
“ECONOMICAL IMPACT OF THE FAIR – A CASE STUDY OF SANGOLA AMBIKA DEVI YATRA”

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Abstract:

The role of the fairs and festivals is very crucial in Socio-economic transformation of the region. They are focus on the broad spectrum of the state's culture. It is also important in economic development of the region. Fairs and festival have direct and indirect impacts on communities. They provide opportunities for participation, skills development, volunteering and social, cultural economic and environmental developments. Community fairs and festivals can attract tourists and visitors at regional, national and international level. They help to capture attention and promote attractions and infrastructures. They make it possible to maximize and rationalize the use of certain spaces. Preservation of these spaces may result in financial benefits. Benefits of fairs to communities can be extensive, particularly when the draw is from outside the region.

Research shows that the more involved local people and suppliers are in terms of provision of services, food, beverages, and attractions, the greater the economic benefits to the region. Local vendors, artisans, craftspeople, restaurateurs, hoteliers and innkeepers may make a large portion of their annual income during the course of fair. The present research paper is based on such fairs and festivals in Sangola. The Ambika Devi yatra fairs is economically impacted on the development Sangola.

Key words: fairs and festivals, economic development

Introduction:

Four decades tourism industry growth has been a major contributed to increased economic activity throughout the world. It has created jobs in both large and small communities and is a major industry

in many places. In tourism industry fairs and festivals plays an important role. Fairs and festivals tourism is one of the fastest growing forms of tourism. They are becoming increasingly popular in rural areas as a means to revitalize local economies. Festivals and special events play important

roles in destination development, image makers. Fairs and festivals are important parts of social activities of man. They are arranged all over world. Some celebrations are specific to certain areas and some are celebrated by different group, communities in certain villages, cities or even state or country.

Fairs and festivals empower communities to attract new visitors while capitalizing on local commercial and cultural value. In Solapur district the local economy of many towns depend on the revenue, employment and income that fairs and festivals bring to the community. Sangola town is one of them. The Ambika Devi Yatra, Sangola attracts nearly 50000 peoples from several states. Ambika devi fair play an important role in the local economy of Sangola. Every year, this fair generates more than 1000 jobs in Sangola town. Tourism spending contributes more than 3crore rupees annually to the economy, and supports approximately 1500 direct and indirect jobs in Sangola. Fairs and festival have direct and indirect impacts on communities. They provide opportunities for participation, skills development,

volunteering and social, cultural economic and environmental developments. Community fairs and festivals can attract tourists and visitors at regional, national and international level. They help to capture attention and promote attractions and infrastructures. They make it possible to maximize and rationalize the use of certain spaces. Preservation of these spaces may result in financial benefits. Benefits of fairs to communities can be extensive, particularly when the draw is from outside the region.

The present Research shows that the more involved local people and suppliers are in terms of provision of services, food, beverages, and attractions, the greater the economic benefits to the region. Local vendors, artisans, craftspeople, restaurateurs, hoteliers and innkeepers may make a large portion of their annual income during the course of fair. The present research paper is based on such fairs and festivals in Sangola. The Ambika Devi yatra fairs is economically impacted on the development Sangola.

Study Area:

Sangole is a town with a municipal council in Solapur District in the Indian state of Maharashtra. It is situated near the borders of Satara, Sangli District, and Solapur District. Traditionally, in many historic records this area was part of the Mandesh region. Its name is derived from the Maan River. Sangole is famous for pomegranate production. Tourist sites in Sangole include the fort and an Ambika Devi temple. An annual fair is held in the temple during Magha in honor of the goddess, Ambika Devi. Between 35,000 to 50,000 people attend the fair each year. Sangole's economy is primarily driven by agriculture, with textile mills (including cotton), grape processing factories and sugar factories found in the area. But the fair of Ambika devi plays very important role as a source of income of the town.

Objectives

Objectives of the study are as follows.

1. To study the tourist expenditure on the Ambika devi Yatra/ fairs.
2. To evaluate the economic impact of the fair on the study region.

Database and methodology:

The present study is based on direct observation and also on information resources. The data collected through field survey using questionnaire. Personal interviews were undertaken of the visitors, businessmen, shopkeepers as well as the pujari, Secretary of the temples and officer of the Sangola Nagar palika. The secondary data collected from Sangola Nagerpalika and information available on internet.

Statistical method is used for the calculation of the average mean of the per day expenditure of the tourists.

Expenditure of the tourist

Expenditure of tourist plays an important role in the economic development of any tourist destinations. So there is important to first indentify the expenditure

pattern of the tourist at the destination. For the purpose of analysis the items of expenditure have been classified into six categories. Expenditure pattern of the tourist at Sangola Yatra is as follows.

Table No 1 : Tourist expenditure on tourism products (2013-14)

Expenditure in Rs	Accommodation		Food		Transportation		Shopping		Other		Total	Average	% of Average
	No. of tourist	%	No.	%	No.	%	No.	%	No.	%			
0 to 100	103	34.33	127	42.33	78	26.00	97	32.33	45	15.00	450	90	30.00
100-200	92	30.66	65	21.66	136	45.33	40	13.33	92	30.66	425	85	28.33
200-300	74	24.66	52	17.33	34	11.33	63	21.00	47	15.66	270	54	18.00
300-400	31	10.33	21	7.00	20	6.66	59	19.66	49	16.33	180	36	12.00
400-500	00	00	35	11.66	8	2.66	12	4.33	20	6.66	75	15	5.00
500-600	00	00	00	00	18	6.00	25	8.33	17	5.56	60	12	4.00
600-700	00	00	00	00	06	2.00	10	3.33	24	8.00	40	08	2.66
Total	300	100	300	100	300	100	300	100	300	100	1500	300	100

(Source : compiled by researcher)

Table No. 1 Shows that tourist's expenditure is on different tourists product like food, accommodation, transport, shopping and other products. For accommodation 34.33

percent tourists pay Rs up to 100. About 30.66 per cent tourists spend for staying rs 100-200 rs. 24.66 per cent tourists pay 200-

300 Rs and only 10.33 percent tourists pay 300-400 rs spend

On an average the above table shows that there are 30.00 percent tourists spend up to 100 Rs. during the fair visit. Other side only 02.00 percent visitors spend 600-700 rs money on tourist's products.

By using statistics method for grouped data here calculate the mean of total tourist expenditure. It shows that tourists spend average amount up to Rs. 204 per day.

Overall Economic impact of the fair

Number of economic activities like Hoteling, Lodging, transport & communication, departmental stores etc. are developed or emerged at tourist places. These activities help to increase in economic status of that place. Income generated at Sangola fair is calculated by the following formula.

Income generated in the = per capita Expenditure × No. of Tourist reached

$$DI = PCE \times NT$$

Where, DI-Direct income. PCE- per capita expenditure. NT- no. of Tourist

Per capita expenditure by the tourist has been worked out by,

$$PCE = PDE \times AS$$

Where, PDE-per day expenditure. AS-average stay in days

Average of the per capita tourist expenditure = 204Rs

Average duration of stay of tourist- 1

Total no. of pilgrims (2014) = 45000

$$DI = PCE \times NT$$

Where, PCE = PDE × AS PDE = 204 AS = 1

$$PCE = 204 \times 1 = 204$$

$$DI = 204 \times 45000 = 91,80,000 \text{ Rs}$$

Therefore 91, 80,000 Rupees expenditure did by tourists on the Sangola Fair.

For the evolution of the net impact of fair there is need to identify the total expenditure by the different committees of the fair . In Sangola fair it is found that there are 38,26,500 Rs is total expenditure by the different committees for the development of different facilities for the tourists such as road development, drinking water, lightning, accommodation etc.

After the comparisons of total expenditure of the tourists and total expenditure of different committees of fair

it is observed that the total income from the tourist is more than the total expenditure of the fair committees .So the total income of the fair is more than the total expenditure . When the income is more than expenditure then it is consider as positive economic impact and when the income is less than the expenditure then it is consider as the negative economic impact. So the study found that the positive economic impact of the Ambika devi yatra on Sangola town economy.

Conclusion:

In the present research study shows that 45000 visitors spend an estimated 91,80,000 Rs on various goods and services during the fair. It is observed that the business owners are increase the hours of their employee or hire a additional part time job. Due to this the fair period is a big opportunity for the local people to earn money. This fair is wonderful economic drivers for a Sangola town bringing in good money for not only artists, and food

vendors but hotels, petrol and gas stations and tax revenues. Research shows that the more involved local people and suppliers are in terms of provision of services, food, beverages, and attractions, the greater the economic benefits to the region. Local vendors, artisans, craftspeople, restaurateurs, hoteliers and innkeepers may make a large portion of their annual income during the course of fair.

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