



The Role of Tourism in Rural Development: A Case study of Shirgaon Villahe, Mawal Taluk, District Pune, Maharashtra.

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Abstract:

Rural development is not a new concept in India whereas eighty percent of the population resides in rural areas and seventy percent workforce depends upon agriculture and its related activities, obviously agriculture plays a very important role in rural development. For rural development has given top priority in our national planning, hence eradication of rural poverty is the key of national economy. Rural development is not a charity program but it is the conditioning of program, for this tourism is one of them, its plays very important role in the development of rural area. Because tourism is not new thing it has already recorded in the history; the only difference is that present day its growth and importance are increased day by day. It is a low cost business and it provides employment to the people of any region, it helps to increase the income level of local people whose livelihood was depends on agriculture. Actually rural areas are a center of attraction for tourism planners and businesses because in rural areas climate is free from pollution fresh air is everywhere which is good for health hence development is taking place in rural areas through tourism. All types of tourism can developed in rural areas just like rural tourism, agro tourism, health tourism, medical tourism etc.

Most of the urban people having attraction of rural areas they are giving priority to go rural areas which is free from hectic life, they are going just for recreation, for entertainment, to enjoy rural life, it helps to develop rural area, lifestyle of rural people, standard of living, culture etc. Hence, in the present research paper has tried to explain the rural development through tourism.

Key words: Agriculture, Condition, Development, Entertainment, Eradication,

Introduction:

Tourism brings transformation in economical, cultural and social aspects in any region of the world. Tourism has, had the status of industry which is smokeless industry without chimney. This is the only industry which never goes in recession and loss, human being doing work continuously like machine and pay less attention on his personal health due to this they face many problems. It proved that in hectic life people has to spend some leisure time for himself that is weekend, annual holidays which will not only recharge him but will also maintain good health and energy and that energy they received from fresh air so they rush to rural area. For the study of rural development through tourism village Shirgaon has selected because in this area replica of Shiradi temple known as Saibaba temple has developed those people cannot go to Shirdi due to money problem they would visit this area for blessings and darshan.

Study Area:

Village Shirgaon is surrounded by off shoots of Sahyadri range; it is nearly 42 km from Pune which is situated on Pune-Mumbai old highway. The area extended from 18° 68' N latitude and longitudinal extent is that 73° 68' E. The population is around as 2187 according 2011 census. Approximately height of the village is 600 meters above sea level. The slope direction is towards north-west. Shirgaon is one of the revenue village of Mawal Taluk, it is located on foothills of Sahyadri, and it has an ideal location for tourism development.

Aims and Objectives:

The present study aims is to assess the rural development through tourism in village Shirgaon and surrounding. The main objectives of present study are

1. To analysis the role of tourism in rural development
2. To study the importance of village Shirgaon due to temple of Saibaba .

Database and Methodology:

Methodology is a tool, to reach our objectives, to study all aspects of the village Shirgaon for progress and identify the potential which could be exploited for the future development of village Shirgaon.

For the research work data has been collected by two levels i.e. primary and secondary. Primary data has been collected through field work with the help of questionnaires as well as spot visits and discussion with the villagers and tourist. Secondary data collected from different sources like district census, grampanchayat office, Talathi office and Sai trust prati Shirdi, Shirgaon. It helps to understand the socio-economic status of the families and problems which felt needs.

To understand the nature of family members of Shirgaon 100 percent households were selected for detailed survey and 600 tourists were interviewed for the analytical part and total 30 schools which come for picnic, shopkeepers and rickshaw drivers were interviewed. The management role also was considered.

After collection data various statistical methods and cartographic techniques were applied for analysis.

Demography Details:

Total population of village Shirgaon is 2187 and total number of households is 230 and the average family size is 4.99 percent. Out of total population 51.66 percent is male and 49.69 percent is female population, sex ratio of village is 937.

Total society is segregated into caste groups those are Maratha, S.C. and S.T. Among these Maratha are 86.3 percent, S.C. are 5.4 percent and S.T is 8.3 percent.

Educational Level:

The educational level is high and literacy rate is low because at the village level government are providing facilities for school going children such as free books, breakfast, school uniform and educational stationary etc. They are giving fully attention on girl education, simultaneously state government running crush for working women so educational level is good in this village because in the year 1996 State Government of Maharashtra has constructed primary school and for the further study students go to Talegaon and Dehuroad very few travel to Pune for study.

Table No.1**Educational Level**

Educational Level	Percentage
Primary	45.8
Middle School	27.4
High School	23.7
Others	3.1

(Source: Grampanchayat office, Shirgaon)

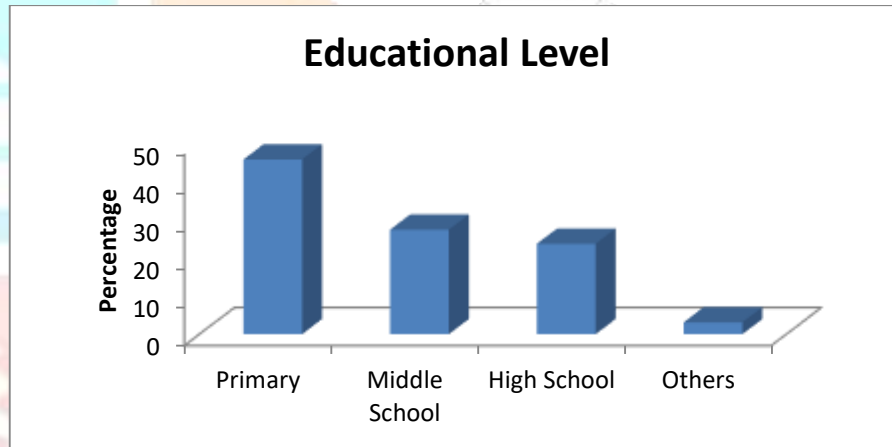


Fig. No.1

Occupational Structure:

Employment is very necessary for fulfilling own economic needs fifty percent population is engaged in different services, basically local people had given priority to employ in the Saibaba temple. They are doing different works such as management, cleaning, gardening, washing, sobbing and making Prasad etc. and fifty percent population engaged in agriculture.

Table No.2**Occupational Structure**

Category	Male %	Female %
Cultivators	51.62	49.69
Agricultural labors	48.73	51.26
Other workers	86.71	13.28
Marginal workers	50.83	4.16

(Source: District Census Handbook 2011)

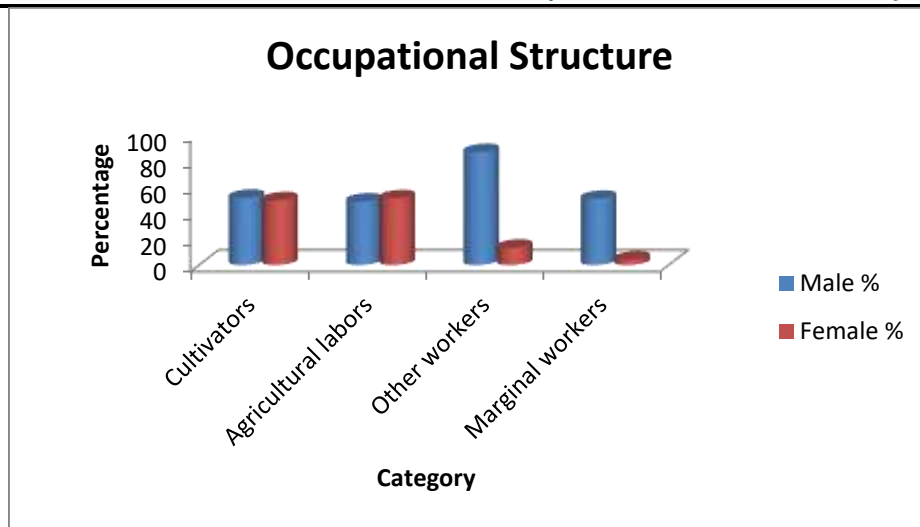


Fig. No.2

Transportation Network:

Role of transportation is very important in any sector similarly in tourism transportation is playing very important role, if there is good network tourism activity can developed very well. Shirgaon is very close to Pune city, hence transport network has developed very well, it has connected by metalled road, they are connected to different villages. Pune Mumbai National Highway goes via Shirgaon due to this many tourist visits to Saibaba temple at Shirgaon.

Data Analysis:

To study the role of tourism in rural development is important because it helps to unsettled population in rural area, to develop their agriculture land. Arts and craft for sustain livelihood. It protect natural environment through parks, grassland, forest and beautification, naturally tourist can attract to like this places and automatically rural development can take place. Rural tourism is not only for the sake of international tourist but also to sustain interest in the traditional art and crafts. It benefits to local community through entrepreneurial activities like devolution goods and articles selling shops due to this tourism became an economic activity similarly marketing strategies concentrated on increasing volume of tourist. For rural exposure marketing strategy has to develop and introduced more interested shopping centers.

In this research article has focused on rural development through Saibaba as a religious tourist attraction. Before construction of Saibaba temple Shirgaon was unknown but after construction it has famous all over Maharashtra and in the world also because in the year 2016 foreign tourist also has visited from different part of the world total 66 foreign tourist visited from Europe 53 percent tourist has visits. Daily 2500 to 3000 tourist visits this temple, weekend and holidays number of tourist is increase in double.

Table No. 3

Foreign Tourist Visits

Places	No. Of Tourist	Percentage
Keneya	15	22.72
America	5	7.57
Germany	4	6.06
Europe	35	53.03
Brazil	7	10.60

(Source: Compiled by Author)

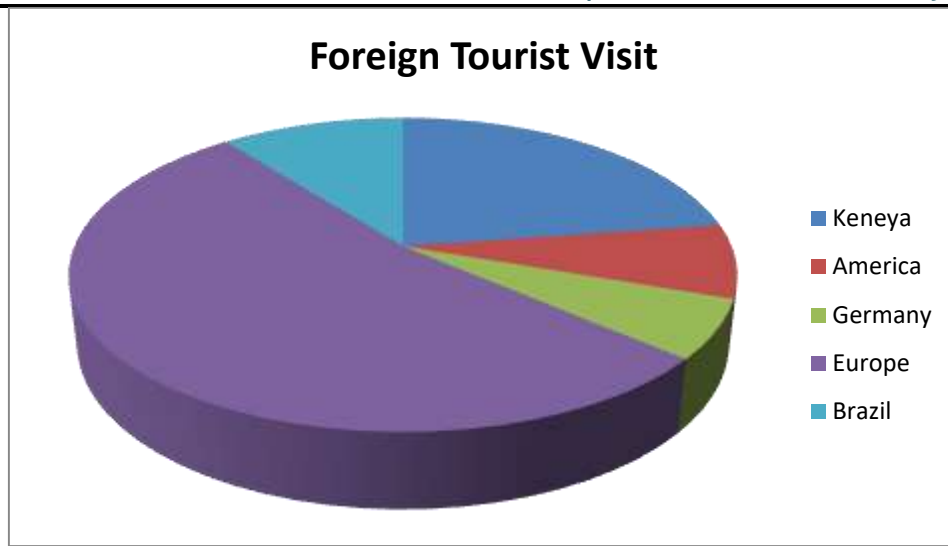
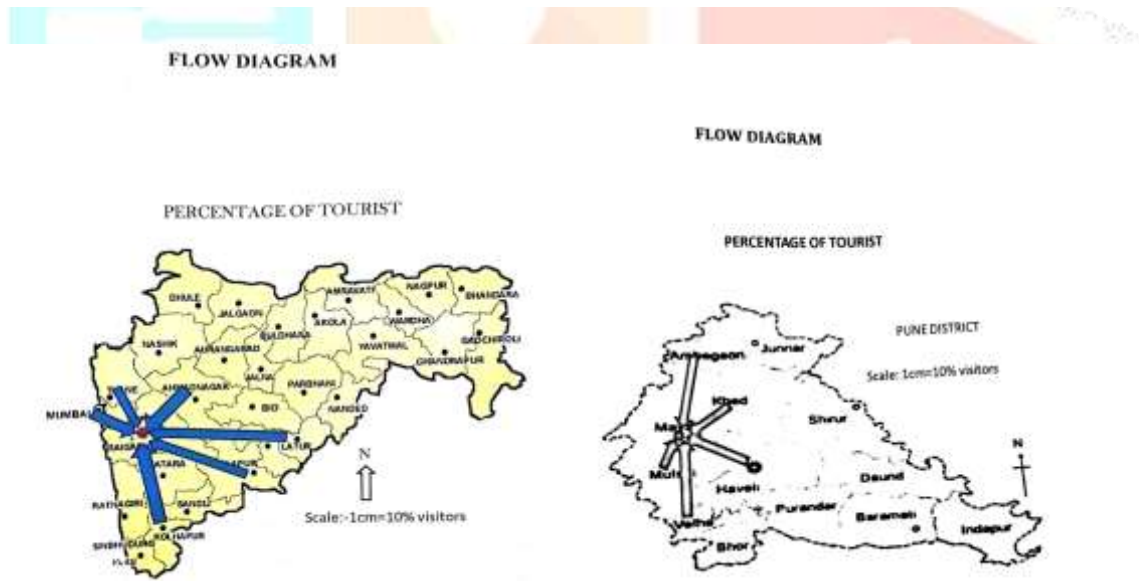


Fig. No. 3

In the temple during Navratri festival of Brahmstove is celebrating, so many tourists are taking part in this festival. Some tourist comes from very far like Nagpur, Solapur, Mumbai, Pune, Latur etc. that can observed in map no.1 If we observed map no. 2 tourist visits from Ambegaon, Khed, Haveli, Velhe and Mawal taluk also to Shirgaon for darshan, to change atmosphere, to eat Prasad, for picnic etc. whenever tourist visits directly and indirectly they are supporting to enhance economic condition of villagers.



Map No. 1

Map No.2

Level of Satisfaction of Tourist:

Level of satisfaction in minds set up there is no universe accepted tool to measure it. However here an attempted is made to assess the same by adopting certain state wise methods, for this eight important indicators has selected which influence the level of satisfaction is identified could seen in the following table. Tourist were asked to indicate the level of satisfaction, they divided in respect of each factor by stating excellent, good, satisfactory and unsatisfactory.

Table No. 4

Level of Satisfaction Index

Indicators	Level of Satisfaction			
	Excellent	Good	Satisfactory	Unsatisfactory
Accommodation	-	-	-	600
Transportation	172	200	200	28
Darshan facility	225	130	130	50
Behavior of local people	350	125	115	10
Shopping facility	50	135	65	350
Personal safety	210	196	150	44
Food & drinking water	213	180	160	47
Petrol pump	219	245	27	9
Average	179.87	159.5	118.37	142.25
percentage	30	26.5	19.66	23.66

(Source: Compiled by Author)

In table no. 4 category wise distribution of tourist views regarding facilities provided to them at Saibaba Temple Shirgaon, with the help of eight indicators has calculated average of facilities which provide them at Shirgaon. The category wise percentage reveals that 30 percent tourist says that facilities are excellent, 26.5 percent tourist express facilities are good, 19.66 percent tourist was satisfactory and 23.66 percent tourist are not satisfied with the facilities.

Conclusion:

Before construction of Saibaba temple people of Shirgaon was engaged in agriculture after construction 70 percent population got job.

People are working in the temple at all levels like PRO, guiding to tourist and workers.

Maximum tourists are coming from different places it shows that popularity of temple is increasing.

Trust is providing parking facilities, trust is ready to develop village but villagers are not ready to accept change because trust planning is different they want to change the name of village i.e. Prati Shiradi Nagar instead of Shirgaon.

Suggestions:

1. There is need of bridging the gap between villages and trust to solve the problems at on common platform.
2. There is need to change attitude of villagers.
3. Trustee also needs to understand the practical problems and demand of villagers.
4. Trust has to compromise with villagers.

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