

1.1 INTRODUCTION :

" Tourism denotes the temporary short-term movement / of people to destinations outside the place where they normally stay at these destination," (Burkurt and Malik, 1974). In other words, tourism is primarily at the summation of movements of people and their activities at places outside their normal 'beat-area'. The destinations may lie within the national boundary of the country of the visitors or outside. Accordingly their movements may be referred as domestic tourism and foreign tourism. The prime motive of tourism is / 'pleasure and leisure' but normally this is supplemented by business, educational, religious, cultural and/or social motives. Thus within the framework of tourism, these are, business tourism, educational tourism, religious tourism, cultural tourism, social tourism etc. However, it may be pointed out that the motives vary from person to person in degree as well as importance.

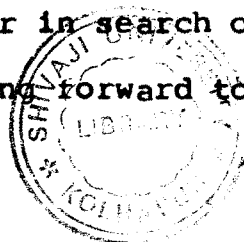
The movement of tourists would be in a group or alone. It could also be according to a pre-arranged package programme or otherwise. On the basis of duration and timings, there are picnic tourism, excursion tourism, holiday tourism, weekend tourism and the like. Thus the term tourism connotes different meanings depending on the context in which it is used. These meanings are not divergent as such, but are overlapping. There is hardly any single definition to cover

all the aspects of the term tourism. What is significant is that travel alone is not the criterion. The purpose of travel is more important in deciding tourism.

Man has been long inveterate travel from time immemorial. Only the motives of travel have undergone changes from time to time. From the earliest historical period, travelling has been fascinating to man. Many people urge to discover the unknown by travelling large distances across the seas and over the land. Up to the end of the eighteenth century, most of the world was discovered by man, but at that time tourism was known as only travelling from one place to another, that is 'exploration', (Batra,1990,p.15).

Travel in the distant past was not undertaken for the purpose of pleasure alone. It was also not to seek any holiday from the work situation. The primary motive for which travel was undertaken was related to trade, commerce and activities associated with it. Therefore, the traveller in the ancient past was thus a trader or a merchant looking for merchantise and engaging in trade and commerce (Bhatia, 1991,p.1).

There was another type of traveller, whose motive was other than trade and commerce. This traveller was a pilgrim visiting holy places, a scholar in search of ancient texts, and a curious way fairers looking forward to new and



existing experiences and seeking knowledge was his primary purpose for undertaking travel. Travel for religious purposes assumed a significant importance during the middle ages. The practice of travelling for religious reasons, became a well established custom in many parts of the world. Religion was a great unifying force. Pilgrimages strengthened religious bonds. It provided the impetus for a stay at home agrarian society to breakout its narrow geographical confines. It also exposed people to new manners and customs, different kinds of food and modes of dress. It encouraged exchange of ideas and also fostered trade. It served as a powerful means of foreign unity and understanding between people from widely different regions. The powerful influences of a crusading religion that slowly penetrated a foreign land, such as christianity in Europe and later in America and Budahism. Islam and Hinduism in Asia took place to permit an assimilation and perpetuation of distinctive languages, literature, music, art architecture, philosophy and forms of government. Religion thus played and continues to play a crucial part in travel.

A pilgrimage is a movement of people to sacred spot where they are able to make at least a temporary contact with the supernatural world. People expect to benefit by making a pilgrimage, whether bodily by cure of sickness or spiritually by forgiveness of sin or touching some objects which recalls

to them a wonderful work of God. Therefore, " pilgrimage is a journey to a sacred spot undertaken for religious motives," (Benton,1973). For example, Muslims to Mecca, Hindus to Varanasi, Sikhs to Gurudwaras.

Pilgrimages are undertaken at certain times, when people become free from their activities. For religion, travel is necessary part to getting from home to the holy destination and the motive of this leisure time journey is clearly religious. People visiting the places to worship their sacred shrines. Therefore, " pilgrimage tourism is defined as visit to places of pilgrimage as a form of leisure behaviour."

At first, many may feel that the phrase, 'religious tourism' sounds strange as the nature of pilgrimage, pilgrimage traffic and the pilgrimage itself are talked about more often. Certainly geographers experience of the nature of pilgrimage soon leads to the special type of tourism. It must also be taken into account in the geography of religion and the geography of leisure behaviour or the geography of tourism.

Religious tourism could not be viewed in isolation though the main aim of travel is purely for religious gain. It is linked with the visiting of the different places in addition to worship the sacred shrines. On the other hand, those tourists whose main aim of touring is pleasure or

holiday when visiting historical centres or hill stations, usually visit the important religious places around (Batra, 1990).

1.2 IMPORTANCE OF TOURISM :

Tourism is now rightly added to the long list of established industries with tremendous economic and social potentiality. The income generation and employment capabilities of the industry are quite considerable. In 1929, the world travel revenues were at 30 thousand million dollars which worked out to two percent of the world product. By 1979, this earning rose to 450 thousand million dollars which is about six percent of the world product (International Communication Agency, 1980). These figures speak of the growth and importance of tourism industry in the international scene.

To a developing country, tourism industry is an economic bonanza. Firstly, with no or very meagre investment or foreign exchange, the foreign exchange earned from tourism has a ventilating effect on its suffocating balance of payments position. With regard to India, the foreign exchange earnings from tourism have been on the increase year by year, higher than the rate of increase of all invisible and visible exports. Among the various items of the current account of its balance of payments

since 1978; travel earnings have been holding the third place. All these figures relate to only foreign tourism. On the other hand, it is estimated that the income generated from domestic tourism works out to roughly two to three times that of foreign tourism. These two put together account for considerable amount of income for the country.

Secondly, the impact of the tourism industry made on the employment front is more pronounced. As per the 'cost benefit study of tourism' made by the National Council of Applied Economics and Research (NCAER), New Delhi, tourism generated employment for 9.3 lakh persons in 1972-73. This figure has risen to 64 lakhs by 1978. What is more significant is that a good percentage of those employees belong to the unskilled and semi-skilled categories.

Thirdly, the contribution of the industry to the national income as tax revenue to the government, regional development etc. are substantial and undisputed. When compared with the traditional manufacturing and trading business, the contribution of tourism to the national economy is varied and considerable.

Apart from the economic significance, the social significance of tourism is equally important. In the field of international relations, the tourism plays a positive role. It is a potential force for bringing about world

peace and international understanding. Pandit Jawaharlal Nehru emphasised that, " We must welcome those friendly visitors from abroad for economic reasons, as they bring foreign exchange, but even more so because this leads to greater understanding and mutual appreciation," (Anand, 1976). This mutual understanding and appreciation is equally important at the national level, particularly for a country like India with varied cultural, religious and linguistic groups. This could be better developed by positive actions taken by the centre and state governments to develop domestic tourism.

1.3 TOURISM IN INDIA :

a) India as a treasure of tourism :

" God's earth in all its fullness and beauty is for he people." Thomas Cook, a pioneer of mass tourism in 1860's exclaimed while enumerating beautifulness of the earth. This statement is very appropriate for our country. India is a land of contrast, there is an enchanting variety of scenery, from the lofty Himalayan ranges and wooded valleys, the vast fertile plains, to the old peninsular plateau surfaces fringed with coastal plains. The climate varies from tropical in the south to cool temperate in the northern mountainous regions. There is also a wide variety of fauna and flora in forests in the

different parts of the country. India's ancient monument and architectural treasures, her colourful and varied customs, festivals, religions, philosophy and art ... all these testify to one of the oldest, richest and most interesting civilizations.

b) Unity in diversity :

Protected by mountains in the north and by the seas in the south, India represents a natural geographical unit clearly set apart from the outside world. Geography has thus moulded her history and produced a concept of inherent unity of an undivided India from Kashmir to Cape Cameron (Kanyakumari). On the other hand, the very vastness of her area has given rise to physical as well as cultural diversification. This social diversity is reflected by the existence of as many as 179 languages and 545 dialects. At the same time, there is the unifying influence of Sanskrit, the parent language of most of the Indian languages. India has also been the home of the world's principal religions - Hindu, Jain, Buddha, Islam and Christian. Hinduism represents a unifying factor, being the religion of the majority and one whose spiritual requirements can be met by a multiplicity of cults and creeds comprehended within its fold. The persisting popularity of Hinduism is basically due to the fact that it is a way of life rather than a strict cult. The four dharmas, set in the cardinal directions have further tended to integrate the country as a whole as every

one of its sons is enjoined to visit these spots to obtain full experience of the variety of Indian life. Indian culture has always been marked by distinguishing qualities of its own. Tolerance is its prime character. No other country can claim to have so many races and creeds living together in complete harmony. A ceaseless search after truth and the sanctity of life are other notable features.

We can experience beautifulness of the nature in Himalayan ranges, picturesque valleys of Western Ghat region. Broad sunny beaches of Arabian and Bay of Bengal sea shores and so on. Many religious places like Badrinath, Kedarnath, Rishikesh, Hardwar, Dwaraka, Mathura, Banaras (Kashi), Ayodhya, Puri, Rameshwar, Ujjain, Pandharpur, Tuljapur etc. where pilgrims visit and meet together and make exchange of cultural traditions. Similarly the historical places like Hampi, Delhi, Ranchi, Pataliputra (Patna), Panipat, Zhanishi, Vijapur, Hyderabad, Govalkonda, Ahmednagar etc. are also attract the tourists. Jogfall, wild life sancturies like Kaziranga, Kanhan National Park, Jim Corbett, National Park, Bharatpur Bird's Sanctuary, Meighat Tadoba, Palmau and Bandipur all these natural spots increase the curiosity of the tourists.

1.4 TOURISM IN MAHARASHTRA :

Maharashtra has a vantage position in the tourist map of India. Bombay city, its capital, is a Gateway of

India. The position of Maharashtra state in the world of tourism is, therefore, very important. The state has all that the country has to offer to tourists. World famous archaeological monuments, historical forts, ancient temples, thick forests and varied wildlife, modern cities, hospitable people, colourful fairs and festivals and dances.

One very popular aspect of our state is the medieval caves. About 80 percent of the finest caves in the country are in Maharashtra. Besides, there are historical forts such as Shivneri, Sinhgad, Raigad, Sindhudurg, Rajgad, Panhala, Pratapgad etc. which stand a monument to the martial glory of our ancestors. The thick forests that occupy large areas and faster wildlife are found at Tadoba near Chandrapur, Bhandardara in Ahmednagar district and Vavegaon in Bhandara district. These forests are well maintained and taken care of. The wildlife, so rare in the world except in Africa, is a fascinating feature of the state. Maharashtra has a vast coastline (720 kms) and the beaches at Janjiramurud, Kihim, Ganpatipule, Nagaon, Gubagar, Dahanu, Erangal and many other places are very beautiful. These beaches are being developed as sea-side resorts.

There are certain mountain resorts that take one away from the exhausting heat into the green and cool hilly areas. Mahabaleshwar, the best of all, has been the favourable haunt of tourists. There are many other resorts such as Panchgani,

Chikaldara, Lonavala, Khandala, Amboli, Matheran, Toranmal etc. Apart from scenic beauty and old monuments, Maharashtra has a fertile land. Agriculture is breaking new grounds and industrialisation is on its way to progress. Modern technological projects like Atomic Energy Establishment at Trombay, M.I.G. Air Craft Factory at Rasayani and many others in Poona (H.M.T.), Thana, Nagpur, Aurangabad, Kolhapur, Jalgaon, Solapur, etc. have been started during the last few years. Maharashtra, has thus, all the aspects that can satisfy all kinds of tourists.

1.5 CHOICE OF THE TOPIC :

The choice of the topic under investigation is influenced by many considerations. The author is motivated by many factors to select the problem.

- (i) Tuljapur, the holytown, in the Osmanabad district of Maharashtra state, associated with 'Tulja Bhavani' is one of the most important place of pilgrimage, not only in the state of Maharashtra but also in the whole of India.
- (ii) The study of Tuljapur, from the tourism point of view, will help the government for the development of infrastructural facilities at Tuljapur town.

- (iii) It has been also pointed out that tourism has damaged the fragile environment and age old tradition of religious tourism leading to danger of acculturation in Tuljapur. This study would certainly attract the planners and residents of the area to check such consequences.

1.6 OBJECTIVES :

General objective of the study is to make an evaluation of Tuljapur town through the tourism point of view. Some specific objectives are as follows.

- (i) To assess the historical nature of the town.
- (ii) To make an evaluation of present status of Tuljapur.
- (iii) To gauge the perceptions of tourists and tourism facilities in Tuljapur town specifically about transportation, lodging, boarding and other auxiliary services.
- (iv) To make a study of land utilization of the Tuljapur town.
- (v) To identify other potential services, which can be offered to tourists in Tuljapur town.
- (vi) To explore the major problems related to services and to study the extent of possibility of remedial measures in each of them.

1.7 METHODOLOGY AND DATA BASE :

The required data for this study is collected from both the primary and secondary sources.

- (i) The primary data is collected by visiting Tuljapur town.
- (ii) Questionnaire is prepared and filled up by tourists and the residents of Tuljapur town.
- (iii) Interviews of a few tourists and residents are taken.
- (iv) Photographs of various places of tourists interests in Tuljapur have been taken.
- (v) Secondary data is collected from district census handbook, socio-economic review of Osmanabad district, Gazetteer of Maharashtra reports, a book on Tuljapur, Municipal office, town planning office Osmanabad.
- (vi) Statistical methods and cartographic techniques are used as per availability of data.

The collected information finally, tabulated, analysed with the help of maps, diagrams, photographs, and conclusions have been drawn.

1.8 CHAPTER OUTLINE :

The present study entitled, " Tuljapur - A study in Religious Tourism " is divided into six chapters. The first

chapter 'Introduction' consists of importance of tourism, tourism in India and Maharashtra, choice of topic, objectives, methodology and sources of data and limitations of study. The second chapter 'Tuljapur - A Study Region' deals with historical and cultural background of the town, geographical personality of the town, a comparative study of the landuse in the town, income and expenditure of the Tuljapur municipal council, demographic characteristics as population growth trend, population structure etc. Chapter third concerns with 'Religious Set up and Fairs and Festival in Tuljapur'. Here tirthas, temples in Tuljapur and their importance, rites in the temples and major fairs and festivals are taken into consideration. The fourth chapter entitled, 'Tourist Facilities' such as transportation, accommodation, shops selling devotional goods and articles are considered. Chapter fifth is 'Functional Analysis of Tourists Data'. Here, all the primary work is analysed which denotes the present face of Tuljapur. Chapter sixth deals with 'Conclusions and Recommendations!'

1.9 LIMITATIONS OF THE STUDY :

The research work has many difficulties and limitations. Following are the limitations of the study.

- (1) The major work is based on primary data. The questionnaires which are filled up by the tourists and residents are not responded satisfactorily, hence, lacks some reliable data.

- (2) Enough literature is not available on Tuljapur town.
- (3) The transportation data from Maharashtra State Road Transportation is available since 1986 only. Data before 1986 is not available.
- (4) Counting of tourists at the time of fair was not possible because of lack of counting agencies.
- (5) Residents as well as tourists hesitate to give correct information about their financial status.
- (6) Time limit of M.Phil. is also a great obstacle, as work must be finished within a speculated time.
- (7) All these and many other minor obstacles have put limitations on the study of Tuljapur. But with available information, researcher has tried to give justice to the problem.

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