

Tourism and Religious Approach: A Study of Shri Shetra Kapileshwar, Gavhankund Village, Tahsil Warud, District Amravati, Maharashtra

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Abstract: *Tourism and environment are much closed to each other because many tourist centers are located in the natural condition. Human activities are depends on the environment, just like that tourism activities also depends on environment because man has started himself. Day by day this activity is increasing because a large number of tourists are traveling different land or region, especially having importance historical and cultural places. There has been always curiosity in man about lands, people and places. Basically today Religious places are become famous as a tourist centers all over the India, there are many Religious centers could be found, these all centers are famous as a tourist centers. Because religious tourism commonly referred to as faith tourism, is a form of tourism, where people travel individually or in a group for pilgrimage, missionary or leisure purpose. Modern religious tourists are more able to visit holy cities and holy sites around the world but they don't know nearest religious places. In Amravati district also having very old religious place but people does not know, that's why this area has selected for the further research study. In Amravati district there is one religious center namely Kapileshwar, it is located in Gavhankund village, and Gavhankund is located in the foothills of Satpuda ranges, it is 10 kms far from Warud Tahsil, it is closed to bank of river Shakti. If we focused on this place in future it can be develop as a religious tourist center because natural scenery and limestone caves are distinguishing features in this area. And local people will get employment opportunity. In this paper had trying to highlights the inattentive area for the tourist, it is undeveloped centers.*

Keywords: Condition, Environment, Foothills, Religious, Tourist

1. Introduction

Tourism is the world largest industry, today ten percent global population is directly related to tourism activity. It is giving us an opportunity to learn and enrich humanity and to identify what may be term as goal for better life and better society. It is generating employment for the society on large scale. It is the temporary short-term movement of people to destination, outside the place where the normally live and work including their activities during their stay at destination.

It is increasing day by day in critical conditions because not all countries are supporting for the development of tourism activity. The main elements in the process of tourism are space and time; it has serious implications of a socio-economic nature alongside the environment. It is one of the most important phenomena in the economic and social development of the society.

Tourism and religious centers are two sides of one coin because in India people having double intention whenever they are going for religious purpose at that time they are thinking about tourism also, because Now-a-days tourist centers and pilgrims centers are the main attraction of the people for different reasons such as entertainment, holiness, blessings and climatic change etc. Because religion is a part of society, it is common to the group, its beliefs and practices acquired by each individual as a group. It has been an important and vital factor in shaping the society. Great men with high level of intelligence developed all the great religions of the world in a particular geographical setting. The physical surrounding has greatly influenced each religion. In each religion, an effect of environment can be noticed in the description of relation between God and man.

Such descriptions are related to landscape elements such as topography, slope, drainage, vegetation and soils, which are mostly, influenced all major religions of the world.

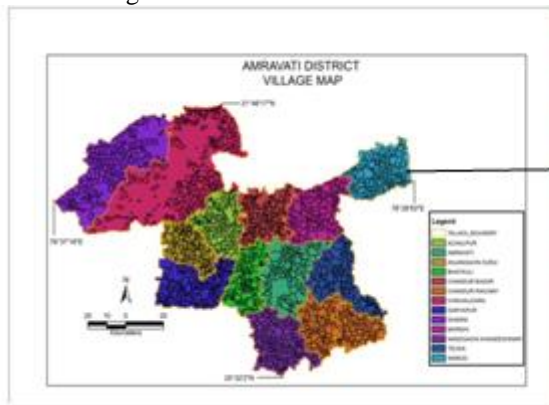
The religious landscape of religion shows influence on cultural landscape as religion is vital part of culture; such landscapes are called as holy places. The content of religious landscape is varied ranging from houses of worship to cemeteries, wayside shrines and place names. The landscape of India reflects the Hindu belief system. Indian sacred landscape is a visible aspect of universal tendency to shape nature in an image of cosmic ideal and thereby make it into a culture artifact, old concept of nature and finally religious to nature (Sinha, 1994).

According to the data of the World Tourism Organization published in 2011 the greatest number of pilgrims and religious tourist travelled for religious events or holidays. This tendency is typical in National and International market. If we think about India, in India religious tourism having two distinct aspects, one is, the faith of the domestic tourist who has spiritual attachment to the deity with their religious beliefs, and the other is the foreign tourist someone belonging to a different religion, region or country, for whom the destination and the religious practices have the dimension of novelty, a spiritual experience different from their own culture.

2. Location of Study Area

Gavhankund is located in the extremely Eastern part of the tahsil, it is situated in 21° 30' North latitude and 78° 11' East longitude on 411 meter height above mean sea level in Warud tahsil of District Amravati, total geographical area of village gavhankund is 640 hectares and the population is

around 1825 according 2011 census average sex ratio or village is 952 which is higher than Maharashtra state.



Map No. 1



Map No.2

2.1 Objectives of Study

- 1) To evaluate significance of religious places of tourism
- 2) To analyze socio-cultural and environmental impact of tourism on **Shri Shetra Kapileshwar**
- 3) To assess spatial distribution of pilgrims visits to religious center

2.2 Data Base and Methodology

Present study is based on primary and secondary level. The primary data was collected through interviews and discussion with the villagers, Pujari and devotee came from different part of the districts, collected data were used for the present analysis. Secondary data is collected from tahasil office, district census handbook and booklets from temple etc. The collected data has been analyzed by different statistical methods, cartographic techniques and methods.

2.3 Analysis of Data

The Natural resources of destination provides an excellent benefit to tourist’s places. While studying the landscape of any area, it is important to note that not only the natural resources, but also the human imprints on the area. In this respect, it is important to point that any change in one aspect of the scenery changes the whole landscape. If visitors visit to see natural scenery, there is no cost for it, like beautiful sunset, natural waterfalls, natural beauty etc. in the same way in Gavhankund village having lime caves, temple and dams both natural and manmade features are there but not developed at all. Actually for the research work Shri Shetra Kapileshwar temple has selected because it is very old temple, it is one of them Jyotirling but it is undeveloped, to develop any region as a tourist center only temple is not sufficient they having lots of potential to run tourism activity in this area only thing is that has to focus on surrounding area. We discussed with the villagers about development of temple as a tourist center, they state their opinion, 84 percent villagers said as a tourist center development is required, 67 percent villagers state their opinion roads are not good and this area is far from district roads and national highway, 70 percent villagers said facilities are zero.

Table 1: Opinion of villagers

Opinion of villagers	Percentage
Development Required	84
Roads not good	67
Facilities are less	70

(Source: Compiled by Author)

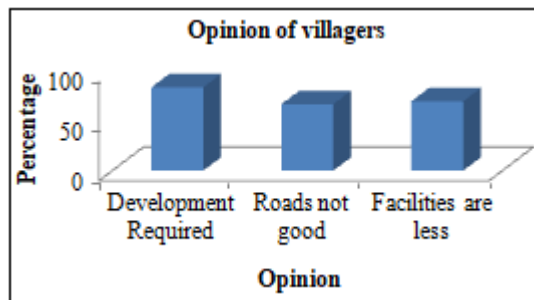


Figure 1

In the temple during Mahashivratri festival and month of Shravan so many tourists are visits temple, some tourist comes from Nagpur, Amravati and Wardha for darshan, to change atmosphere, for picnic etc. Daily, weekends and holidays number of tourists are less due to lack of facilities,

Table 2: Visitor’s visits to temple

Visits	Visitors
Mahashivratri	1250
Shravan	700
Holidays	200
Weekends	75
Daily	15

(Source: Compiled by Author)

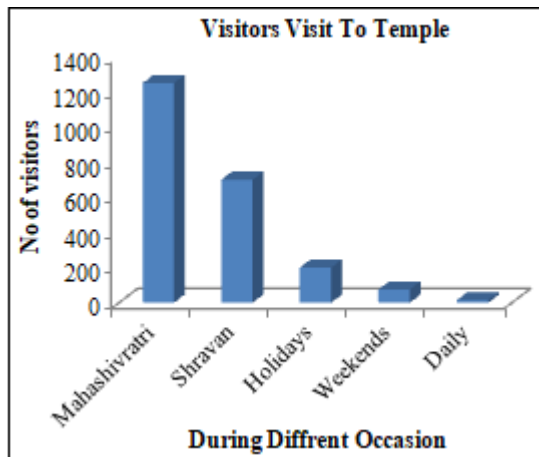


Figure 2

Surrounding of the temple there are seven kund or water source if this water they use for boating automatically numbers of tourist will increase similarly local people are doing agriculture but after development more tourist can visit it benefits to local community through entrepreneurial activities like devolution goods and articles selling shops, snack centers due to this tourism became an economic activity similarly marketing strategies concentrated on increasing volume of tourist. For rural exposure marketing strategy has to develop and introduced more interested shopping centers. This area belongs to Orange cultivation if they start food processing units on orange so many people will get employment and number of tourists also will increase.

But today picture has changed recently increasing communication is making rapid changes in the character of pilgrimage itself. Technological changes and modernization is giving pilgrimage an increasingly secular character within the society. Therefore, lower and middle class rural population also has more opportunities to travel, hence the volume of pilgrims are increasing at local, national and international levels it helps to increase economy of area and local people.

3. Conclusions

- 1) Tourism has become the world largest and fastest growing industry in terms of revenue and the number of people involved. It is most important employment generating activity for the local people as well as skilled and unskilled labor. While studying tourism activity, it is essential to study Geography because it totally depends on enjoyment of landscape, nature, climate and location of tourist places.
- 2) No proper roads are constructed to visit this place.
- 3) Now-a-days agro tourism, rural tourism, farm tourism, medical tourism and health tourism are growing fast. Hence, there is an ample scope for the development of agro tourism and rural tourism in different parts of the district.
- 4) There is scope for local people to start Agro-tourism to attract urban people to experience rural life. It also helps to generate employment opportunities for rural people.
- 5) In future numbers of visitors will increase if they provide good facilities.

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