"SPATIAL PLANNING FOR JEJURI AND AROUND AS A TOURIST REGION"

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Abstract:

The politically defined and determined regions may not be geographically heterogeneous with diverse tourism resources. The tourism resources are natural, socio-natural and man-made attractions. These attractions are necessary to evaluate and put them together in the form of tourist regions to accelerate tourism development.

The region is 'geographic' or aerial unit with certain limits and bonds. It has an important position in geographical research. It requires detailed survey of the tourism resources of the concerned area. The aim of present study is is to make a 'tourist region' by considering tourism resources of Jejuri and resources around Jejuri. The Paper is based on both primary and secondary data sources. To To form tourist region, eighteen major tourist attractions are considered. The region under study has tourist resources such as natural socio-cultural and man-made. In this region, Jejuri is a pivotal regional centre and may serve as a gateway to the region "Jejuri and tourist destinations around Jejuri".

Three tour plans are given to visit these destinations by keeping 'Jejuri' as a pivotal location. Each plan is for one day. In three days, all destinations can be executed by MSRTC (Maharashtra State Road Transport Corporation), Devasthan committee of Jejuri and even by private sector. This may help to increase touristic activity in the region. Similar regions can be prepared for whole Maharshtra to strengthen the domestic tourism.

Key words: Concept of region, Destinations, Tourist region.

1. Introduction

A region, even though politically continuous unit, may not be geographically heterogeneous with diverse tourism resources. The scale of planning that determines the size of regional unit is basically important. The politically defined and delimited regions are not likely to serve the purpose for simple reason that many a times they miss the geographical entity.

The tourism is an industry, which occurs at destination areas with different natural and manmade attractions and attracts tourists for variety of activities. These tourists become major economic consideration of the destination as money spent by them become basic or earned income of the residents. It leads to make the destination appealing and diversified in the competitive market, requires creating support facilities and created attractions, which enhance the enjoyable and comfortable stay at the destination. The support facilities and created attraction will supplement and Compliment the natural resources of the destination. Jejuri and tourist destinations around Jejuri have natural as well as manmade attractions but deeply needed support facilities and created attractions.

Here, an attempt has been made to examine Jejuri, a tourist destination and the destinations around Jejuri as

tourist attractions to form 'tourist region' to facilitate tourism activity.

2. AREA OF STUDY

The area of Jejuri and around consists of six Tahsils, namely, Haveli, Daund, Purandar, Bhor, Baramati and Pune city. It is divided broadly into western hill ranges, eastern plateau region and North-East and extreme eastern plain region. The climate of the region, mainly, falls under the great monsoon. It is associated with the rain shadow region of Sahyadri mountain. The temperature increases form west to east as well as rainfall decreases. The rainfall varies greatly from west to east. The western part of the region receives moderate rainfall, Pune (681 mm) and Alandi (600 mm), while eastern part receives low rainfall, Jejuri (478 mm) and Baramati (483 mm). Mid June to Mid September is a south-west monsoon period.

The area shows scarcity of natural vegetation. Bajara, Wheat, Jowar, and groundnut are main crops. But now, developments of irrigation facilities have altered the land use pattern of western part. While Tur, Bajara, Pulses, Grains are grown in Kharif season in eastern part. Jowar is main Rabi crop. Non-irrigated area of Purandar, Baramati Tehsil practice the traditional agriculture based on monsoon rains.

The population of the tourist region is 51, 583, 88 persons and total geographical area is 6415.92 sq. km. The average density of population is 804 persons per sq. km. The lowest population density is 197 persons per sq. km. in Bhor tahsil, while highest density of population is 5899 persons per sq. km. in Pune urban area. The density of population of the area is more (804 per sq. km.) as compare to Pune district (462 per sq. km.) and Maharashtra state (315 per sq. km.)

The industries in the area are mainly concentrated in the Pune and Suburban areas. About sixty percent industries are located within 40 kms of radius around the Pune. The other industries are located at Saswad (Saswad Tehsil), Jejuri (Purandar Tehsil) and Baramati (Baramati Tehsil) in the region. The concentrations of heavy industries are found along the Pune-Mumbai. Pune-Kolhapur, Pune-Nasik, Pune-Solapur and Pune-Ahemadnagar road.

In the rural areas, Agro-Industries are located. The Pharmaceuticals, chemicals, Machinery and household industries are found in the eastern part of the region. The region has dairy industry, milk chilling, processing, by products and cattle feed units. The village and cottage industries, such as Jaggary making, wool industry are found in the region. Alandi and Dehu are famous for craft industry. The village and cottage industries are mostly located in rural areas of the region.

3. Objective of the Study

The objective of the study is to make a 'tourist region' by considering tourism resources of Jejuri and resources around Jejuri.

4.   Data Collection and Methodology:

The research work is based on both primary and secondary sources of data. The information is obtained by visiting Jejuri and tourist destinations around Jejuri as below:

1.   Eighteen major tourist destinations around Jejuri are considered to make a tourist region.

2.   Schedules were filled up by tourists and residents at Jejuri and the destinations around Jejury by visiting these destinations.

3.   Interviews of the learned personalities were taken in Jejuri and tourist destinations visited around.

4.   Secondary data was collected from district census handbook and available published and unpublished materials.

To form tourist region, eighteen major tourist attractions are considered i.e. Jejuri, Kade Pathar. Valhe, Karanje, Baramati, Morgaon, Bet Kedgaon, Urali Knchan, Shrishetra Veer, Ghode Uddan and Veer Dam and Baneshwar, Ketkavale, Narayanpur, Purandar, Saswad, Pune, Dehu and Alandi. These eighteen tourist destinations in the area form tourist region 'Jejuri and Around'.

5. The Concept of Region:

The word region is derived from the Latin word "region" means different segments of earth surface. On the basis of elemental factor of space, the region is a 'geographic' or 'aerial unit' with certain limits and bonds. The unit may consist of a few villages to a number of countries. Region, being an areal unit, occupies an important position in geographic research and conceived by geographer form single feature region to compaque. Vidal-De-Blache, the renowned geographer, defined as 'A region where many dissimilar elements and human being are brought together and ultimately they have adapted to the common existence'.

The definition of the region given by Vidal-De-Blache can be implemented for the planning of tourist region. The planning means simply to determine the future actions for the betterment of human being of their region. It should be viewed as essentially a means to strengthen the national economy. It is a technique to evaluate the potential of sub national areas and to develop them to the best advantage of the nation as a whole. It may spread equal economic development of a region and avoid the imbalances within the region.

The distribution of tourism resources such as water, weather conditions, forests, mountains and other type of scenic resources is not in our hand but balanced utilization of these resources for the benefits of the people can be done by doing appropriate planning. The region under study has also availability of such varied resources and can be utilized for the regional planning and development. The regional development assumes equitable income distribution, improvement of standard of living and optimum use of available resources in the region but interaction between economic, socio-cultural, environmental and political aspects is inevitable. Tourism is also

an important activity to foster the regional development. The proposed region has immense tourism resources of all types such as natural, Socio-Cultural and manmade attractions to strengthen the tourism in the region.

6. Formation of Tourist Region:

The planning for tourism in the proposed region, a detailed survey of the characteristics of the area is made and tourist resources are evaluated. The survey of the area is necessary for the studies of future customers. It is observed that if an area possesses attractions and provides some hospitality for the prospective tourists, tourism will develop. Care should be taken that development of the area is for benefit to the host area. This is so because the communities in rural area look on tourism as a source of diversifying their economic base and employment source for their women and youth who con not find work in traditional primary activities. It can be used as an agent of economic development in depressed peripheral regions. But for this, government has to create favorable climate for the development of region through regulations and take fiscal measures to make tourism resources. The government should invest large amount of public and private capital in tourism infrastructure and facilities, to provide employment and to raise standard of living.

Jejuri and tourist destinations around Jejuri may form a tourist region. The initiative to form this region comes from the tourist attraction centers in the area. In this a major regional centre Jejuri may serve as a gateway to the region. It may provide many of the higher order services and functions. The physiographic of the region has provided many tourist centers in the region and influenced by Sahyadri ranges. The tourist attraction centers spread throughout the area and may create tourist region to foster the regional development.

To form tourist region, eighteen major tourist attractions are considered. Jejuri, the gateway to the region, is known for God Khandoba temple ate Gadkot and Kade Pathar. Valhe is known for birthplace of Walmiki Rishi, Karanje for Someshwar temple, Baramati for Krishi Pratisthan, Morgaon for Ganapati temple, Bet Kedgaon for Datta temple, Urali Knchan for agricultural Trust and nature cure, Shrishetra Veer for Shrinath Mascoba, Ghode Uddan and Veer Dam and Baneshwar temple is known for natural fountains and variety of Birds in the forest.

TOURIST DESTINATIONS AROUND JEJURI

Map 1
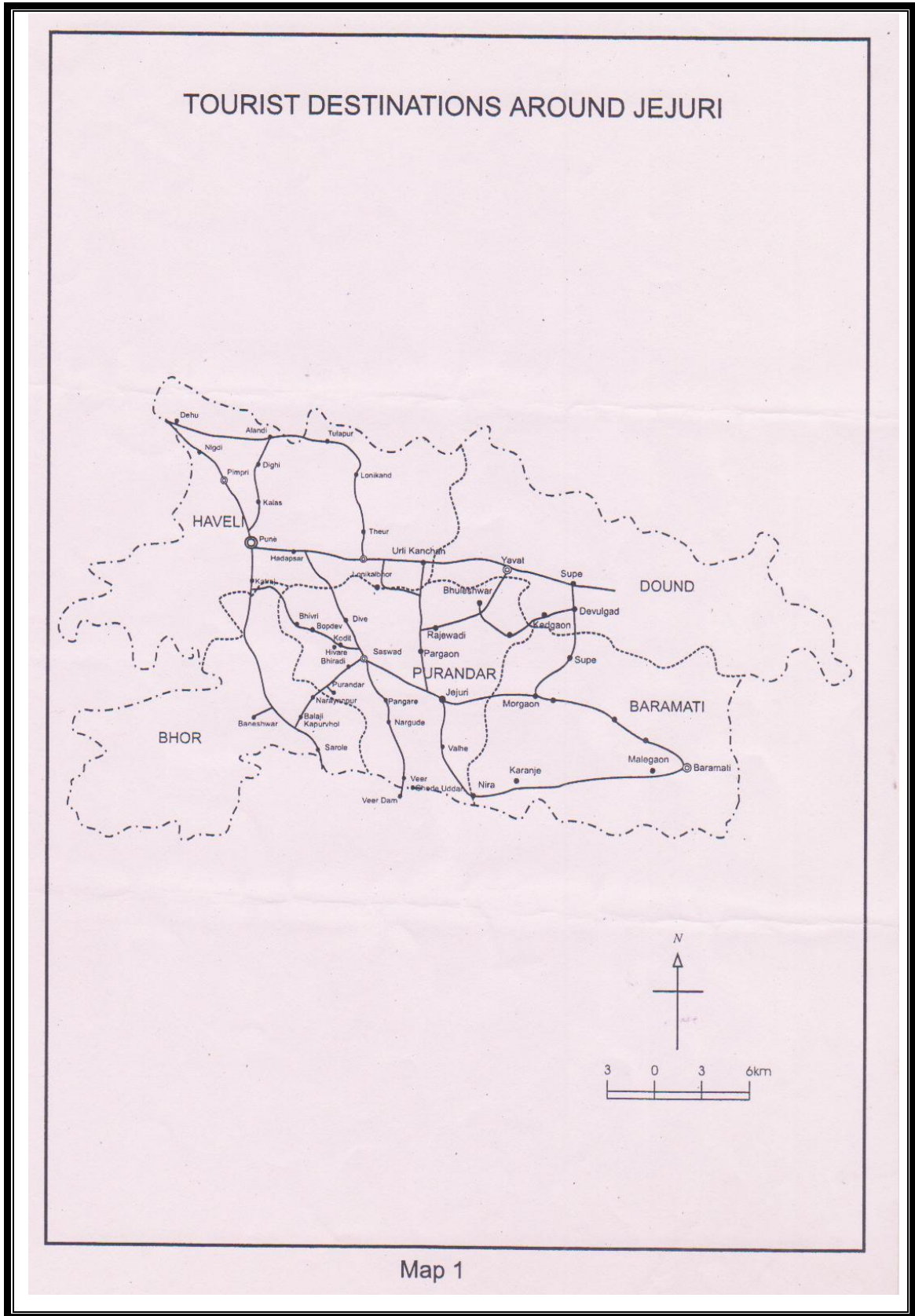
Ketkavale if known for Balaji temple of Tirupati, Narayanpur for Dutta temple, Purandar as a historical fort, Saswad for Sopankaka tomb, Pune is historical , religious and cultural center of Maharashtra. Dehu is known for Saint Tukaram and Alandi is for Saint Dnyaneshwar temple.

These eighteen tourist destinations in the area form tourist region 'Jejuri and Around'. These destinations around Jejuri can be visited while pilgrims visit to Jejuri for Darshan of Lord Khandoba every year. (Map 1)

7. Three Plans:

Three tour plans are prepared to cover the whole region. Jejuri and tourist destinations around. These three plans of tourist destinations with distances are given as below:

Plan – I

Jejuri - 11 – Valhe – 23 – Karnje (Someshwar) – 37 – Baramati – 25 – Morgaon – 18 – Bet Kedgapm – 17 – Bhuleshwar – 30 – Urali Kanchan – 14 – Theur – 45 –Jejuri

Plan – II

Jejuri – 11 – Valhe – 10 – Shrishetra Veer – 42 – Baneshwar – 12 – Ketkavale (temple) – 4 – Narayanpur – 5 – Purandar – 10 – Saswad – 14 – Jejuri

Paln III

Jejuri – 19 – Saswad – 29 – Pune – 33 – Dehu – Alandi – 29 – Theur – 14 – Urali Kanchan – 24 – Jejuri

Plan – I includes nine tourist attractions namely Jejuri, Valhe, Karanje (Someshwar), Baramati Morgaon, Bet Kedgaon, Bhuleshwar, Uralikachan and Theur. It covers 220 km. distance. Plan II includes eight tourist attractions namely Jejuri, Valhe, Shrishetra Veer, Baneshwar, Ketkavale (Balaji temple), Narayanpur, Purandar and Saswad. It covers 108 km. distance. Plan III includes seven tourist attractions namely Jejuri, Saswad, Pune, Dehu, alandi, Theur and Uralikanchan. It covers 162 km distance

JEJURI AND AROUND
ROUTE 1

JEJURI AND AROUND
ROUTE 2

JEJURI AND AROUND
ROUTE 3

MAP 2
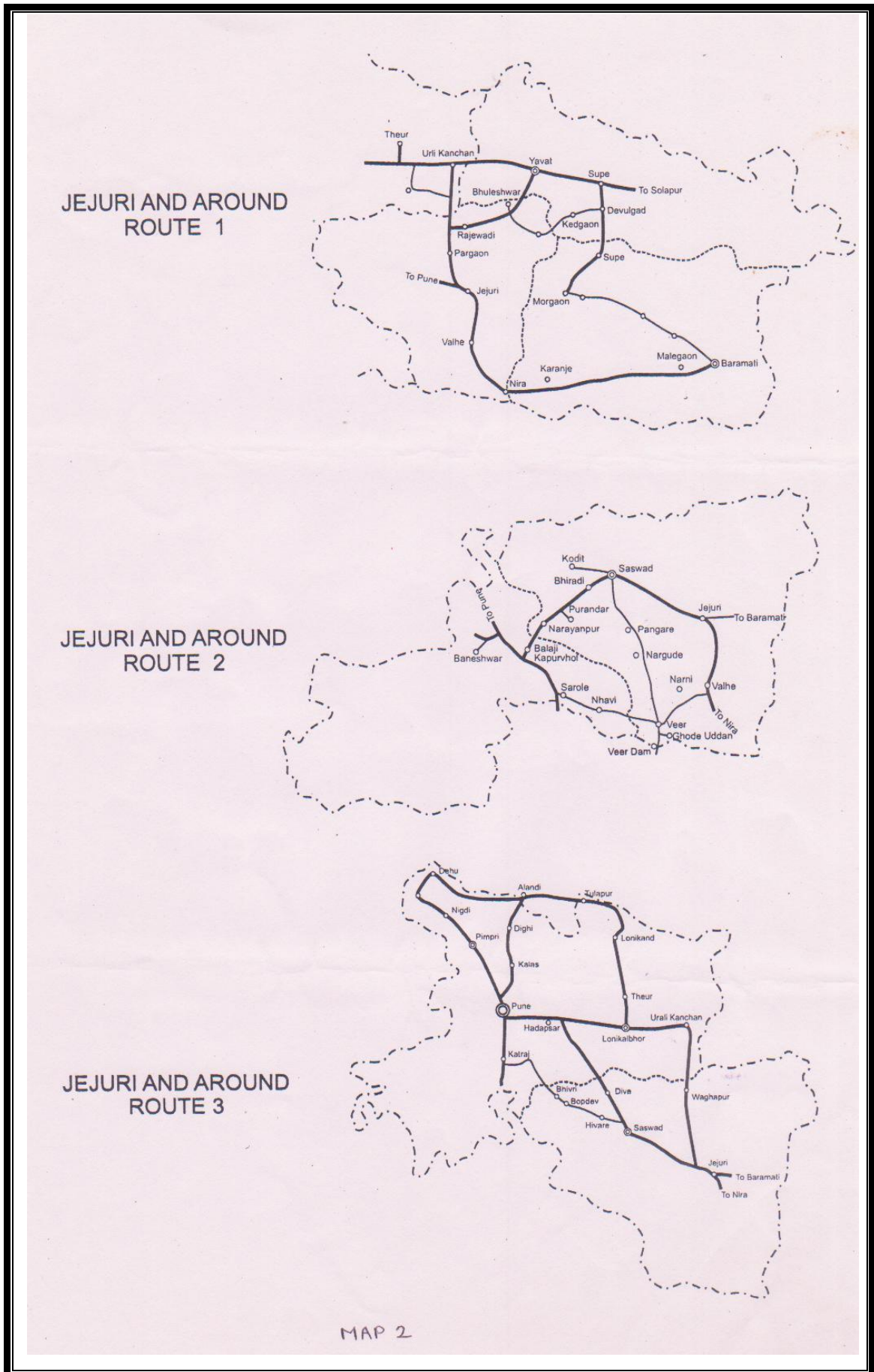
The pilgrim-tourists visit to Jejuri every year for blessings of Lord Khandoba and stay there for 2 to 4 days. By survey, it is observed that they expect to visit nearly tourist destinations. Therefore, representative three plans are given to the tourists. Each plan is of one day. It covers maximum number of tourist centers that can be within a day. The journey starts from Jejuri in the early morning at about 6.00 a.m. and ends at Jejuri about 10.00 p.m. The span of 16 hours is sufficient to cover the given destinations in each plan. Tourists may take advantage of one plan or all three plans according to their choice. To fulfill the expectations of the pilgrims, Devasthan committee, Jejuri, Maharashtra State Road Transport Corporation (MSRTC) or Private sector should avail facility to visit these tourist attractions.

In this investigation, it appears that eighteen tourist destinations around Jejuri form "Tourist Region". "Jejuri and Around" considering Jejuri as a prime centre of these destinations. Such type of tourist regions around the nodal religious centres can be possible in Maharashtra. The religious centers should be selected to form 'Tourist Region' by considering natural flow of pilgrim-tourist of the concerned destinations. This activity will help to strengthen the domestic tourism by creating tourist regions in Maharashtra as well as in India.

8. Conclusions and Recommendations:

The foregoing analysis reveals that geographically heterogeneous region provides diverse tourism resources and form 'Tourist Region' to accelerate tourism in the region. The support facilities and created attractions strengthen the tourism development in the concerned region. The region 'Jejuri and Around' has diverse tourism resources and Jejuri is a pivotal regional center. The eighteen major tourist attractions in the region consist of natural, socio-cultural and man-made attractions. Three plans are given to visit these tourist attractions. The publicity of the destinations is lacking. Transportation facilities are not available to visit these destinations. To bring this concept in reality following suggestions are made:

1. Devasthan committee, Jejuri should make publicity of these tourist destinations.
2. Detail information of all these destinations should be collected and made available to the tourists in the form of Booklets. Devasthan committee, Jejuri or Private sector should take lead in this regard.
3. Provision of transportation can be made by MSRTC at reasonable rates.
4. Government of Maharashtra should help the private sector to strengthen this activity.

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