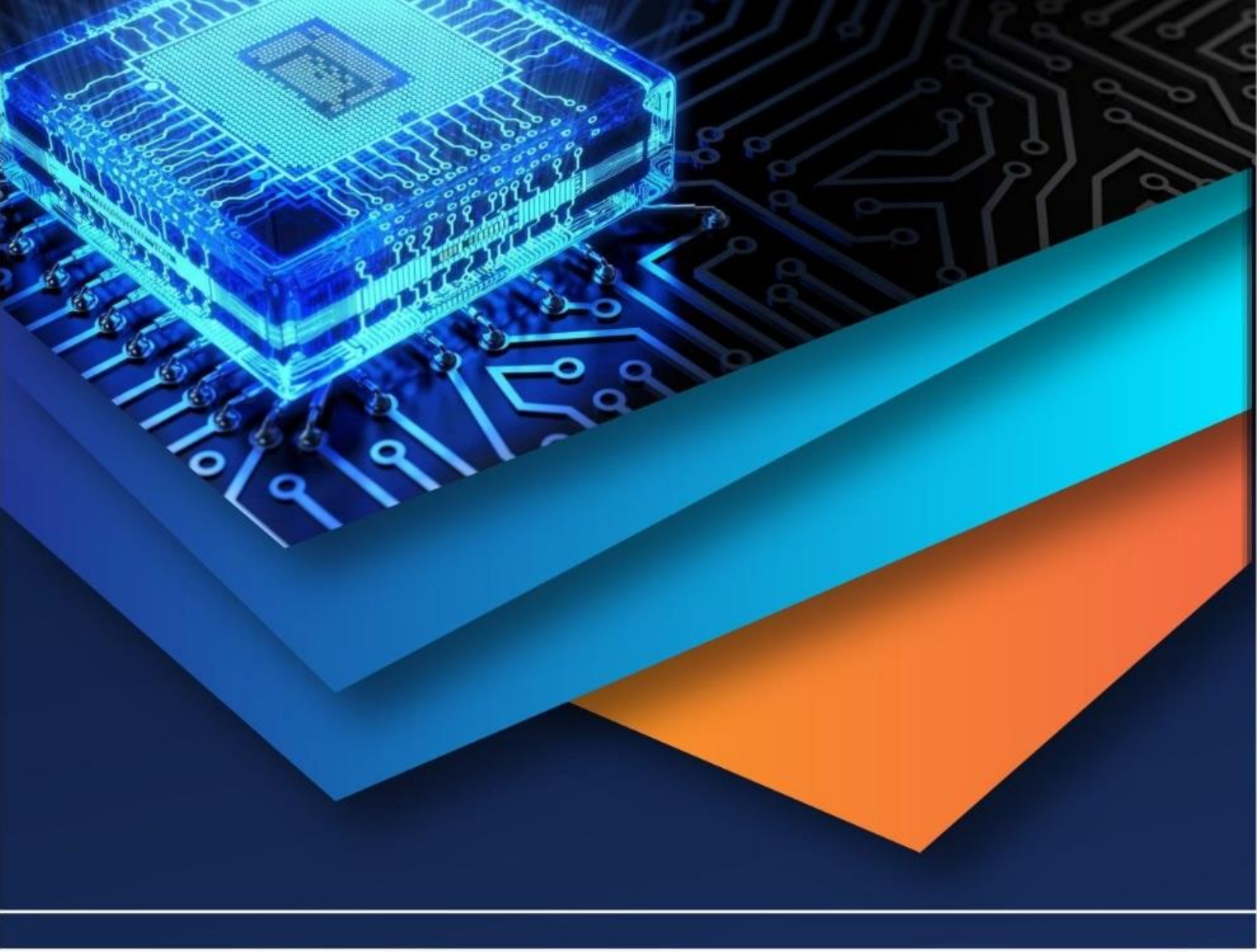
During visit to different tourist spot in the cities and outside range of city we came to now different things that each and every tourists spot have a period where there is huge amount of rush than to manage such crowd is there proper infrastructure available or people face some problem such question were added to survey and crowd feedback was taken and it was also concern that what are the existing facilities or measure are taken to control such amount of crowd and depending on feedback of public and development of infrastructure and information Centre , beautification of such places , ease of business, e tourism development proposals are made that totally satisfied our objectives.

Each city has some tourists spot and each city has some of the hidden tourists spot the last objective was to find out such hidden tourist spot and improve them and aware people about such hidden tourist spot and by developing social awareness through virtual media and encourage people to spot such hidden gem of city and increase their tourist value and this can be done by using digital platform and promotional video of such place and by establishing information Centre and by awareness the spot can be highlighted this help us to satisfied objectives that is find the place that has potential to developed in future.Acknowledgment

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