

INFLUENCE OF TOURISM ON LOCAL ECONOMIC DEVELOPMENT: CASE STUDY OF MALEGAON

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Introduction:

Tourism is a case for economic and demographic changes and these changes always catch the attention of tourist. Tourism is commercial activity and therefore an aspect of Economic geography. Tourism creates employment in the region because tourism needs and Accommodation, Catering, Transport, Entertainment and another service industries and the Souvenir trade so this is an aspect of economic geography. Tourism brings socio-economic benefits to the community in arms of faster economic growth, larger employment opportunities, better economic generation and foreign exchange earnings, balance the development of backward areas and weaker sections, higher tax revenue to the state and cases sustainable human development. All these multi-facted socio-economic benefits of tourism can be achieved with a relatively low level of investment. Religious tourism is one of the earliest forms of tourism and represents a significant, evolving, growing, and increasingly diverse sector of the global tourism market. Religious tourism has taken place since the dawn of civilization. Pilgrims travelled to pay homage to the sacred places and their guardians throughout the world. The sector employed 40.1 million people accounting for about 8.4% of India's total employment. Even if religious tourists account for a third of the total tourists their contribution to GDP or employment generation seems quite significant.

The indirect impact of tourism on regional development could be as great as the direct impact. The development of tourism may initial a more complete utilisation of the system of infrastructure and other services. In Nanded district many potential tourist centres present and this is vey famous in state or National level. Maximum tourist places are religious places most of the tourist places are under developed tourist places. present paper highlight the economic influence of tourism and to search their potential of development.

Study Area:

Malegaon is situated in Loha Taluka. The village is famous for a very big fair held in honour of Lord Khandoba. This big fair namely " Malegaon Yatra " is held in Margashirshvadya 14 (Dec/Jan). Malegaon is situated at a distance of about 57 km from Nanded. The fair is famous for its animal market. At the time of the Fair horses, asses, camels etc. are brought in large numbers. Thousands of people visit the Fair. Malegaon villegelise in 18.8181° N, 77.0072° E latitude. Malegaon Yatra, is held every year in honour of Lord Khandoba in Malegaon, a village situated in Loha Taluka that is located 35 km from Nanded.

Objectives:

- 1) To Findout possibilities and potential of religious tourism in malegaonyatra.
- 2) To Findout the Economic influence of the religious tourism in malegaonyatra.

Hypothesis:

Malegaon yatra has developing religious tourism centre in the most effective way possible and pilgrims are satisfied from progress made.

Research Methodology:

The research has been conducted on primary data. It consists three methods

- 1) Observation- personal observation
- 2) questionnaire- questionnaire were distributor to shopkeepers.
- 3) Interview- short interviews were conducted on shopkeepers and visitors.

Subject Analysis:

The place is having basic amenities such as transport, lodging facilities, some restaurants for refreshments, post office and branch of bank, well Road connectivity. A) Number of Visitors at Shirur Anantpal Temple:

Table no. Number of Visitors

Year	Number of Visitors
2015	35,000
2016	40,000
2017	42,000
2018	55,000
2019	56,000
2020	65,000
2021	66,000

Source: Computed by Author

Malegaon yatra has a ancient historical and cultural background and also get a separate status recently formed religiuosplace.Malegaon village is famous for a very big fair held in honor of Lord Khandoba. This big fair namely “ MalegaonYatra ” is held on MargashirshVadyaChaturdashi. Malegaon is situated at a distance of about 57 km from Nanded. The fair is famous for its animal market. At the time of the Fair horses, asses, camels, etc. are brought in large numbers. Thousands of people visit the Fair.**B**

B) Economic Impact:

as like other religious places in Maharashtra, Malegaon yatra is also famous for religious rituals and pilgrims emotions towards this Lord Khandoba, temple of Malegaon now become important cause of economic development of this town.This place have a minimum transport facilities local people can now generate employment through religious centre .

Table no.2

Year	2015	2021
Permanent shops	150	200
Temporary Shops	225	600

Source : Computed by Author

Number of permanent and Temporary shops are increased at the Malegaon yaraplace.local people swear standing temporary shops between festival like every SundayChampashasthiYatra, KhandibaShdratriUtsav. They are now standing stalls for Sunday, and every occasion of festivals and month of paunsh to sell flowers ,coconut,Bellwapatra,Dry Coconut, Bhandraand material related to Puja.In the year of 2015 there were just 150 permanent shops, now in 2021 permanent shope are increased up to 200.

C) Turnover of Malegaon yatra:

the number of peoples from Nanded district and all over Maharashtra are increased within 05 years . approximately 1 lakh pilgrims are visiting this place for Darshan every year . this causes and impact on turnover of khandoba temple Malegaon Yatra .with this index we can understand the growth in daily monthly and yearly turnover. according to above index there are 30 permanent shops having daily turnover upto price 200 or more than price 200. 150 shops are having daily turnover upto price 200- 600.18 permanent shops are having daily turnover upto Rs.600 - 800 .There are 02 permanent shops having turnover upto rupees 300 to 500 for everynday.160 permanent shops are having turnover of Rs. 500 to 900 and 23 shops are having turnover more than Rs.900 for Sunday But turnover increased in the Yatra Time .In Malegaon Yatra period 25 permanent shops are having turnover uptoRs. 4000.75 permanent shops are having turnover uptoRs. 4000 to 7000. 70 permanent shops can generated turn over up to Rs.7000-10,000 and 30 permanent shops can be successful for getting a turnover upto10,000rupees.

Table no.3
Economic Turnover of Anantpal Temple

Daily		Sunday		Yatra period	
Amount Rs.	Shops	Amount Rs.	Shops	Amount Rs.	Shops
200	30	300	30	4000	25
200-299	35	300-399	25	4000-4999	36
300-399	47	400-499	52	5000-5999	14
400-499	50	500-599	50	6000-6999	25
500-599	18	600-699	12	7000-7999	20
600-699	08	700-799	11	8000-8999	32
700-799	10	800-899	10	9000-9999	18
800	02	900	10	10,000	30
Total	200		200		200

Source: Computed by Author

.That means the shopkeepers can generate a good source of income from this religious place .One shopkeeper has income of Rs.16,870 on average monthly.

Like permanent shops temporary shopkeepers can also generate employment through this religious tourist place.there are 65 temporary shops which are able to generate at least 300 peoples employment.In future Malegaon iscentre of attraction for the pilgrims from all oveIndia.The another well-known and famous temple of Lord Shiva is situated at a Malakoli village 12 km. away from Shirurthis place .Malrgaonl temple should be developed by local administration. Then these people also can generate employment.

Local people are not fully co-operate to develop this place. This is a major problem to development of this religious Tourist point

Conclusions:

The short description provided comprehensive review of religious tourism and perspectives for development in the KhandibaYatra Malegaon .The article evaluated a different perspective about the tourism potential and contributed for the intensity of religious resources in this place. Both positive and negative impacts were discussed . The Malegaon Yatra place is one of the most popular place in all Maharashtra has a great potential of becoming a pilgrimage centre and religious destination . However it depends on the level of management and support of local people .

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