

**SUSTAINABLE TOURISM IN NASHIK: STRATEGIES AND PRACTICES****Prakash A. Pagare***Department of Geography, Arts, Commerce and Science College Nandgaon, Nashik.***Abstract**

Tourism in Nashik is practiced since past. Thousands of pilgrims visit Nasik every year. Nashik is famous known for its regions tourism since past in the history like the Kumbh Mela which comes after every 12 years. This is the destination for thousands of pilgrims. It is not only biggest pilgrim center for the Hindus but for many religions like Buddhist, Jain's, Sikhs, Muslims and Parses. Besides this type of tourism other tourism like the agro- tourism, educational tourism, nature tourism and many more to add but what is need of time is one should have certain strategic plan for practicing tourism in Nashik and that has to be Sustainable Tourism, so that it should not cause damage either to the tourist nor to the tourist places.

Key Words: *Pilgrims, Khumbah Mela, Agro- tourism, Educational Tourism, Nature tourism, etc.*

Introduction

Sustainable development is the idea that human societies must live and meet their needs without compromising the ability of future generations to meet their own needs. The “official” definition of sustainable development was developed for the first time in the Brundtland in 1987. Specifically, sustainable development is a way of organizing society so that it can exist in the long term. Taking this into account both the imperatives present and those of the future, such as the preservation of the environment and natural resources or social and economic equity. Tourism has become a popular worldwide free time activity. Tourism has important contribution in sustainable development, economic upliftment and social benefits if planned systematically. Since the last decade it has become a major thrust area in India to address the aforesaid issues, to utilize its wide variety of destination resources and also to optimize the level of financial involvement for developing tourist infrastructure in a constraint economic domain. Tourism industry in Maharashtra has a incredible potential for growth, given the availability of basic infrastructure and the variety of tourist themes offered by various destinations in Maharashtra. Nashik is one of the most important cities of Northern Maharashtra. Nashik is situated at approximate distance of 200 to 210 km from Mumbai as well as Pune. The present study aims to identify various determinants of tourism

potential of the Nashik city. The secondary data as well as personal interview was conducted from the tourist visited to Nashik city tourist place. It has been observed that, good accessibility, health facilities, road, and infrastructure facilities, other entertainment facility etc. attracts large number of tourist towards Nashik city. Now a day's Nashik city had developed potential growth in tourism and economy.

The World Tourism Organization (WTO) defines tourists as "Travelling to and staying in places outside their environment for not more than one consecutive year for leisure, business and other purposes." Tourism has become fastest growing industry and popular global free time activity, develops job opportunities to the local people. Tourism also increases the foreign exchange and increase the standard of living. There is no much difference in tourism and travel as both terms are used as synonyms. Tourism industry in Maharashtra has a tremendous potential for growth. The tourism activities increased due to availability of basic infrastructure and the variety of tourist schemes offered by various destinations in Maharashtra. Tourism Potential is a widely used and accepted term in tourism domain. However, sometimes create misunderstanding as potential expresses some territorial capabilities, which holds a little narrower domain. As prescribed the term "potential" may be replaced by "Attractiveness" which clearly indicates the relations between demand and supply of tourism. However, several other researches follow the term Potential though this may be assumed to be synonymous to Attractiveness. The river Godavari flows through the city. Large number of Temples and Ghats was constructed on the banks of Godavari have made Nashik one of the holiest places for Hindus all over the World. Nashik is one of the five places in India where the famous Kumbha Mela is held once in every 12 years.

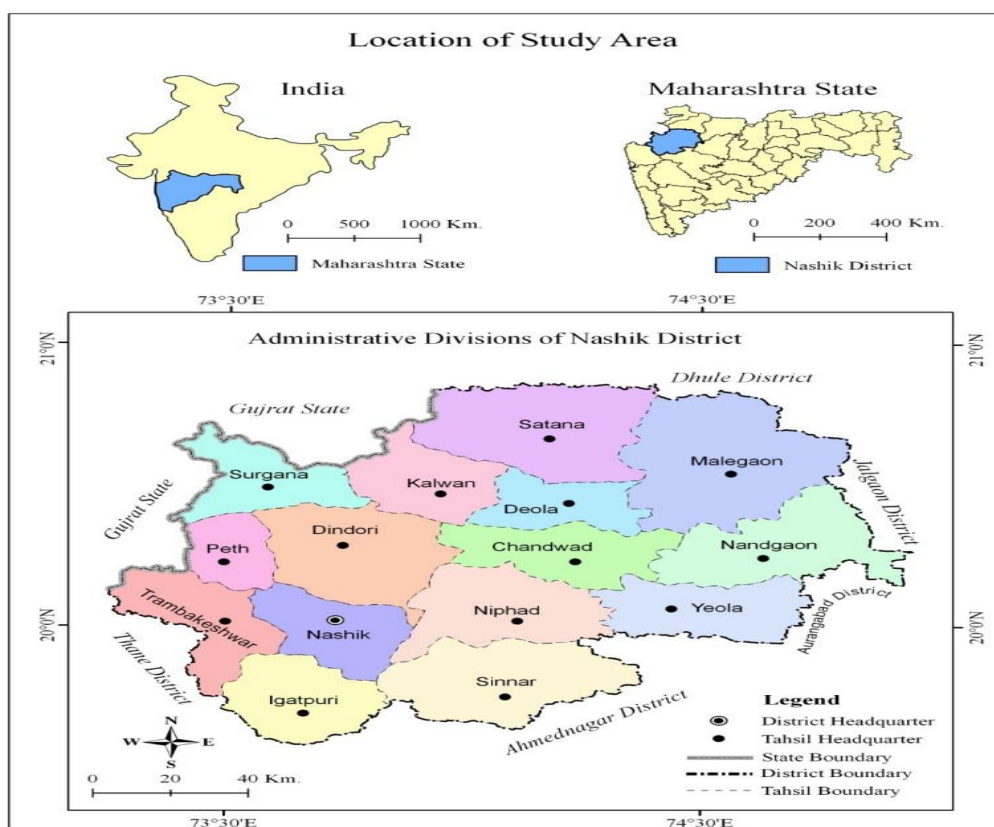
Materials and Methods

The present study tries to promote the various factors that boost the tourism potential of the Nashik city and how one can provide various facilities to the tourist who visits the Nashik city.

Study Area

The city of Nashik is situated in the State of Maharashtra, in the northwest of Maharashtra, between 19°54'40" North latitudes to 20°05'08" North latitudes and between 73°41'08" East longitudes to 73°54'22" East longitudes. It is connected by road to Mumbai (185 kms.) and Pune (220 kms).

Nashik is regional center of northern Maharashtra and is very famous for its grapes growing. The city has become the centre of attraction because of its beautiful surroundings, cool, calm and pleasant climate. Nashik has a personality of its own due to its mythological, historical, social and cultural Importance. The city is vibrant and dynamic on the industrial, political, social and cultural fronts. Many great personalities such as Kavi Kusumagraj, Vinayak Damodar Savarkar etc. were initially immersed from Nashik city. Nashik city grew along the Godavari River which is flowing through the city.



Methodology

Methodology is one of the important parts of analysis. Output or result of analysis highly depends on the methodology which includes data processing or analysis purpose. The following methodology is adopted:-

Primary Data: Collected by visit to the various tourist places, the literature available in various research Institutes, libraries and government departments.

Secondary Data: Collected from the various e- sources like the various web sites related to the tourism of Nashik and gathering information from the various magazines and journals regarding tourism in Nashik.

Results and Discussion

In the Nashik city tourism potential is very good condition .Several tourist such as Ganagpur Dam, Sula wine industry, Sunder Narayan temple, Ram Kund, Sita Kund, Laxman Kund, Kapaleshwar Temple, Kalaram Mandir, Sita Gumpha, Tapovan, Phalke Smarak, Health University, Chamer Leni, Pandav Leni, Jain Temple, Someshwar Temple, Somewshar Water fall, Balaji Temple, YCM Open University, Kalika Devi Temple, Muktidham, etc. are the famous tourist places situated in the different parts of the Nashik city.

Special Events and Festivals

By far the most spectacular of all the events, the Kumbha Mela is a religious festival that occurs once every 12 years, and is celebrated in four major pilgrim centres around the country. In Maharashtra, the festival is held in Trimbakeshwar and in Nashik city. The Nashik Kumbh Mela is generally acknowledged to be the most sacred of all the festivals. Kumbha Mela is a mammoth fair where saints and devotees gather.

The famous Rath Yatra of god Rama, Laxman and Sita were organized on the occasion of Ramnavami. This Rath Yatra started from the Kalaram temple and took one round in the Panchwati area and concluded at Ghats on Godavari River. Large number of Hindus takes part in this Rath Yatra and they pull the Rath by hands. In Navratri a fair occurs near Kalika Devi Temple. People gather together to worship the goddess Kalika and celebrate the victor of Maa Durga's victory over Maheshasur and God Rams victory over Ravana. Same type of fare is also seen near Someshwar temple in the month of February on the occasion of Shivaratri.

Nearest Tourist Place of Nashik

So many famous tourist places are situated near Nashik city. Shirdi is situated nearly about 90 km away from the Nashik city. Vani, which is famous for Saptshrungi Mata Mandir is situated 65 km away from the Nashik city. The Chandvad city is famous for Renuka Mata Mandir is 60 km away from the city. The famous Trymbakeshwar Jotirling is situated 30 km from Nashik city. The Igatpuri is known as famous hill station and receives highest rain fall is only 35 km away from the Nashik city. The birth place of Lord Hanuman Anjineri hill is situated 20 km away from the Nashik city on Trimbakeshwar road.

Accessibility

Nashik is well connected by two National highways; Pune – Nashik (NH-50) and Mumbai – Agra (NH-03) to major cities of Maharashtra like Mumbai, Pune and Ahmednagar. State highway also connects Nashik to Aurangabad. Central railways main line is passing through Nashik city which connects Nashik to Mumbai and major cities like Bhusawal. Nashik city also had an airport situated around 20 km away from the city.

Education Facility

As per the provision of Bombay Provincial Municipal Corporation act in 1949 “facility of primary education for the welfare of poor people is mandatory”. There are total 133 primary schools in the city with a student population of 45000. Nashik Municipal Corporation has 11 post primary schools for built for poor people. In addition to this Nashik Municipal Corporation has around 400 Pre-Primary education center called as Anganwadi for children below age group 5 years. Primary school building in Nashik Municipal Corporation area is 78. Beside this Nashik city had senior colleges, Engineering colleges, Medical colleges, Agricultural colleges etc.

Problem of the Nashik towards Tourist Destination:

State Government and Local Municipal Corporation are not providing financial support for tourist centre. There are many private tourist centres, but their charge at high rate. In Nashik lots of tourists spend time for identifying tourist spots, reading map, directions to tourist spots, where to go, finding transport, what to do and so on. Electronic copy is available. As population is increasing day by day, tourists are not satisfied because there are very fewer air condition buses, cool cabs. Nashik government has fewer luxury buses, so that all tourist can't take enjoyment of the luxurious travelling. Nashik tour buses are not so comfortable for tourist. The major problem for tourist is the language, because mostly people and tourist guide speak Marathi language in the Nashik city. Domestic tourist prefers Hindi languages. In the case of international tourist, few people know the English language. Therefore international tourist has to face big language problem in Nashik city. Many times tourists are not carrying map of Nashik, so they have to suffer from transportation. Because of it tourist crime rate is increasing in the Nashik city.

Nashik government has not taken any special efforts to protect historical places, tourist spot. Nashik government is not providing any type of protection to tourist. So it has increased threats of terrorism. There are some slum areas, so cleaning is one the problem of Nasik city. Now a day's trees are hack by big building construction, so the greenery of Nashik is declining day by day. The key purpose of any tourist is the beaches and sight seen but there is no beach in the Nashik city.

Lack of basic amenities and lethargic approach resulted in Nashik being not highly rate by tourists. Nashik has constantly underperformed in the field of tourism compared with other cities in Maharashtra. Now the question is "How to promote Nashik as a Tourism Destination?"

Conclusion

Nashik city is the one of the major and famous cities of Maharashtra, since ancient times. It is famous for its religious sanctity and important religious tourist place in India, especially the Khumb Mela, which comes after 12 years but with time Nashik has been known for other reasons like the Vineyards, Agro Tourism and Traditional Tourism, educational tourism and in future the tourism growth will be much more and will provide not only material gains to the natives of the Nashik but the cultural and Heritage of the land will provide the eternal bliss to the visitors.

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