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## TOURISM CIRCUIT PLANNING FOR NASHIK

<sup>1</sup>Ms. Payal Anil Bhuihar, <sup>2</sup>Ms. Shraddha Chavan,

<sup>1</sup>P.G. Student, <sup>2</sup>Assistant Professor,

<sup>1</sup>M.Tech. (Town and Country Planning) Department,

<sup>1</sup>Civil Engineering Department SOET, Sandip University Nashik, Maharashtra, India,

**Abstract:** Tourism is commonly referred to as “the activity of visiting places for pleasure”. The basic concept of tourism is based on the movement of people outside their own place of residence i.e. home area. Therefore, tourism can be considered as the movement of people within a city, state, country or across international boundary. All of us at one point of time or other have taken part in some tourism activity; whether it is a visit to our grandparents staying at a nearby city or a day trip to visit the monuments in our own city or maybe a trip to a foreign country for a holiday and so on. During any of these tourism activities you must have noticed that many people are involved in providing the services such as the travel agent, guide, transporter, users, and souvenir sellers and so on.

**Index Terms – Tourism Industry, Components of tourism, Theme-based tourist Circuit, Nashik**

### I. INTRODUCTION

**Global tourism:** Tourism is recognized as an effective tool for economic development of nations by generating employment, earning highest revenue through foreign exchange, and acting as a means for upward social mobility through interaction with cultures from elsewhere in the world. Tourism at its business prospect is a dynamic and competitive industry which requires adapting culture toward the customer changing needs and desires. Customer satisfaction, safety and enjoyment are the main particulars which should be focused in tourism business.

**Tourism in India:** India's rich cultural, historical, religious and natural heritage provides a huge potential for development of tourism and job creation in the country. Travel and tourism is the largest service industry in India. It provides heritage, cultural, medical, business and sports tourism. The main objective of this sector is to develop and promote tourism, maintain competitiveness of India as tourist destination and improve and expand existing tourism products to ensure employment generation and economic growth. In this section, it provide information about various tourist destinations, modes of travel, accommodation and approved travel agents.

**Tourism in Maharashtra:** Maharashtra is located along the western coast of India. The state boasts of thickly forested hills and valleys that are home to diverse flora and fauna, ancient caves, and a rich cultural heritage. Maharashtra is also known as the hub of the Indian entertainment industry or Bollywood as it is commonly called. The state has major tourist destination in India. According to the Ministry of Tourism, Government of India, 5,078,514 foreign and 119,191,539 domestic tourists visited Maharashtra in 2017. This tourist-friendly state offers a wide range of accommodation options including heritage hotels, luxury resorts, budget properties, and homestays.

**Tourism in Nashik:** Nashik is a famous holy and religious city in the Indian. Nashik is a beautiful city and a cool place. It is also famous for its lovely climate. There is no city in Maharashtra with a climate better than Nashik city. Nashik has a lesser amount of air and traffic pollution. Beautiful nature and pleasant climate are the USPs of Nashik. Apart from it, Nashik is also well-known as “Wine Capital of India” resulting in visits by rich class in large number. Being as a highly industrialized town; Nashik City gets lot of visits from business travelers. Nashik is one of the four places where the Kumbh Mela is held every twelve years. But, 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. Therefor introducing “Tourist circuit” in Nashik will be beneficiary in all terms of city development.

### 1.1 Components of Tourism

The components refer to those parts of machinery without which the mechanism of the machinery will fail. The parts of tourism that makes the mechanism of tourism industry work are the components of tourism. There cannot be any touristic activity without - Attraction also known as Tourism Patrimony, Transportation, Accommodation and Amenities. Together these components are commonly referred to as the A's of Tourism. The components are:

**Attraction** or Tourism Patrimony refers to those certain features that pulls or attracts tourists to a destination. There is no easy way to enumerate or analyses attraction that a place offers. Since it is well understood that what may appeal to one, may be of no interest to others. These are the attractions that pull any tourist to a destination such as historical monument, natural beauty of a place, and so on.

**Accessibility** – Accessibility means how the tourist destination can be reached, mainly in terms of transportation. A destination may have all the attractions needed for being a popular destination but it is not linked properly, forcing the tourists to avoid the destination. The accessibility includes all modes of transport that gives access to the destination and its attractions namely Road, Rail, Air and Water.

**Accommodation** is the next component. The word ‘accommodation’ generally used to include boarding and lodging. It is the room or the space provided to the tourists who come from a long distance and is the basic need of any tourist place. The demand for and need of proper accommodation away from one sweet home is met by a variety of facilities. In recent years accommodation sector has evolved and changed. At times accommodation itself is an important tourist attraction, as in the case of specialty resorts.

**Amenities** are the facilities provided to the tourists. The facilities could be recreational facilities to the tourists or it could be infra-structural facility such as sanitary and hygiene, medical help, travel documentations, foreign currency exchange facilities and so on.

In recent times scholars have added two more A’s-Activities and Available Packages.

**Activities** include the activities to be undertaken by the tourists at the destination such as sight - seeing, shopping, sun-bathing, adventure sports, golfing, etc. more the number of activities available for the tourists in a place, varied tourists with varied interests will be visiting the destination and the length of stay of the tourist will also increase.

**Available package** means the packages available for use by the tourists. In case one has leave or holiday for 3 days then tourist will choose the package that offers the most in three days. Thus, the possible tourist will overlook tour packages to a popular destination which requires more time; and vice versa.

## 1.2 Tourist Circuit

Tourism circuit is defined as a route which consists of three or more destinations which should not be within a same village or town and should also not be too far away places. Tourism circuit will be having a well-defined entry and an exit point. A particular circuit route may take one or more days to finish; there are tourism circuits which can be finished in one day and circuits which take even more days to cover it. The circuits will be based on themes or on effective transport connectivity. Tourism circuit is mainly based on a theme or any particular difference which differentiates a destination from other. ‘The development of integrated tourism circuit’ is the key to bring a region on global tourism map. There is a need to club collectively and exhibit to the world, a complete package which consists of unique strengths and attractions of various destinations. Even around a well-known tourist location, there comprise a range of attractive and unknown destinations in the rural locality. If these places are developed and brought into the tourism map, it can bring a huge development in the social and economic status of that place.

Tourism circuits are the common talks happening now among most of the tourists in India. Indian tourism has some famous thematic circuits which take us through different culture, history, tradition and scenic attractions. ‘Swadesh Darshan’ scheme was launched by the Ministry of Tourism in India for the development of theme based tourist circuits to cater to both mass and niche tourism. The Indian Government came up with different thematic Tourism Circuits such as Buddhist Circuit, Lord Krishna Circuit, Ramayana Circuit, Spiritual and Pilgrim Circuits, Heritage Circuit, Wildlife Circuit, Himalayan Circuit, Coastal Circuit, Desert Circuit, Tribal Circuit, Eco Circuit, Rural Circuit etc. Under this scheme, it aims to develop world class infrastructure to promote cultural and heritage value of the country and enhance tourist attractiveness, 27 projects for Rs. 2261.50 crores have been sanctioned for 21 states and Union Territories since it’s launched in 2015. One of the main theme based circuits in this scheme is Buddhist Circuit. Buddhist Circuit is India’s one of the important pilgrim circuit based on Lord Buddha’s life. The circuit covers seven destinations where Lord Buddha had his presence. Sarnath is to be considered for the development of Buddhist Circuits as per to recent news. The religious tourism product has been famous all over the world; Lord Shiva and Krishna are one among the famous part in the pilgrim tourism in Indian. The Lord Krishna Circuit is developed with an aim to connect all the major temples of Lord Krishna in India. Like Buddhist and Krishna Circuits, India also has Ramayana Circuit which is aimed to connect all the places which are associated with Lord Rama around the country. These circuits will directly improve the growth of tourist facilities of temples in India. Apart from these Spiritual and Pilgrim Circuits, the other theme based circuits are also under development.



Fig.1.1: Map showing tourist circuits of India. Source: Maps of India

### 1.3 Aim

To recognize tourist attractions and design the tourist circuit in Nashik, to enhance the economy and maintain the beauty of city.

### 1.4 Objectives

- Understanding tourism and tourism industry.
- To study the government policies of tourism and referring the MTDC schemes and guidelines.
- Understanding tourist circuit and to classify the tourist spots according to the theme- based tourist circuits.
- To manage the connection of each circuit with proper route map indicating travel distance and time of travel.

### 1.5 Scope and Limitations of Study

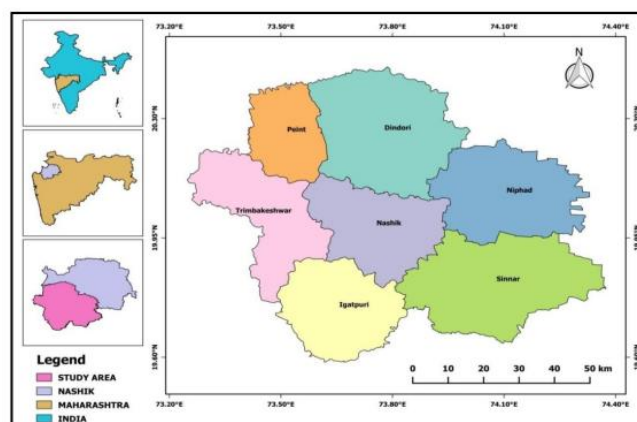
The scope and limitation of study are as follows:

- The study is applicable to Nashik region only.
- The scope of study is restricted to tourism industry.
- The study is limited to theme-based tourist circuit.

## II. STUDY AREA

### 2.1 Location

The richness of spirituality in Indian traditions finds its fullest expression in Nashik. Located in the northern state of Maharashtra, Nashik is known for its inherent cultural value and historical significance. It is said that Lord Rama, spent a major part of his exile in the city of Nashik. Every 12 years, it hosts the mega Kumbh Mela that attracts millions of pilgrims as well as travelers. Nashik is the starting point to the pilgrim towns of Trimbakeshwar and Shirdi,



### 2.2 History of the study area:

Nashik has written its cultural history through the golden ink. The cultural tradition of Nashik District was rich and vivid after the freedom of Nashik District from Mughal Dynasty by the founder of Hindavi Swarajya Chhatrapati Shivaji Maharaj. The father of Indian Cinema Dadasaheb Phalke is born in Nashik. The Stalwart literary writers like Tatyasaheb Shirvadkar known as Kusumagraj. The great freedom fighter and literary writer Swatantrya Veer Savarkar and Anant Kanhere, the well know dramatist Vasant Kanitkar were born in Nashik. Hence Nashik has a rich cultural literary history. The British too given importance for

Nashik from the cultural perspective. Vijayanand Theatre, Parshuram Saikhedkar Drama Theatre etc. were built by the British. Hence it was the place where entertainment too has a position. The following means of cultural form popular in Nashik District:

- Panchavati: The richness of cultural history dates back in the Puran Age since the Ramayana Period Panchavati is culturally popular. Sadhus and saints dwelled in this area.
- Kala Ram Mandir: Built in Peshwa's Period. It was known for the Mandir Entry Satyagraha of Babasaheb Ambedkar.
- Pandav (Trirashmi) Caves: were the Baudha Caves having great potential of tourist attraction even today.
- Rich temples: Trimbakeshwar, Saptashrungi, Markandeya, Renuka Temple in Chandwad, Mangi-Tungi Jain Temple, etc. are the great temples associated with the religious feelings of Hindu while over 2000 mosques at Malegaon and great Mangi-Tungi statue at Baglan shows great respect of Muslims and Jains for their religion.
- Forts: Nashik is the place of forts. The founder of Hindavi Swarajya Chhatrapati Shivaji Maharaj has erected more than 30 forts. These forts are enriching the cultural history of Maharashtra.
- Folk songs and folk literature: The eastern part of Nashik District is tribal zone. It is dwelt by Hindu Kokana and Hindu Mahadev Koli as well as Bhill adivasi tribes. They have rich cultural 62 heritage. Their adivasi folk songs and dances like pawra attracts the tourists.
- Nashik Dhol: It is a kind of dance on the rhythm of dhol. Nashik dhol is dearly popular among the youth of Nashik.
- Multiculturalism: Nashik is multicultural and multilingual place where Hindu, Muslim, Buddha, Sikh, Jain, Bohari, Sindhi etc. religious people dwelt in the parts of Nashik District. They observed their languages, literature and religious feelings associated to cultural heritage.
- Drama, Lavani and Tamasha: The Dramatist like Vasant Kanitkar and constructions of Drama Theatres since medieval period shows great respect for Drama and Theatre in Nashik. Lavani and Tamasha are popular in some tehsils of Nashik especially in rural area.
- Kumbhmela: After every 12 year the Kumbhamela is celebrated at Nashik and Trimbakeshwar. Saints across India and pilgrims across India visits Nashik during the Kumbhmela period.
- Paithani Saree: Paithani is knitted by the weavers at Yeola, Malegaon and some parts of Nandgaon. Paithani has a demand across the globe.
- Vipassana Centre: The Vipassana Centre at Igatpuri has been growing in the recent days. People across the world are visiting to this centre to release themselves from materialistic stress today.
- Winery: Nashik is known as the Grape City of Maharashtra. The international level winery industries of the Nashik District has been attracting to the tourists of the world.
- HAL: Hindustan Aeronautics Limited is another feather of cap of Nashik District. Citizens across India have been working in HAL to add the cultural diversity of Nashik.
- Currency Note Press: The Government of India has started the Press of Currency Note after independence at Nashik.
- Central Jail: The age old central jail of the Nashik District is known to the entire Maharashtra for its contribution in security and law enforcement.
- Artillery Centre: A huge artillery centre in Nashik, Military Schools and CBSE schools have been attracting the attention of people across the world.
- Forest sites: 3400 area is covered under forest. Around 25% area of Peth, Surgana, Baglan and Dang Tahsils are covered under variety of forest. Three major types of forests are found Southern 64 Tropical Moist Deciduous Forest, Dry Deciduous forest, reserved forest.
- Hemadpanthi Temples: There are Hemadpanthi Temple which attracts the tourists like Gondeshwar temple.

### 2.3 Administrative Structure:

Nashik is headquarter of Nashik Division. Nashik is one of the five administrative divisions. The Nashik division consists of 5 districts these are Nashik, Dhule, Jalgaon, Nandurbar and Ahmednagar. The district includes 15 tehsils which are

NASIK	SINNAR	IGATPURI
TRIMBAK	NIPHAD	YEOLA
PETH	DINDORI	CHANDWAD
BAGLAN	DEOLA	KALWAN
MALEGAON	NANDGAON	SURGANA

Table 5.1: Administrative structure of Nashik. Source: nashik.gov.in

### 2.4 Geography

Nashik District is a noted for the mountains and hills occupying the north and north-east of its territory. These hill ranges are eastward spurs of the Western Ghats and form prominent landmarks in the district, some noted for the shrines they harbor while others for the trekking adventures which can be undertaken while ascending the peaks. Broadly categorized, the hills can be segregated into 3 noteworthy ranges:

- Selbari Range which may be inclusive of the Dholbari range, alternately called Selbari-Dholbari range.
- Satmala Range also called the Satmala-Ajanta range.



- Trimbakeshwar Range constituting the Trimbak-Anjaneri hills.

## 2.5 Climate

The city's tropical location and high altitude combine to give it a relatively mild version of a hot semi-arid climate. Temperatures rise slightly in October, but this is followed by the cool season from November to February. The cool season sees warm temperatures of around 28 °C or 82.4 °F during the day, but cool nights, with lows averaging 10 °C or 50 °F, and extremely dry air.

Average temperature of the place during various seasons and corresponding months are as mentioned:

- 1) March to June (Summer): 23°C to 40°C
- 2) June to September (Monsoon): 21°C to 29°C
- 3) November to March (Winter): 12°C to 32°C

## 2.6 Connectivity

Five types of road ways namely National, State, Major District Highway, Other District Highway and village roads have been the economical veins of Nashik district. Railways and airport is another means of transportation. The rail routes covers 14156 km length having Igatpuri, Deolali Camp, Nashik Road and Manmad as its major railway junctions. The Domestic Airport at Ozar is a convenient and speediest mode of transportation for the tourists across India. The development of road in Nashik District is another important landmark of the development. Saputara Hill Station lies on National Highway No. 360 which connects to Pimpalgaon Baswant of Maharashtra and Songad of Gujarat. Kalsubai Peak is situated near Sinnar-Ghoti Highway, this highway connects to Mumbai-Agra National Highway No. 3 towards Ghoti. Kasara and Igatpuri are the nearest railway stations of Kalsubai Peak.

## III. TOURIST CIRCUIT IN NASHIK

The Maharashtra Government is planning to develop the 'Mumbai-Aurangabad-Nagpur' tourism triangle in a move to attract more tourists and Nashik city is included in this upcoming tourist circuit in Maharashtra. Nashik district has a great potential for tourism development. It has a long history of religious tourism. Nashik fall short to gain the tourists attention. Nashik has its capability and potential to form different circuits which can comprise of its hill stations, culture, pilgrimage, trekking, and its heritage sites. Developing theme based Tourism Circuits in Nashik will boost the tourism in Nashik. Though the road connectivity is comparatively good other elements like quantity and distribution of hotels, awareness among the administrators and host community, lack of publicity and marketing are responsible for less tourism activities in this part. So definitely the city has to improve its tourism sector in all context. Hence the researcher decided to design various Tourism Circuits for Nashik which can have integrated development of tourism in Nashik. They are as follows:

### 3.1 Spiritual and Pilgrimage Circuit/ Cultural Circuit

Maharashtra is among the biggest states of India, where different people can satiate different travel urgings and when these are purely religious in Nature, nothing except Nashik can fulfill the wish of peace and piety in pilgrims. Following are the places which comes under this circuit:-

- Trimbakeshwar Temple
- Saptashrungi Temple
- Panchvati:- Godavari Ghat, Ramkund, Shree Kapaleshwar Temple, Kalaram Mandir, Sita Gumpha, Sundarnarayan Temple
- Someshwar Temple, Navshya Ganpati temple
- Muktidham, Khandobachi Tekdi
- Shirdi

### 3.2 Adventure Circuit

The city of Nashik is a quiet and clean city which is a sort of a modern village with all modern amenities but still, it has that rawness of a village alive in its heart. It has everything, from water sports to lakeside camping to modern-day adventure sports. It has various treks to test the physical limits. People often travel from nearby areas to Nashik to spend their weekends here to enjoy the enthralling adventure sports in Nashik. Following are the places which comes under this circuit:-

- Hatgad fort
- Markandyaagad
- Kanhergad
- Rawla- Jawla fort
- Dhodap fort

### 3.3 Dam-view Camping Circuit

Dams in Nashik are also good places to visit in the beginning and end of monsoons and winter, who would like to enjoy some pleasant weather. Many dams have been built in Nashik district, because of the abundance of water sources. Godavari River (popularly known as Ganga of South India) originates at the holy city of Nashik. Apart from it there are many other rivers

originating from Nashik, such as Girna, Darna, Aram, Mosam, Vaitarna, Kadwa and Manyad. Some of them are famous for camping. Usually people loved to visit some of the dams continuously every year just to feel relaxed from their daily routine by enjoying tent accommodation with a scenic view of dam. Following are some of the places which comes under this circuit:

- Gangapur
- Igatpuri
- Bhandardhara
- Saputara

### 3.4 Heritage Circuit

The heritage components of the city – tangible and intangible have multiple layers of history overlaid. At the outset, the Nashik CDP had identified three conservation issues for the city: a) the conservation of the river, b) the conservation of heritage structures, and c) the conservation of the areas around these structures as well as the old city core. These three issues form the basis for a holistic approach to heritage conservation through the three DPR's - a DPR on Heritage Conservation and two conjunctive ones on Riverfront development and on Urban Renewal of the old city.

- Pandav leni
- Chamar leni
- Gondeshwar Temple
- Coin museum and Artillery museum
- Old Nashik

### 3.5 Wildlife Circuit

Nashik is blessed with an abundance of wildlife; mammals and birds teem the forests, grasslands, wetlands and agricultural and urban spaces found in the region. Because of the city's high elevation, it has a relatively moderate wet and dry climate. The temperatures go up in September-October, but the winter season steps in soon after and continues through to February, making it the best time for birding with the region welcoming migrants from the world over. During winter, the weather is very dry and temperatures can range from 29°C during the day to 13°C at night. In summer, temperatures can rise to 35-40°C, and it is the best time to spot the various large mammals that roam the region.

The Trimbak forest range, Gangapur forest nursery and Harsul forest are evergreen forests blessed with a wide variety of birds, mammals and insects. Grasslands like the Mamdapur Blackbuck Conservation Reserve are home to grassland species like the Indian Wolf, Blackbuck, Indian Fox, Indian Hare, Jungle Cat, Striped Hyena and raptors like Bonelli's Eagle, Eurasian Sparrowhawk, harriers and more. Trekking spots in and around the city like the Ramshej fort, Anjaneri Hill and Brahmagiri Hill are also ideal locations for raptor-viewing. But at the heart of Nashik's wildlife attraction is Nandur Madhmeshwar, also known as Maharashtra's Bharatpur.

- Nandur-Madhmeshwar Bird Sanctuary
- Mamdapur Conservation Reserve
- Borgad Conservation Reserve
- Harsul Conservation Reserve

### 3.6 Wine-Tourism Circuit

Wine tourism is becoming increasingly popular as is evident by the growing number of wineries that organize tasting sessions and festivals with a focus on the spirit. Gorgeous locales, luxurious retreats and a unique holiday experience, all attract draw people to wineries. The famed Sula Vineyards, hosts an annual festival called Sulafest in February, which features music performances and many more.

- Sula Vineyards
- Soma Vineyards
- York Wineries

### 3.7 Mixed Circuit

Mixed circuit will go with the MTDC circuit spots which are route or location based. This circuits have many probabilities to combine two or three circuit's spots together depending on the route or choice of the tourists. Some of the mixed circuits are as follows:

- Nashik Circuit
- Igatpuri Circuit
- Trimbakeshwar Circuit
- Shaptashruni Circuit
- Bhandardhara Circuit
- Shirdi Circuit

#### IV. METHODOLOGY

The research was conducted through quantitative and qualitative mixed methodology on various destinations at Nashik. The researcher targeted 3 different populations of 400 sample size randomly which comprises of Tourists, Stakeholders and Local people. The description of the selected sample is:

Questionnaire for public: 160 - Domestic

Stakeholders: 28 - The officials at tourism board Kannur and the officials at various travel agencies in Kannur

Local people: 32 - selected local people who have a direct interaction with the tourists like people who work in hotels, bus drivers, taxi drivers, house keepers and auto drivers.

#### V. ANALYSIS AND KEY FINDINGS

Analysis of various interview held and questionnaires given to tourists, local people and stakeholders were charted and the results are shown below through the tables.

##### 5.1 Scope of Tourism Circuit in Nashik

Sr. No.	Particular	Tourist	Local People	Stakeholder	Total Respondents	Percentage
01	High	52	16	5	73	48.60
02	Average	35	6	15	56	37.30
03	Low	16	1	1	18	12
04	Extremely Low	3	0	0	3	2

Table 7.1: Scope of tourism circuit in Nashik

Source: Computed by Author

After combining the sample populations of tourists, local people and stakeholders, analysis of collected data was done. The results are represented in the above table. 48.60% people responded that scope of Tourism Circuit in Nashik is high, 37.30% of them terms the scope is only average, 12% of them said there is low scope and 2% of them responded that there is no scope.

##### 5.2 Priorities of Tourist Circuits

Sr. No.	Particulars	Tourists	Locals People	Total Respondents	Percentage
01	Religious Circuit	32	18	50	31.25
02	Heritage Circuit	29	16	45	28.12
03	Eco Circuit	16	11	27	16.87
04	Wildlife Circuit	11	9	20	12.5
05	Wine Circuit	9	9	18	11.25

Table 7.2: Priorities of tourist circuit

Source: Computed by Author

The data was collected only from the tourists who utilizes the tourist services and local people who serves the tourists. After combining the sample population of tourists and local people, analysis of collected data was done. The results are showed in the above table and, it was found that 31.25% people have interest in religious tourism, 28.12% people have interest in heritage, 16.87% have interest in eco-tourism, 12.5% people have interest in wildlife tourism, and 11.25% people have interest in wine tourism.

##### 5.3 Factor wise level of Satisfaction Index

The factor wise level of satisfaction is calculated in the following table which is based upon Interviews and Questionnaire of the tourist at Nashik.

Sr. No.	Particulars	Excellent (4)	Good (3)	Satisfactory (2)	Unsatisfactory (1)
01	Attraction	62	21	13	4
02	Accessibility	14	30	49	7
03	Accommodation	38	35	21	6
04	Amenities	18	26	41	15
05	Activities	31	39	19	11
06	Available Packages	20	40	17	23
	Average	30.5	31.83	26.67	11

Table 7.3: Factor wise level of satisfaction index

Source: Computed by Author

#### 5.4 Factor wise average values of Satisfaction (Ni)

Factor wise averages values are calculated. The average values for the different level of satisfaction for the different factors are given in table.

Sr. No.	Particulars	Excellent	Good	Satisfactory	Unsatisfactory
01	Attraction	41.33(62*4/6)	10.5(21*3/6)	4.3(13*2/6)	0.66(4*1/6)
02	Accessibility	9.33	15	16.33	1.16
03	Accommodation	25.33	17.5	7	1
04	Amenities	12	13	13.66	2.5
05	Activities	20.66	19.5	6.33	1.83
06	Available Packages	13.33	20	5.6	3.83

Table: 7.4: Factor wise average values of satisfaction

Source: Computed by Author

#### 5.5 Factor wise Satisfaction Index with Rank

Above average values are then utilized to calculate satisfaction indices for the tourist place Nashik. The ranks are given to this factor, which indicates the priority to the factors.

Sr. No.	Particulars	Satisfaction Index	Positional Rank
01	Attraction	14.197	1
02	Accessibility	10.455	5
03	Accommodation	12.707	2
04	Amenities	10.29	6
05	Activities	12.08	3
06	Available Packages	10.69	4

Table 7.5: Factor wise satisfaction index with Rank

Source: Computed by Author

#### 5.6 Data interpretation

Although, each tourist and tourist spot is unique and has different needs and priority, it is difficult to find out common solution on common ground for every project. But by above suggested steps of average rating based on 6A's of tourism industry, can be eased.

**Case I:** Assuming tourist visiting only religious theme-based places.

Following are rating of tourists visiting only religious places like if mostly senior citizens then their priorities will changed accordingly.

**Case II:** Assuming tourist visiting only adventure theme-based places.

Following are rating of tourists visiting only adventure places like if mostly trekkers so their priorities will changed accordingly.

Case I: Rating for religious spots			Case II: Rating for adventure spots	
Sr. No.	Particulars	Positional Rank	Particulars	Positional Rank
01	Attraction	4	Attraction	3
02	Accessibility	3	Accessibility	2
03	Accommodation	2	Accommodation	5
04	Amenities	5	Amenities	6
05	Activities	6	Activities	1
06	Available Packages	1	Available Packages	4

Table 7.6: Comparison of assumed cases

Source: Computed by Author

From this comparison, conclusion is that senior citizens who are only visiting religious place, will rate the available packages as their first priority and then others and whereas trekker's first priority will be activities like what type adventures they are going to explore at particular spots and then others.



## VI. CONCLUSION

Tourism Circuit is the new strategic trend for the promotion of destinations. The study says that the development of thematic Tourism Circuit can help the destinations to increase its tourist traffic by attaining their attention through the circuits. The survey also conveys that there is a strong scope for Tourism Circuit in Nashik, and it can be a good factor in the integrated development of tourism in Nashik. Tourism Circuit will also bring more investment, growth opportunities and integrated development in the induced destinations. The stakeholders supports Tourism Circuit, and agrees that it will help in increasing the awareness about less known destinations and also helps the service providers to include more destinations. The survey on local people says that the Tourism Circuit will increase the social status and quality of life, it will also help in an increase in the economies with the hike in tourist traffic.

Researcher tried to provide the theme based tourist circuit depending on the themes made under Swadesh Darshan scheme like religious spots in cultural circuit or like trekking spot in adventure circuit while, MTDC planned the mixed circuits like religious and adventure spot in same circuit depending on different zones of Nashik for example, Trimbakeshwar circuit will consist of Jyotirlinga temple and Anjaneri trekking too. Identifying tourist spots according to their attraction and related to their themes will hopefully attract more tourist by attaining their attention through the circuits.

Theme-based tourist circuits in Nashik by Researcher	Theme-based tourist circuits in Nashik by MTDC
Spiritual and Pilgrimage Circuit	Trimbakeshwar Circuit
Adventure Circuit	Igatpuri Circuit
Heritage Circuit	Nashik Circuit

Therefore, MTDC mixed circuits will attract local people more and theme based circuits will attract the outsider tourist.

## VII. SUGGESTIONS

Suggestions provided are as follows:

- Due to the lack of awareness of Tourism Circuit, tourists and the local people finds it hard to relate the Tourism Circuit in their tourism activities. The MTDC and District Tourism Promotional Council should take a step forward to provide awareness on Tourism Circuit.
- Nashik is having good number of adventure destinations which boost adventure tourism in Nashik. Due to lack of promotion, such places are less known to the tourist people who visits Nashik. The stakeholders of Nashik should take part in promoting adventure tourism which can highlight adventure destinations among the tourists.
- It is also famous for its culture, but the cultural destinations falls back in their infrastructural development, this pulls back the cultural tourism in Nashik in attracting the tourists from outside state. The tourism department should do further to develop the infrastructure of various cultural destinations.
- Nashik is mainly famous for its beautiful dams. Bringing more water sports and activities at the various dam destinations at Nashik can increase tourist traffic.
- Nashik need more star category hotels in different destinations in the district. Presently one will find good accommodation mainly in cities but it also needs to be at the tourist destinations.
- To develop any place there should be holistic approach by the concerned stake holders for its integrated development, hence local people should be a part of any planning phases and activities involved.
- Mixed Tourism Circuit can also be considered to attract all segments of tourists.

## VIII. ACKNOWLEDGMENT

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