"Potential for Tourism - Study Of Forts in Pune District, India"

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Abstract

Tourism is an economic activity. Now it's growing very fast. 'Tourism has been recognized as a important sector of global economy with a contribution of about 91 percent of domestic tourism' (Pankaj Bhalla, 2004).Tourism is an important activity who generate numbers of jobs and also infrastructure development in related region and also support to social, cultural as well as economic development in respective region. The growth speed of this treasure economic activity is increasing day by day in world, because of high standard of living, economic development of the people, growth in purchasing power of people. Easily availability of transport facilities, easily getting the information of tourism places, accommodation, best season and booking trough electronic media are also support positively.

Some tourists places can highly contribute to socio economic development of the region, if the develop. Excellent example is historical forts in Pune district, Maharashtra. Most of these forts are located over the hills amid picturesque natural beauty. These ancient forts in Pune district are the monuments of national importance and form exquisite tourist and trekking spots. These tourism places have much potential of tourism.

In this study we select 7 forts out of 17. Main study has done on physical and social attributes. And find the Social as well as Physical attribute Potential value which are help to give suggestion for planner and developer for future planning which help to develop region. This study widely helps develop historical tourist places.

So this study mainly focus on how to develop some forts as good tourist places which can help to develop the economic and social status of the people in the region and development of the region.

Key words: Tourism development, forts, Social and physical attributes, potential values.

Study Region

Pune district extends from 17° 54' and 19° 24' north latitudes and 73° 19' and 75° 10' east longitudes covering 15,642 square kilometers area and 94,26,959 population in 2011 Census (Fig.-1.1). Pune district is bounded by Ahmednagar district on northeast, Solapur district on southeast, Satara district on south, Raigad district on west and Thane district on northwest. It is the second largest district in Maharashtra state accounting 5.10 percent area. The landscape of study region is triangular in shape at the foothills of Sahyadri Mountains. Pune is the administrative headquarter of study region. The slope of study region is towards southeast. In west, there is Sahyadri basaltic mountain running north to south.

Important of Study

The Sahyadri hills (Western Ghats) and the Deccan Plateau has highly support to develop Maratha Empire to King Shivaji in 17 Century. With the help of physiographical feature and small armies he developed guerrilla warfare. King Shivaji fights with Bijapur dynasty and Qutub Shahi Empire and Mughal Empire and established and develop Maratha Empire in very short period. Chhatrapati Shivaji Raje Bhonsle won numerous battles even with insignificant solders and arms with help of forts and guerrilla warfare agents numbers of enemy with huge arms and solders.

For protection and extinction of Maratha Empire King Shivaji Built numbers of forts in Shayadri. The architecture, geographical location, construction of forts, transportation, food security, drinking water, ammunition and commutation facilities have excellent in maximum fort. These forts have lightning on the golden period of King Shivaji and his excellent work. That's why these forts should develop as heritage historical places which encourage for next generation. This study widely helps develop historical tourist places. It also helps to students, researcher and planner.

Objectives

The main objective of the study was to find out Tourism Potential of forts in study region.

Objectives of the Study

The present research has been undertaken to make on in-depth and comprehensive study of historical Forts and other facilities related to tourism in Pune district by evaluating following objectives:

i) Examining the physical background of study region.

ii) Studying availability general facilities.

iii) Find out the Social as well as Physical attribute Potential value

iv) Suggesting remedial measures for better tourism development in study region.

Database and Methodology

The data of historical forts and other tourist places are collected through personal visit to places and interview. Some infrastructure data has been collected from P.W.D department. Some secondary data has been collected from books. Primary data has calculated for Social and physical attributes potential values. For interpretation these value are shown by compound bar graph. For this Study out of 17 forts 7 forts has selected on the basis size and architecture and facilities on fort.

Discussion

Tourism is now rapidly developing industry world widely. Its highly help to economic and social development of region. Now the economic condition, awareness about tourism, purchasing power of common people, accessibility, speedy and easily availability of transportation facility, easily getting knowledge about tourist places and electronic media have encourage to people to tourism. Now day tourism is developing very fast, but not in all areas. Some region has having high development and some are having low.

Some tourism places are also yet not very popular and develop because of the information of these places is not reaches to people or tourist in proper way. Some region having very good and excellent tourism places, if these places can develop, they can highly contribute to socio economic development of the region, excellent example are historical forts in Pune district, Maharashtra. Out of them some forts are historical importance, they rulers and stand gracefully as witnesses of significant historical events. Most of these forts are located over the hills amid picturesque natural beauty. The structure of the fort flaunts the brilliant architecture prevailing in the bygone eras. From defense as well as artistic point of view, the forts have an impressive structure. Some of the forts have been well preserved by the by forest department, some local bodies and Government of Maharashtra, while many have ruined owing to various battles and time. These ancient forts in Pune district are the monuments of national importance and form exquisite tourist and trekking spots. Some social, environmental as well as physical factors have potential for development the tourism. In this study we mainly focus on social and physical attributes.

For this study we have select 120 questionnaires from tourists, geographers and local people on social and physical attributes. Social and physical attribute are selected from opinion from people. Selected social aspects have been distributed in three parameter and physical aspects are distributed in six parameters. Table -1 shows the ranking of social and physical attribute. In Social attribute people have gave first rank to Annul Tourist influx and

third rank to local market. In physical attribute people gave first rank to physical accessibility, then accommodation, tourist information and guide and low rank to parking.

Table 1: Ranking For Social And Physical Attribute

Social Attributes	Rank 1	Rank 2	Rank 3	Total			
Annual Tourist Influx (S1)	67	32	21	120			
Average Duration Of stay (S2)	39	54	27	120			
Local market (S3)	36	39	45	120			
Physical Attributes	**Rank 1**	**Rank 2**	**Rank 3**	**Rank 4**	**Rank 5**	**Rank 6**	**Total**
Physical Accessibility (P1)	34	22	16	20	12	16	120
Food and Water (P2)	21	19	18	28	22	12	120
Accommodation (P3)	30	36	28	10	8	8	120
Transport Facility (P4)	25	20	16	18	33	8	120
Parking (P5)	14	17	9	7	17	56	120
Tourist Information and Guide P(6)	29	28	30	14	10	9	120

On the basis of ranking of attribute we calculate weights. Table -2 elaborate the value of weights for selected social and physical attributes.

Table 2: Weights of Attribute

Attribute and Ranks		Weights
Social Attributes		
Rank 1 (S1)	Annual Tourist Influx	0.5 (3/6)*
Rank 2 (S2)	Average Duration Of stay	0.33 (2/6)
Rank 3 (S3)	Local market	0.17 (1/6)

Cumulative rank value: 1+2+3=6

Physical Attributes		
Rank 1 (P1)	Physical Accessibility	0.285 (6/21)*
Rank 2 (P2)	Food and Water	0.190 (4/21)
Rank 3 (P3)	Accommodation	0.095 (2/21)
Rank 1 (P4)	Transport Facility	0.238 (5/21)
Rank 2 (P5)	Parking	0.047 (1/21)
Rank 3 (P6)	Tourist Information and Guide	0.143 (3/21)

Cumulative rank value: 1+2+3+4+5+6=21

In study region selected tourist places having social and physical attributed with different quality and quantity. On the basis quality and quantity, 5- points scaling of an individual attribute has been framed. 1 refers to poor or worst situation and 5 refers as the best situation of attribute. These values are converted in lowest value 1 is as 0.2 (1/5) and highest scale 5 is as 1 (5/5). This scaling shown with colour range with black to white has been applied from 1 to 5 respectively. On basis of Weights value and scaling value we calculate social and potential value of individual tourist place**.**

Total Potential Value (Vt) =	0.6* Potential Value in Social Aspect (Vs)
	+ 0.4*Potential Value in Physical Aspect (Vp)
Potential Value in Social Aspect (Vs) =	0.5* Grade in Tourist Influx
	+ 0.33* Grade in Average Duration Of stay
	+ 0.17* Grade in Local market
Potential Value in Physical Aspect (Vp) =	0.285* Grade in Physical Accessibility
	+ 0.190* Grade in Food and Water
	+ 0.095* Grade in Accommodation
	+ 0.238* Grade in Transport Facility
	+ 0.047* Grade in Parking
	+ 0.143* Grade in Tourist Information & Guide

Table 3: Interpretation of Scaling for a Sample Attribute

| Attributes	1 (0.2)	2 (0.4)	3 (0.6)	4 (0.8)	5 (1.0)
	Poor	Average	Good	Better	Excellent

Table 4: Scaling for social and physical attribute. And calculating potential value

Spot (Fort)	S1	S2	S3	Vs	P1	P2	P3	P4	P5	P6	Vp
Rajgad	1	0.6	0.4	0.766	1	0.8	0.8	0.6	0.8	0.8	0.808
Torana	0.4	0.2	0.6	0.368	1	0.6	0.6	0.6	0.4	0.4	0.675
Sinhgad	1	0.4	0.2	0.666	1	0.8	0.8	0.8	0.4	0.8	0.837
Purandar	0.4	0.2	0.2	0.3	0.2	0.2	0.2	0.2	0.6	0.2	0.218
Shivneri	1	0.4	0.2	0.666	0.4	0.8	0.6	0.2	0.8	0.8	0.523
Chavand	0.8	0.2	0.2	0.5	0.6	0.4	0.2	0.2	0.2	0.2	0.352
Narayangad	0.4	0.2	0.2	0.3	0.4	0.8	0.2	0.2	0.6	0.4	0.418

Social attribute potential values-

The table - 4 elaborate the present quality and quantity of different attribute. The fort Torana, Purandar, and Narayangad shows   value of Annual Tourist Influx is 0.4 is showing that reduce tourist influx. The fort Torana, Purandar, Chavand and Narayangad poor values in average duration of stay is 0.2. this figure says that develop the attraction of long stay in concern fort area. Except Torana fort all remaining fort shows the value of local market is 0.4 and less. It means local market should be develop in respective area.

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Social and Physical Potential Values Of Tourist Places in Pune Districy (Forts)
Fig. 2
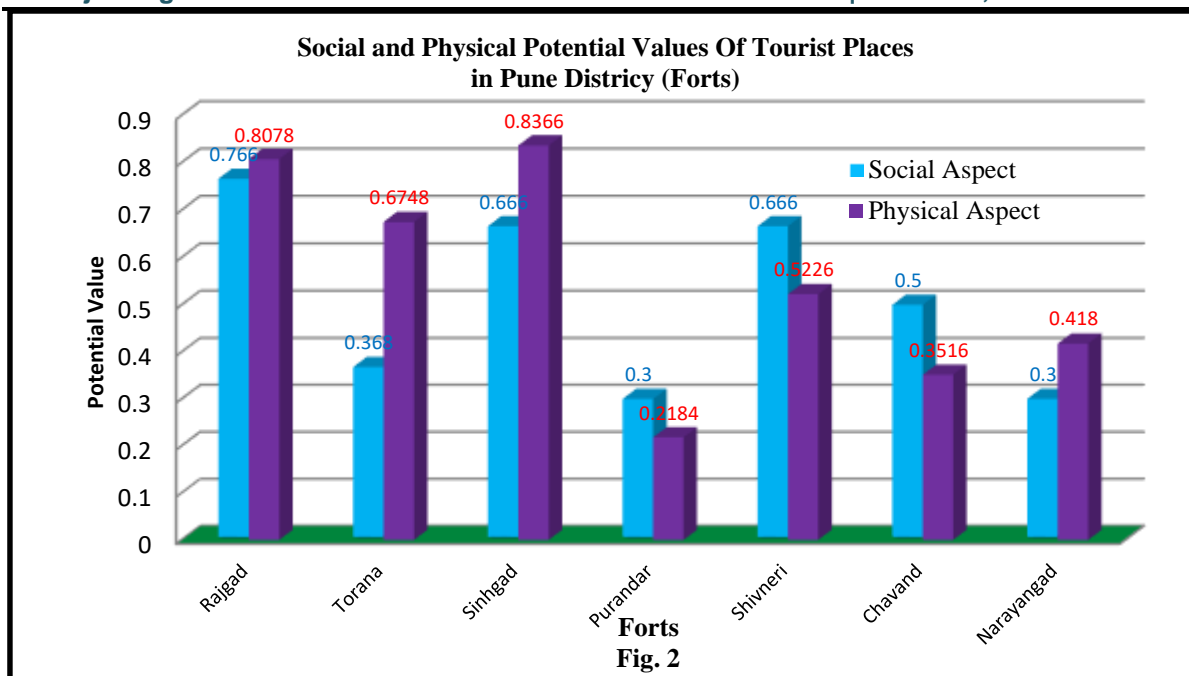
Physical attribute potential values-

In Physical attribute potential values of Physical Accessibility found less in Punrandar, Shivneri and Narayangad 0.2, 0.4 and 0.4 respectively. There reflect that there were not well facility to reach on fort. Fort Punrandar, and Chavand had less facility of food and Water. Value of Physical Attribute as accommodation is very low as 0.2 in tourist place fort Punrandar, Chavand and Narayangad. The major attribute as transport facility was not good for fort Punrandar, Shivaneri, Chavand and Narayangad. Torna and Sinhgad fort shows value of parking as 0.4. The values of tourist information and guide are fort Torna and Narayangad having .04 and punrandr and Narayangad 0.2 respectively.

Highest Physical potential value found at fort Sinhgad (0.837) fallowed by Rajgad (0.808). It means Physical attributes are high developing in this tourist places. These tourist places are well connected with highly urban area like Pune city. Fort Purendar (0.218), Chavand (0.352) and Narayangad (0.418) shows low potential value of physical attributes. These forts are mainly away from high urban area as well as in less developing taluka.

Conclusion

Potential values for the different forts as tourist place indicates the level of development of attributes. This level affects on the attraction of tourist. Graph (Fig. 2) shows the potential value of social aspects is from 0.3 to 0.766. Highest social potential value is found at fort Rajgad (0.776) fallowed by Singhgad (0.66) and Torana (0.66). The lowest social potential value found at fort Purandar and Narayangadh 0.3 respectively. It shows that the social attribute should develop at fort Purandar and Narayangadh. In social as well as physical attribute and fort Rajgad and Sinhgad shows better condition.

Findings

1 Fort Torna and Purandar having less value in social attribute is less than 0.4

2 Fort Chavand having the value 0.5 in Social attribute.

3 Fort Purandr found the value of physical attribute is .0218 is lowest.

4 Fort Chavand and Narayangad shows the value of physical attribute is less than 0.5.

5. Fort Shivneri having value of physical attribute is 0.523.

Suggestion

1. New planning strategies needs to be introduced to for increased tourist participation. Social Attribute should develop in Fort Torana and Purander.

2. Historical education awareness must be increased through government and NGO's which will help to develop tourist place as fort Chawad and Narayangad.

3. MTDC and PWD department should Build New road to fort Chavand and Accommodation or hotels near the fort Rajgad, Torana and Chavand.

4. Industrialist should provide Ropeway for fort Rajgad and Sinhgad and Chavand which will increase the number of tourist.

5. Physical as well as social attribute highly development in Purandar, Chavand and Narayangad.

6. Government should introduce some new Mecum which will provide best and reliable information bout

7. Government has to encourage to NGO, School, colleges, government officers to visit to forts.

Such study has potential to attract experts from the field of planning, economics, artists, architecture and administration in order to all-round development of study region. So that socio-economic status of population may be considerably upgraded in study region.

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