

IDENTIFYING AND RANKING THE TOURIST CIRCUIT USING TOPSIS IN NANDURBAR DISTRICT

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Abstract : Tourism is an important medium in the socio-economic development in the modern times, contributing in multiple ways to reinforce the inter-connected processes. Tourism is acknowledged to be crucially important for development due to its multifaceted nature encompassing economic, social, political, environmental, cultural and psychological characteristics. India has been working towards developing the tourism sector over the past decade. However, compared to other countries in the region India's performance in the sector has been rather poor. Maharashtra Tourism Development Corporation Ltd. (MTDC) is the nodal agency for the promotion of tourism in Maharashtra. As compared to the rest of Maharashtra, tourism in the Nandurbar district is in its infancy.

Nandurbar is a tribal district bestowed with abundant natural resources. Utilizing it to bring about socio –economic development of people is quintessential need of the hour. Harnessing of the resource in the interest of the masses is of prime importance. The district is recognized for its tribal population and undulating landscapes of the Satpura ranges on the northern end of the district. Nandurbar has a good mix of tourism assets like national parks, water bodies, hill station and religious and historic sites. It is mainly confined to local visitations with negligible tourist spending and contribution to the local economy. The nature and scope of the study called for a multi-disciplinary approach as regards the skill inputs required as well as involvement and close cooperation from multiple agencies like PWD, Roads, Water Supply department and Archaeological Survey of India. This paper aims to study and understand the tourism potential of the district and to proposed the proper infrastructural development to the district so that can sustain the proposed tourist flow and give better comfort to the tourist visiting the district.

This research work aims to identify the various such locations and create the Tourist circuits which a visitor can visit enthusiastically. For this, various circuits were identified and priority was given on the basis of TOPSIS tool. For the selected circuit, Various infrastructure development projects were recognised which are essential for the development of that circuit and thereby increasing attention of tourist.

Index Terms: Tourism, Infrastructure Development, TOPSIS, Tourist Circuits, Infrastructure for Tourism Development.

1. INTRODUCTION

Tourism has become an important source of income in many countries - even in those considered as developing ones. Mass tourism, beside financial benefits, however, carries lot of risks. Especially when realizing that every year 950 million people go on foreign holidays. The effect of the number of tourists on the environment and local communities is not without significance. Therefore, tourist industry more and more speaks of "responsible tourism", aiming at maintenance of sustainable development, i.e. the balance between the economic, environmental and social spheres

As Maharashtra is a major trade and tourist destination of India it attracts thousands of tourists from across the world every year. There are three international and five domestic airports in Maharashtra. Most of these airports have regular connections through the Indian Airlines and other domestic airlines. Mumbai is the most connected international airport in India and most of the important international destinations are connected with this place. It is the hub of the railway network and most of the important places in India are connected by rail to Mumbai. Many important tourist spots in the state are directly connected to Mumbai by regular trains. Maharashtra has the best road connection in India and all the places of importance are conveniently connected to each other. The Maharashtra State Road Transport Corporation as well as private operators provides good services connecting all the tourist centres in the state. Maharashtra offers excellent accommodation facilities ranging from star category hotel to budget hotels, paying guest accommodation etc at various places of tourist interest.

1) 1.2 Need of study

As compared to the rest of Maharashtra, tourism in the Nandurbar district is in its infancy. It is mainly confined to local visitations with negligible tourist spending and contribution to the local economy. Nandurbar has a good mix of tourism assets like national parks, water bodies, hill station and religious and historic sites. It is also strategically located at the edge of Maharashtra, Madhya Pradesh and Gujarat state border close to the cities of Indore, Mumbai and Surat. These aspects, however, have not been harnessed to promote district development. A concerted effort, in the form of a clear strategy and a firm implementation plan, is thus required to transform these tourism assets into tourism products.

1.3 Benefits of study

The circuits suggested at the end of this report would help the government and tourism boosters to take under various development projects to boost the tourism of Nandurbar. This would also increase the job opportunities and help to improve the economy of Nandurbar which is very poor or neglected as compared to rest of the Maharashtra.

2) 1.4 Problem Statement

The Nandurbar District is economically very backward. Employment and infrastructure development are in poor state. It is need of the day to boost its economy by one way or another. Many villages and towns are yet not properly connected to one another.

In this report focused is given on tourism Development and infrastructure development in selected circuit, which would help to improve living conditions of Nandurbar and its villages.

3) 1.5 Objectives

The study seeks to confirm following objectives

- 1) To identify various tourist spot in district of Nandurbar
- 2) To design the various circuit depending on the need of tourist
- 3) To Select the particular circuit by TOPSIS, which can boost economy if developed properly
- 4) Identifying various Infrastructural work for selected Circuit

2. METHODOLOGY

1. Methodology is the organized, academic examination of the methods functional to a field of study. It involves the speculative investigation of the body of methods and principles associated with a branch of information. Typically, it includes concepts such as pattern, theoretical model, phases and quantitative or qualitative techniques. In order to achieve the aforementioned objectives, the research work in this study is organized in to five major research tasks that are designed to: Survey of Tourist Destinations
2. Survey for Characterisation of different Spots Identified
3. Collection of data for Selecting a particular Circuit
4. Identifying various projects for Infrastructure Development in selected Circuit

Systematic flow of the methodology of the research work is shown in below figure

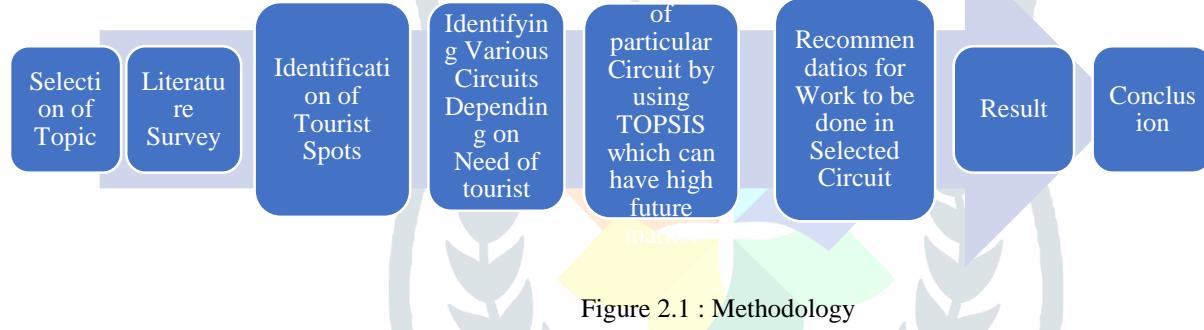


Figure 2.1 : Methodology

3. DATA COLLECTION

a. Survey of Tourist Destinations

On the recommendations of various stakeholders, sites to be included in the survey were chosen. A total of 18 sites were chosen for the initial survey. Although all of these sites do not offer similar potentials, the existence of so many places of interest are a good indicator of tourism possibilities in the region.

b. Existing Tourist Destinations

1. Prakasha Temples
2. Asthambha
3. Toranmal Forest
4. Khadki Point
5. Sita Khai
6. Yashwant Lake
7. Lotus Lake
8. Gorakhnath Temple
9. Nandurbar
10. Sarangkheda Horse Bazaar
11. Dattatreya Temple
12. Unapdev
13. Khekda

c. Proposed New Destinations with Tourism Potential

Kathi Village

1. Dab Village
2. Akrani Mahal Fort
3. Shahada
4. Pandavleni Jain Complex

d. Identification of Categories for Different sites

The Category for different Spots was finalized depending on the average responses

Table 3.1: Categorization of Tourist Place

Sr No	Name of Tourist Spot	Category Identified
1	Prakasha	Religious
2	Asthambha	Religious
3	Toranmal Forest	Natural Heritage
4	Khadki Point	Natural Heritage
5	Sita Khai	Natural Heritage
6	Yashwant Lake	Natural Heritage
7	Lotus Lake	Natural Heritage
8	Gorakhnath Temple	Natural Heritage
9	Shahada	Historical
10	Nandurbar	Commercial
11	Sanragkheda Horse Bazaar	Historical
12	Dattatreya Temple	Historical
13	Unapdev Temple	Historical
14	Kathi Village	Tribal
15	Dab Village	Tribal
16	Akrani Mahal Fort	Tribal
17	Pandavleni Jain Complex	Historical
18	Khekda	Commercial
19	Gomteshwar	Religious

e. The Circuit Identified Depending on above Data are as follows

Table 3.2: Identified Circuits

Sr No	Circuit Name	Spots Included	Category
1	Prakasha Circuit	Prakasha- Asthambha-Gomteshwar	Religious
2	Kathi Circuit	Kathi Village- Dab Village- Akrani Mahal Fort-	Tribal
3	Toranmal Circuit	Toranmal Forest -Yashwant Lake- Gorakhnath Temple -Lotus Lake- Sita Khai- Khadki Point	Natural Heritage
4	Nandurbar Circuit	Nandurbar -Khekda	Commercial
5	Shahada Circuit	Dattatreya Temple- Sarangkheda Horse Bazaar -Pandavleni Jain Complex Unapdev Temple-	Historical

f. Parameters for different criteria for TOPSIS analysis

After collecting Questionnaire survey for selection of Circuit, following average value were calculated.

Table 3.3: Parameters for All Criteria for TOPSIS analysis

	Connectivity	Visitors	Experience	Preference
Prakasha Circuit	7	7	6	7
Kathi Circuit	6	6	5	6
Toranmal Circuit	6	7	6	5
Nandurbar Circuit	6	6	7	5
Shahada Circuit	5	5	5	6

4. Result

TOPSIS analysis was carried out for ranking the Circuits. Prakasha Circuit was found out to be most preferable circuit for future Development

Table 3.4: Ranking of Circuits

Sr No.	Circuit Name	Rank
1	Prakasha Circuit	1
2	Kathi Circuit	4
3	Toramal Circuit	2
4	Nandurbar Circuit	5
5	Shahada Circuit	3

5. CONCLUSION

In order to attract tourists to a particular destination, its presence in a state level circuit helps in putting the destination on the state tourism map. In case of Nandurbar, these national / state tourist circuits are identified as marketing channels for tourist destinations in the district

- 1) To identify various tourist spot in district of Nandurbar:
Total 18 Spots are identified and information of each spot is collected to identify its importance
- 2) To design the various circuit depending on the need of tourist:
5 Circuits are identified depending on their Interest of Visit. All can be developed accordingly, but due to limitation of funds, we need to develop any one which will have highest economic aspiration.
- 3) To Select the particular circuit by TOPSIS, which can boost economy if developed properly:
TOPSIS analysis was made to rank the five identified routes. According to this analysis, PRAKSHA seemed to be strategically important route. If this circuit is developed with respect to infrastructure for tourism, number of visitors would increase.
- 4) Identifying various Infrastructural work and its costing for selected Circuit:
This circuit was not developed properly since many decades. Various projects are identified for its development.

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