

# Role of Tourism in Regional Development through A Tourist Travel Circuit Approach- A Case Study of Solapur and It's Environ

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## ABSTRACT

Tourist Travel Circuit involves visits to more than one destination during a trip away from home. A tourist circuit is defined as a route on which at least three major tourist destinations are located in different areas but within such distance that tourists would like to cover them in a sequence. The concept of Tourist Travel Circuit is as similar to the concept of Periodic Market Cycles. Different terms are used for this such as Cycle (Silverman, 1959), Ring (Hooder, 1961), Round (Thomas, 1924), and Circuit (Hill, 1966). In which the destination are interlinked in a system. It controls the movements of mobile tourists, traders as well as consumers. The objective of present paper is to examine the emerging tourist travel circuits and its role in regional development. For this a geographical region is selected covering the destinations located in Boarder area of Maharashtra and Karnataka state. In which Soalpur, Pandharpur, Akkalkot, Tuljapur and Naldurg (Mah). Kalburgi, Vijayapura (Kar.). The study is based on Primary and secondary data. Primary data has been collected from intensive field work with well-structured questionnaire pertaining for their (Tourist) flow of journey within the circuit. The survey covered 1150 tourist at various entry and exit points. By applying statistical technique the percentage of flow of tourist within the circuit is calculated. The study reveals the pattern of flow of tourist on particular route. There are total **seven** tourist travel circuits were identified out of which Solapur-Akkalkot-Ganagapur-Tuljapur-Solapur circuit completed by 32.08 per cent of pilgrim tourist. These destinations were directly and indirectly generating employment, income, to the residents and its result is observed in overall development of region.

**KEYWORDS:** *Tourism, Destination, Travel Circuit, Regional Development Buffer Tech.*

## Introduction:

Tourist Travel Circuit involves visits to more than one destination during a trip away from home. Circuit tourism is typified by short lengths of stay at each destination on the circuit, a pre-planned itinerary, and regional or national clustering of attractions. A circuit is a path or route the complete travel of which without local change of direction requires returning to the starting point.

From a general point of view, a tourist circuit is defined as a route on which at least three major tourist destinations are located in different areas but within such distance that tourists would like to cover them in a sequence. Tourist circuits should have well defined entry and exist points that motivate tourists to visit all the destinations within the circuit. Circuits can be developed either within a country (intra-order) or between two or more countries (cross-border). Cross-border

circuits could be based on various themes or on effective transport connectivity (Sisodia, 2011). A few types of circuit development that can take place around a theme are religious, historical, tribal circuits, heritage, art and crafts and wildlife tourism circuits etc. From a broader perspective, circuit tourism is mostly comprised of a chain of destinations lying in more than one neighbouring countries. This especially applies for small countries with less than the needed number of destinations for a complete circuit. Circuit tourism within countries also applies for countries having similar types of destination settings and especially complementary destinations.

To strengthen the existing tourist destinations a link must be established among them by connecting through one travel network. It gives an effect of travel circuit. These existing tourist places would provide basic infrastructural facilities such as accommodation, transportation, hotels etc. as per economic level of the tourist. A tourist, once he knows the pattern and importance of traveling the flow of tourists goes on increasing and gives an effect of **regional development**.

The concept of Tourist Travel Circuit is as similar to the concept of Periodic Market Cycles. Different terms are used for this such as Cycle (Silverman, 1959), Ring (Hooder, 1961), Round (Thomas, 1924), and Circuit (Hill, 1966). In which the destination are interlinked in a system. It controls the movements of mobile tourists, traders as well as consumers. Therefore here an attempt has been made to examine the emerging tourist travel circuits and its role in regional development.

**Objective:**

1. To analyze the growth and pattern of circuit tourism in and around the Solapur.
2. To examine the relationship between tourism and regional development

**Data and Methodology:**

The present Research paper is based on Primary and secondary data. Primary data has been collected from intensive field work with well-structured questionnaire pertaining for their (Tourist) flow of journey within the circuit. The survey covered 1150 tourist at various entry and exit points. The preferred route of travel is put in Table no. 1 and Map no. 2. The information of exiting destination and their carrying capacity is collected from respective destinations. By applying statistical and buffering technique the percentage of flow of tourist within the circuit is calculated.

**Literature review:**

**According to the (Cullinan et al in 1977)** He outlined the concept in “Central America Panama Circuit Tourism Study” as a pleasure trip which includes two or more countries by a resident of a third country”.

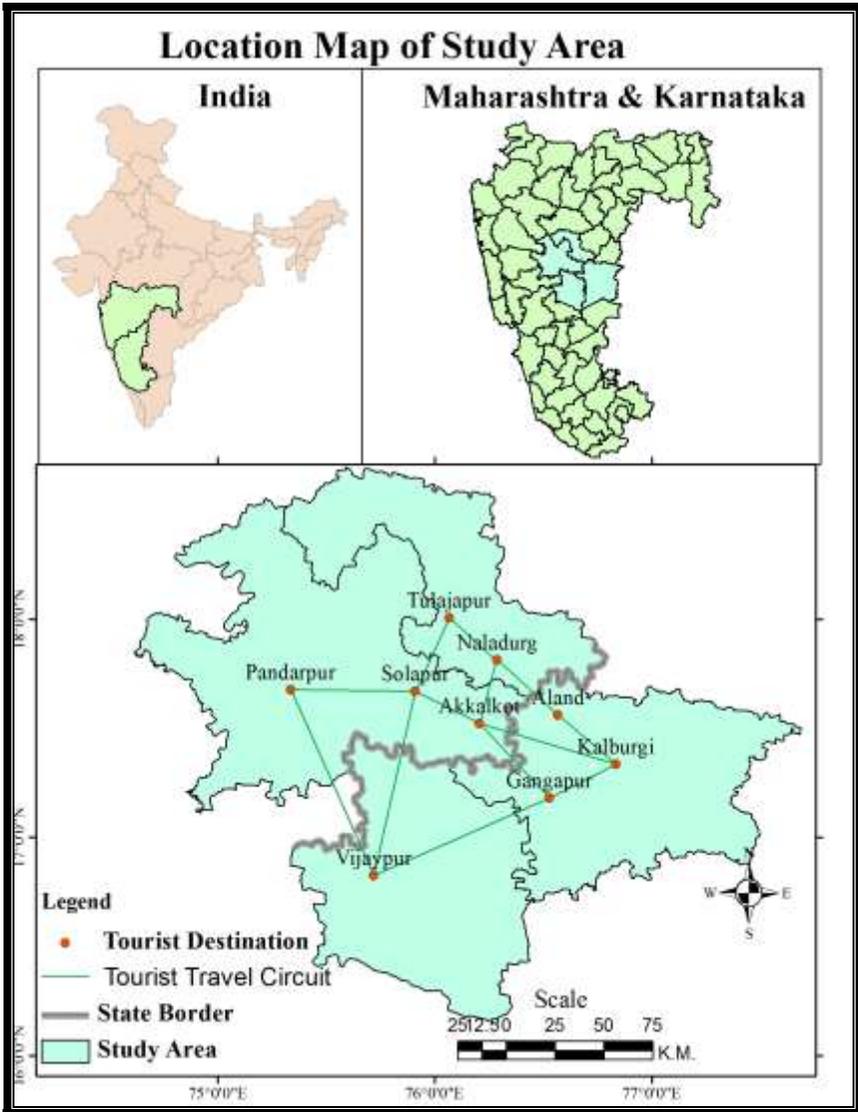
**According the (MoT, 2008).** Tourist circuit is defined as a route on which at least three major tourist destinations are located in different areas but within such distance that tourists can and would like to cover them in a sequence.

**According to the (Hotelmule.com, 2011).** Tourism circuit involves visits to three or more than one destination during a trip away from home.

**Study Area:**

In the present study the existing destinations in Solapur, Osmanabad Districts of Maharashtra and Kalburgi and Vijaypur District of Karnataka is considered. Pandharpur, Akkalkot, Solapur and Tulajapur pilgrimage destinations in

Maharashtra, Gangapur, Kalburgi and Vijaypur destinations in Karnataka. (Map no. 1). As per source of Tourism Ministry of Gov. of India, (2015) on an average throughout the year 5 lack to 25 lack tourist circulation is observed in these destinations.



**Discussion:**

**Identification of Tourist Destinations and Circuits:**

The destinations & circuits will be selected on the basis of its tourism strength and its potential in consultation with various experts in the field of tourism and interrelated stakeholders. The Destinations/ Circuits to be taken up for development are identified by the researcher. A tourist circuit could be limited to a regional circuit covering more than a State. It is always considered that tourism

gives us a multiplier effect which is directly linked with upliftment of the common man and its result in regional development.

### **Important Tourist destinations:**

#### **Solapur: A Religious, Heritage and Textile Centre**

Solapur is an ancient historical and religious place with Shri Siddharameshwar as its "Gramadaiwata". Shri Siddharameshwar was a historical figure of the 12th century who's "Karmayogi" on his own native land-Solapur, turned him into a God-figure over the course of time. Siddharama was a great contributor to Lingayat religion and he is considered as one of the six prophets of Lingayat religion. He had gained the "Siddhi". As Solapur was a drought prone area, Shri Siddharameshwar dug a lake with the help of 4000 "Sharanas" to solve the problem of potable water. The Marathi month of Shravan is most religious month for devotees, because in this month each Monday special religious programme is organized by the temple committee, lakhs of pilgrims visit to the temple to take darshan. The pilgrims belongs from multi-religion and multi caste, they are from Andhra Pradesh, Karnataka and Home State.

Solapur city is well connected with Road and Rail network towards all directions of our country. The city is most famous for cotton textile industry, such as Chaddars, bed sheets and towels etc. They are manufacturing export quality textile materials. Maximum tourist visits these markets to purchase the textile products. The economy of manufacturer depends on tourism.

The MOT report highlights the tourists flow to Siddeshwar temple, throughout the year is more than 5 to 7 lakhs tourist visited this temple.

#### **Akkalkot: A Pilgrimage Destination:**

Akkalkot is a temple dedicated to Shri Swami Samarth Maharaj, a form of Dattatreya. The Punyithithi of this saint is celebrated annually at this temple on Chaitra Shukla Trayodashi. There is a banyan tree in this temple which is believed to be the site where the saint used to meditate. The Gurucharitra gives lot of information about him. The holy book of Shri Gurucharitra mentions that the second incarnation of Lord Datta Shri Narasimha Saraswati entered into mahasamadhi in Kardalivana in 1458. After 300 years he emerged from the samadhi when a woodcutter accidentally cut through a tree and hit Shri Narasimha Saraswati. That divine personality who was awakened there from came to be known as Shri Swami Samarth. Popularly known as Vatvarkash Swami Samath Maharaj, Akkalkot. As per MOT report here also throughout the year 12.35 lakh pilgrim tourist visited this destination. Considering the flow of pilgrims Government of Maharashtra was declared as a **Tirthkshetra** centre in the year 1997.

#### **Pandharpur:**

Pandharpur is a pilgrimage city on the banks of Bhima River in Solapur District, Maharashtra, India. The Vithoba temple attracts about a millions of Hindu pilgrims throughout the year and particularly during the major yatra in the month of Ashadha (June-July) and Kartik Yatra (Oct.- Nov). Pandharpur, is also known as Pandhari, hosts the renowned Viththal Temple on the banks of Bhima. "Vithoba", "Pandurang", and "Pandharinath" are the popular alternate names of the deity, Viththal, who is regarded in Hinduism a form of Lord Krishna. Krishna is considered as an incarnation of Lord Vishnu. Rakhumai is Viththal's consort in the temple. This

is now emerging and challenging destination to the respective authorities, because of the over control of Varkari pilgrims. As per TOM report 16 lakh pilgrims are visiting the destination.

### **Tuljapur: A Most Powerful Shaktipeetha**

Tuljapur is one of the Shaktipeetha out of 3-1/2 Shaktipeetha. Pilgrim tourist from Maharashtra, Gujarat, Madhya Pradesh, Karnataka and Andhra Pradesh, is visiting this place to seek darshan of Tulja Bhavani. This Tulja Bhavani Temple, is dedicated to the Hindu goddess Bhavani. Goddess Bhavani has the family deity of the Shivaji Maharaj Bhosale family. During Navaratra festival lakhs of devotees were visiting this place. As per MOT report 13.45 lakhs of tourist visiting this place. The major fact of all these tourist destinations is they never kept the actual record of tourist data. Therefore, there is huge infrastructural gaps are identified in this study.

### **Kalburgi: A Religious and Archeological Destination:**

Kalburgi was previously known as "Gulbarga". It was once a capital of the Bahamani Kingdom. Kalburgi has rich historical and cultural traditions. The Bahamani rulers built Kalburgi city with palaces, Mosques, Gumbazs, Bazaars, and other public buildings. There are large and small tourist destinations in and around city. The city is known as a "**Garden of Gumbazs**" so also there are number of temples, churches and other religious centers spread all over the city.

The **SHARAN BASSAPPA** Temple is popular not only in Karnataka but also in Maharashtra and Andhra Pradesh The month of Sharavan (August) and Rangpanchmi festivals were celebrated. **Sayyad Hazarat Khwaja Bande Nawaz Gesu Daraaz** was a **Sufi Saint**. The annual urus in his memory takes place on the 15<sup>th</sup> of Zakid month which attracts devotees from all over the country. The Dargha is known for its religious as well as architectural features. To seek darshan of both the places lakhs of devotees visiting this place. This Dargha is an example of National Integration, because Hindus also visiting this place in large numbers.

### **Ganagapur: A Place of Second Incarnation of Lord Dattatrya:**

A famous temple of Lord Dattatraya is in Deval Ganagapur in Afzalpur taluka. The temple attracts lakhs of devotees every year from across the country. Bhima-Amarja confluence at Ganagapur is very sacred. There is Koti Teertha. The Avadumbara tree at Ganagapur is as powerful as the Kalpavrikha. Near the Aswatha tree Narasimha teertha, Papvinasini teertha, Varanasi teertha, Rudrapada teertha, Chakra teertha, Koti teertha, Manmadha teertha etc. Shree Narasimha Swami a II incarnation of Lord Datta. The report of MOT is published the data of pilgrim tourist is 3 lakh to 7 lakh.

### **Heritage Destinations:**

#### **Bhuikot Fort : Solapur**

Bhuikot fort is built on flat land. Bhui means Land in Marathi and Kot means Killa or Fort. Most forts during the Shivaji era were built to top of the mountains. However, certain forts were also built on flat land.

#### **Naldurg:**

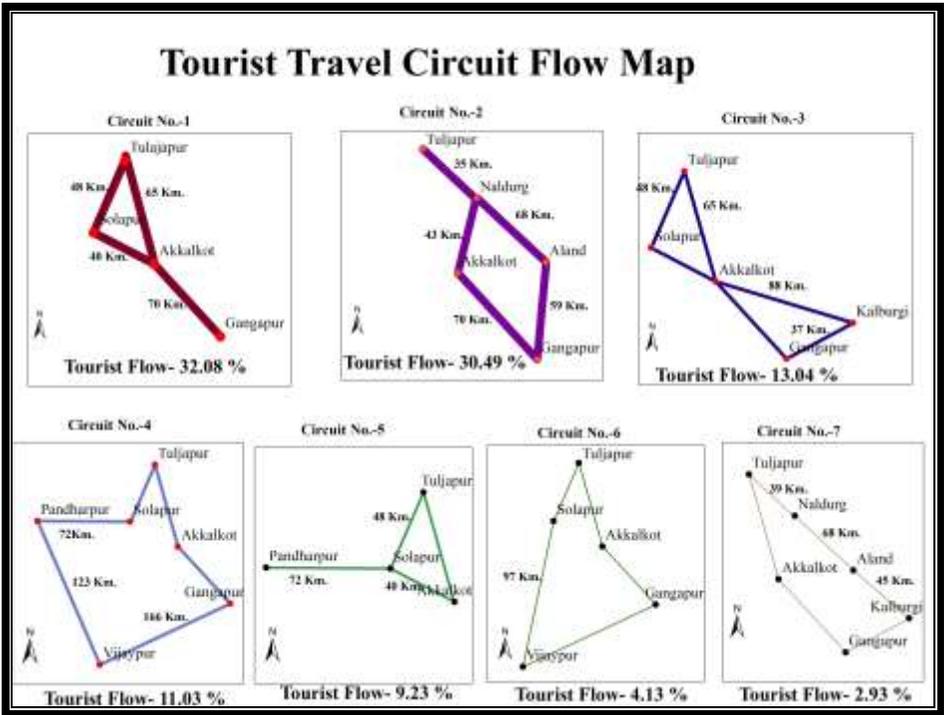
Naldurg is located in Osmanabad district of Maharashtra. The tourists attraction at Naldurg fort is one of the important ground forts in the Marathwada region, it represent a fine example of the medieval architectural style. The interior portion is covered with ruined walls and a wide road running up to the center. The fort has many bastions amongst which are Upali Buruj which is the highest point in the fort,

Paranda Buruj, Nagar Buruj Sangam Buruj, Sangram Buruj, Bands Buruj, Poona Buruj etc. Inside the fort there are remains of the walls and some of the buildings such as Barood Kotha, Baradari, Amberkhana, Rangaan Mahal and Jali. There are two tanks in the fort known as Machali Guns amongst which the most important are the ‘Hathi Toph’ and ‘Magar Toph’ the cannons have figures of elephants, crocodiles and are therefore called Hathi Toph and Magar toph. At present this fort is handed over to a private company **Unity Multicon** to look after this fort.

**Table 1.1 : Tourists Inflow to major tourism destination in study Area (2015):**

Sr. No.	Destination	Domestic Tourists	International Tourists	Total Tourists
1	Solapur	4113127	70	4113197
2	Akkalkot	55,41,263	23	55,41,286
3	Pandharpur	63,56,985	123	63,57,108
4	Tuljapur	56,23,451	12	56,23,463
5	Bijapur	1647931	2808	1650739
6	Gulbarga	750262	-	750262

Source: Annual Final Report, Collection of Domestic Tourism Statistics for the state of Karnataka and Maharashtra



**Akkalkot : One Man Collection of Armor Museum in Asia:**

Museums play vital roles in imparting education, disseminating knowledge and attracting people towards documents and objects having heritage value. Akkalkot town is having historically importance, Bhosale family was ruled this Kingdom. Raja

Fatthesinh was a captain in British Army. They were constructed a New Palace and its structure is very impressive and its looks like Buckingham Palace (England). Today, seven halls of the palace were decorated and well organized with various types of Arms. Thousands of tourist visits this New Palace.

**Vijayapura:**

Here number of tremendous tourist attraction plants regarding natural sites, religious, historical and archaeological sites, museums, fairs and festivals and also attraction of with folk arts and culture etc. so most of domestic and foreign tourists visit to these tourist destinations. **Gol Gumbaz, Jami Masjid, Jod Gumbaz (Twin Domes), Upari Buruj and Taj Bavdi** are important tourist spots in the city of Vijapur. Gol Gumbaz is one of the major tourist attractions of International and domestic tourist.

**The Pattern and flow of Pilgrim Tourist:**

The destinations located in the selected region are interlinked to each other by road and rail network. The table no. 1.1 shows the pattern and flow of tourist within the region. There are total six tourist travel circuits emerged out after intensive field work. The no. 1 circuit is starting from Solapur-Akkalkot-Ganagapur-Tuljapur- Solapur and the total 32.08 per cent tourists are moving between these destinations, followed by no. 2 circuit is starting from Akkalkot-Ganagapur-Tuljapur-Akkalkot and the total 30.49 per cent are moving between these destinations and a very few i.e. 2.93 per cent pilgrim tourists are traveling on circuit no.7 as these destinations are far away from each other.

**Table No: 1.2 : Tourist Travel Circuit in Study Area:**

Circuit no.	Route of Travel Circuit	Entry Point	Exit Point	Flow of No. Tourist (In Per cent.)
1	Solapur-Akt-Gan.-Tul-Sol.	Solapur	Solapur	32.08
2	Akt-Gan-Tul-Akkalkot	Akkalkot	Akkalkot	30.49
3	Gul-Gan-Akt-Tul-Sol-Gul	Gulbarga	Gulbarga	13.04
4	Pand-Vija-Gan-Akt-Tul-Sol-Pand.	Pandharpur	Pandharpur	11.03
5	Pand-Sol-Akt-Tul-Sol-Pand	Pandharpur	Pandharpur	09.23
6	Vija-Gang-Akt-Tul-Sol-Vijapur	Vijaypur	Vijaypur	4.13
7	Kalburgi-Aland-Naldurg-Tuljapur-Akkalkot-Gangapur-Kalburgi	Kalburgi	Kalburgi	2.93

Source: Based on Field Work (2016)

**Tourism and Regional Development:**

Tourism is not only a growth engine but also an employment generator. According to the XII Five year plan, the sector has the capacity to create large scale employment both direct and indirect, for diverse sections in society, from the most specialized to unskilled workforce. It provides 6-7 per cent of the total jobs directly and millions more indirectly through the multiplier effect.

The importance of tourism as a creator of job opportunities can be understood from the fact that in India every one million invested in tourism creates 47.5 jobs

directly and around 85-90 jobs indirectly. In comparison, agriculture creates only 44.6 jobs and manufacturing a mere 12.6 jobs. Moreover tourism is the third largest foreign exchange earner after gems and jewellery and readymade garments. The study region is also not exceptional for this. The overall development of destinations proves that there is a positive correlation between tourism and regional development. The number of residents engaged in various activities related tourism is shown in Table no. 1.5. A transport sector is providing jobs in large number of population. They are working as Diver in Taxi, Auto, owned jeeps etc. Followed by Hotel industry Accommodation units and lastly Destination unit these figures are registered one but the fact is there are N numbers of population indirectly engaged in tourism industry. The respective government is also spending money for the development of these destinations. From this the population is earning and their purchasing power is increasing and thus the regions are developing. This development is measured either in the form of infra development, socio-economic and Cultural development indicators.

**Table 1.3 : Relationship between Tourism and Regional Development**

Sr. No.	Nature of Employment	No. of employees
1	Accommodation Units	73,986
2	Hotels	1,36,917
3	Transport	5.87,633
4	Destination Unit	8076

Source: Respective Authority (2016)

### **Conclusion:**

Tourist Travel Circuit involves visits to more than one destination during a trip away from home. The study region highlighting the impact of destinations and their role in overall development of particular region. The tourist travel circuit approach which helped in understanding of the pattern and flow of tourist on particular path of travel. Once one can identified this it is easy to plan for further mode of development. In this region total 06 (Six) types of travel circuits were identified out of Solapur-Akkalkot-Ganagapur-Tuljapur- Solapur-32.08 per cent pilgrim tourist were travelling followed by Akkalkot-Ganagapur-Tuljapur-Solapur- Pandharpur 30.49 per cent tourists were moving and a very few i.e.4.13 per ecnt were moving on Vijayapura-Gangapur-Akkalkot-Tuljapur-Solapur-Vijayapura. The study also find out that residents of respective destinations were earning from tourism and the net result is that purchasing power is increasing and thus the regions are getting benefit from tourism.

### **Suggestions:**

1. A wide publicity of these destinations will be made carefully.
2. Soft skill training should be imparted to number of stakeholders such as temple employees, Auto and Taxi drivers etc.
3. **Tourist plaza** must be established at respective destinations.
4. Awareness campaigns should be arranged at all destinations.
5. Interstate joint venture should be develop for the strengthening and development of respective destinations.

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