

A Proposal For Heritage Development of Gondeshwar Temple Area Using Hemadpanthi Architecture Style In Sinnar, Nasik Region, India

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Abstract- Tourism industry plays an important role in developing economy, especially in some cities where there are different historical, landscape and other natural attractions. Heritage places do not need to remain frozen in time and are never to be altered. In fact the best way to protect a heritage place is to use it, but in a way that does not degrade its heritage value. Using heritage places for tourism often ensures that they are well maintained and contributes to society's cultural, economic and social wellbeing.

Gondeshwar temple is situated about 26 Kilometers from Nasik at sinner. The earliest historical mention of Sinnar appears to be Sindiner in a copper-plate grant of 1069 A. D. Be it as it may, it is still the largest, most complete and the best preserved example of mediaeval temples of the Deccan built on a variation of the Indo-Aryan style, which had penetrated into a part of the Deccan during the middle ages. Since the temple is of utmost importance, it has been planned to develop it as tourist place. Gondeshwar Temple is 60 kms from Shirdi, 28 kms from Nashik and about 180 Kms from Mumbai.

The study presents the current scenario of the Gondeshwar Temple. The study develops the model to preserve the temple in its best condition and simultaneously attract tourist by recreating various activities which would neither disturb the beauty of the temple or the environment.

Keywords- Tourism Development, SWOT, Garden, Park & Recreation, Tourism Place, Proposal.

I. INTRODUCTION

The World Tourism Organization defines Tourism is an activity done by an individual or a group of individuals, which leads to a motion from a place to another. From a city to another for performing a specific task, or it is a visit to a place or several places in the purpose of entertaining, tourism, which leads to an awareness of other civilizations and cultures, also increasing the knowledge of cities or tourism

places, cultures, and history. Tourism as a whole is a booming industry and particularly offers a lot of varieties in terms of activities. Offshore and onshore activities have attracted tourist to holly, pilgrimage, old heritage and historical places all around the world. In India tourism activities, policies are boosting economic growth and economic activities in many regions and many local governments are using tourism policy to boost their economic growth and raise income level for local people and local business. Sinnar is a town of ancient origin. In 11th century it was a prosperous town. As per history available the town was named as Sindinagar, Shivanapur and Sindiper. Yadav King Bhillam Gisela established the town approximately in the year 1025. The town was ruled over by the Yadav Kings until 1600 A.D. when it was conquered by the Muslims. Under the sovereignty of the Muslim Emperor, the Deshmukh Sardar ruled over the town. During the regime of the Deshmukh, many public and charitable works were carried out. The town wall which is existing in the town was constructed during the same time. The town was captured by the Marathas and was ruled over by them until the Marathas Empire came to an end. Gondeshwar Temple existing in the town is an emblem of its historical tradition. There is a lack of facilities at this places and need for up gradation. Therefore study is very much required for proper development and to attract more number of tourists in town data collection is made by interviewing experts and tourists in Gondeshwar Temple and Sinnar town respectively, and based on that SWOT analysis is formulated and different proposals are prepared for the up gradation of tourism in the Gondeshwar Temple at Sinnar.

II. LITERATURE REVIEW

Opening Remarks

The literature surveys including some previous research papers and some Government policies regarding the study of historical heritage as a factor in tourism development and their conclusion are given. These papers and government policies help in considering varying parameters which affect

the study of this project and the results. These report also guide for the research procedure and helps in adopting a suitable methodology with respect to the earlier mentioned variable parameters.

Literatures Reviewed

The Archeological Survey of India Amendment Act 2010 ^[1] Ministry of Scientific Research and Cultural Affairs Government of India, an Act to provide for the preservation of ancient and historical monuments and archaeological sites and remains of national importance, for the regulation of archaeological excavations and for the protection of sculptures, carvings and other like objects.

Archeological Survey of India Amendment Act 2010 reviewed

- Carrying out village-to-village survey of antiquarian remains; exploration of archaeological sites, documentation of loose sculptures.
- Excavation of archaeological sites.
- Conservation and day-to-day maintenance of protected monuments.
- Providing basic amenities at the monuments for tourists.
- Issuing of NOC for any sort of construction, additions and alterations to existing structures or new constructions coming under 100 m to 200 m (regulated area) from the protected monuments.
- Issuing permission for filming, photography and cultural programmers at the protected monuments.
- Organizing public awareness programmed on various occasions like Word Heritage Day (April 18).
- Registration of antiquities and issuing non-antiquity certificates.
- Maintenance, conservation and preservation of protected monuments and archaeological sites and remains of national importance.

Maharashtra Tourism Policy 2016^[2], Department of Tourism & Culture Affairs Government of Maharashtra,

- Designate Tourism as a priority sector since it holds the potential to usher in economic development and generate high employment t opportunities in Maharashtra – change—the policy will establish.
- Achieve sector growth of 10% per annum and share of 15% in GSDP through tourism and tourism related activities.

- Generate fresh investments in the tourism sector to the tune of INR 30,000 crore by 2025
- Create 1 million additional jobs in the tourism sector by 2025.
- Incentivize tourism units in the state by linking it to the Package Scheme of Incentives, 2013 of Industries, Energy and Labor Department or any modifications thereafter. The incentives under this policy are designed as per the needs of the tourism sector in the state.
- Key strategic interventions are identified and special incentives for respective intervention have been laid out.
- Strengthening of tourism infrastructure especially in the form of PPP model, special tourism infrastructure Tourism Infrastructure development t fund, CSR, etc. are defined in this policy .**Some MTDC Policy for Accommodation (Hotel, Rooms etc.) reviewed**
 - A heritage hotel should be traditional style.
 - Façade, Architecture features and general construction consistent with a traditional lifestyle.
 - It should minimum 10 let table rooms.
 - At least 35% of the rooms should be air conditioned.
 - It should have restaurant/ dining hall with a seating area of minimum 40 Sq.M (Excluding kitchen and storage)
 - It should have a telephone with STD facility.

Dr.Mandeep Kaur, Nitasha Sharma ^[3], studied aboutGrowth and Development of Indian Tourism Industry,the importance of tourism to economic development has been recognized widely due to its contribution to the balance of payments, GDP and employment. Since last few years, Indian tourism industry has been growing at a rapid pace and it has vast potential for generating employment and earning large amount of foreign exchange. So it is imperative to study the growth and development of Indian tourism industry.

Tourism is one of the key sectors of the Indian economy leading the international trade in services and representing the leading income activity for many regions. Tourism industry in India is growing and it has vast potential for generating employment and earning large amount of foreign exchange too besides giving a support to the country's overall economic and social development. Tourism in India should be developed in such a way that it accommodates and entertains visitors in a way that is minimally intrusive or destructive to the environment. Moreover, since tourism is a multi-dimensional activity, and basically a service industry, it would be necessary that all wings of the Central and State

governments, private sector and voluntary organizations become active partners in the endeavor to attain sustainable growth in tourism if India is to become a world player in the tourism industry. The events like Commonwealth Games and Cricket World Cup have contributed a lot to promote tourism in India. A policy implication which may be drawn from this study is that India can improve its economic growth performance by strategically harnessing the contribution of the tourism industry and improving their governance performance. Since tourism is an important engine of local development, it is necessary to increase domestic tourism too in order to have more decentralization of local development caused by such activity.

Gulnara Ismagilova, Ilshat Gafurova and Lenar Safiullin^[4], studied about Using Historical Heritage as a Factor in Tourism Development, the historical and cultural heritage plays huge role in development of internal tourism. Objects of historical and cultural heritage, bring an important asset of the cities, make profit and economic development.

Dayananda.K.C, and Prof. D.S.Leelavathi^[5], studied about Tourism Development and Economic Growth in India, a Tourism industry acts as a powerful agent of both economic and social changes. It stimulates employment and investment, alters structure of an economy, contributes to foreign exchange earnings and maintains favorable balance of payment. The money spent by the tourist in a country is turned over several times in the process; the total income earned from tourism is a number of times more than actual spending. The multiplier effect of tourism receipts is completely recognized as spreading to secondary and tertiary sectors of an economy. Tourism helps in the significant growth of economic, social, cultural, educational and political sectors.

Marketing and promotion are of vital importance in tourism sector due to the competitiveness of tourism industry both within and between tourism generating nations. Tourism sector creates direct, indirect and induced employment. It produces a vast spectrum of employment from highly qualified and trained managers of star hotels to room boys, sales girls and artisans. With its faster growth new horizons of employment open up for youth of the developing countries. In developing countries like India tourism has become one of the major sectors of the economy, contributing to a large proportion of the National Income and generating huge employment opportunities. It has become the fastest growing service industry in the country with great potentials for its further expansion and diversification

II. OBJECTIVES AND SCOPE

The objective of this study is to assess the present situation of Tourism development in Gondeshwar Temple at Sinnar, analyze the present situation based on SWOT analysis and to provide future proposals.

To create effective linkages between tourism and cultural facilities and also the conservation of natural and built heritage.

The Scope of this study is limited to tourist places on the way Sinnar town area which is under Archeological Survey of India and Maharashtra Tourism Development Corporation also private tourist places.

III. STUDY AREA PROFILE

Sinnar is situated on the route of Mumbai – Shirdi road. Millions of visits Shirdi and Shanishiganapur. Thousands of dioties of Saibaba “Padhyatries” “from Mumbai to Shirdi. Sinnar lies between 19°50'41" N latitude, and 74°0'7" E longitude. Unfortunately on this route they do not have any recreational pilgrimage to take rest. Project will fill the alone purpose and will help the travelers and pilgrimages to take some rest on the way. Sinnar is one of the major industrial zones of Malegaon built around the city of Nashik which have multiple international production companies and also Maharashtra Government declare a Special Economic Zone near existing industrial zone. A population of **3.47 lakhs** and occupying **195 sq.km** and elevation of 651.50 Mtr M.S.L.

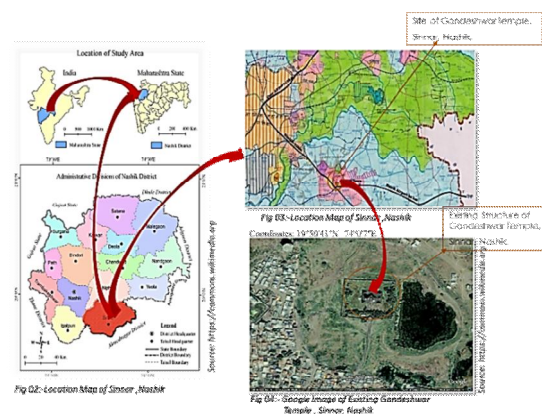


Fig 1: Location of Gndeshwar Temple

Sinnar Town is divided into 5 Prabhag and 23 Wards

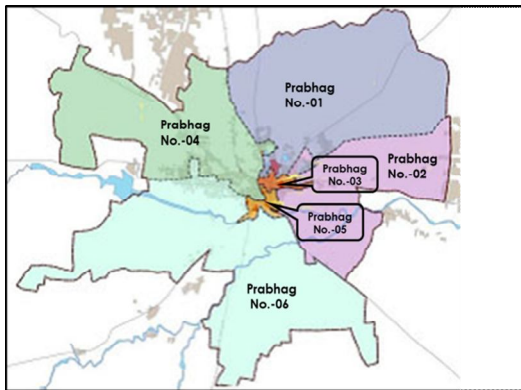


Fig.2: Zone map of Sinnar Town

IV. METHODOLOGY

The methodology adopted for the study and the sequence of various steps undertaken is shown in the fig 3. The first stage is selection of the study area with aim, objectives. In second stage literature review has been done. Third stage followed by study of field data. Fourth stage followed by collection of data. In Fifth stage consists of analysis and calculation for future requirements. In Sixth stage proposals has been given to enhance tourism.

Fig.3: Showing the Methodology adopted

V. DATA COLLECTION AND ANALYSIS

The Inventory data is collected from different sources like Tourism department, (MTDC), Archeology Survey of India (ASI) Nashik Regional Office & Sinnar Municipal Council (SMC) which includes maps and drawings of Gondeshwar Temple and the field data are collected from tourists, Experts and Stakeholders.

SWOT analysis is developed following an integrative procedural model that includes the tourists, stakeholders, and experts.

Analysis

The analysis gives a complete understanding to identify behaviors of tourists, stakeholders, local people and experts for existing situation in tourism of Gondeshwar Temple, Sinnar town which is followed by comparative analysis, sentimental analysis, and SWOT analysis.

5.1. Purpose of Visit:

From the fig 5, it is shown that 29 % tourists come Visakhapatnam for Rest and relaxation While 25% come for Religious. And 11 % tourists coming for Recreation

.Therefore tourists willing to come Visakhapatnam for mostly relaxation and enjoy over ere and religious because of important Pilgrimage also study includes general characteristics like purpose of visit, Duration of Stay, Mode of transportation and other related information like expenditure pattern which will affect the Local Economy in Visakhapatnam city

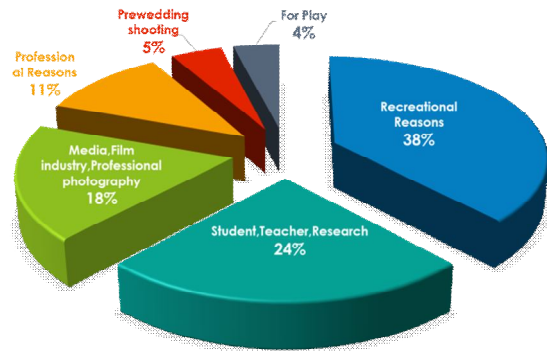


Fig. 5: Chart showing purpose of visit

5.1.2 Comparative Analysis:

In the fig. 6 the comparison between different tourism resources like facilities, connectivity and accommodation is shown and it clearly shows tourists are mostly satisfied with the accommodation but when comes to facilities there are somehow dissatisfied in tourist destination.

The comparison of other tourism resources like infrastructure, management and maintenance is also included in the study

5.1.3 Sentiment Analysis:

In the Fig 7 shows the perception of the tourists is taken into consideration how there sentimental feel about the Tourism, Religious & pilgrimage places in Gondeshwar Temple and nearby or on the way tourist destination. Nearly 34% of the people were Satisfied and 22% people are somehow Dissatisfied and 15 % feels the condition is Good and 13 % says Excellent and 9% people says the condition is Poor and 7% people says the condition is Extremely poor.

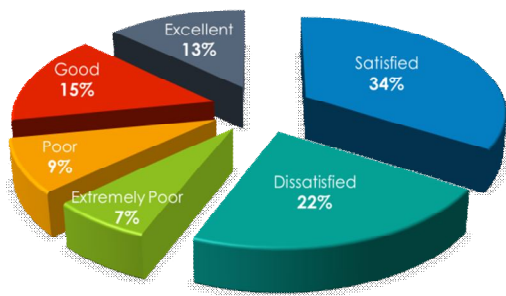


Fig. 7: Sentimental analysis of Tourism/ Religious/ Pilgrimage place

The Sentimental analysis also done for knowing the Tourist’s perception of heritage destination as Gondeshwar temple at Sinnar.

5.1.4 Facilities to be Upgraded:

From the fig 8 it is shown that parks and also the requirement of amusement is suggested by the maximum number of Tourists with 84% of the tourists felt that the Availability of water facility must be improved, 86 % of them giving various opinions the improvement of sanitation and toilet Facilities. 83% of the tourists felt that the availability of parking facility must be improved and 71 % of tourist feel that Children play area and lake near temple must be improved and people feel that there must be a jogging track as well as boating enabled a temple side lake.

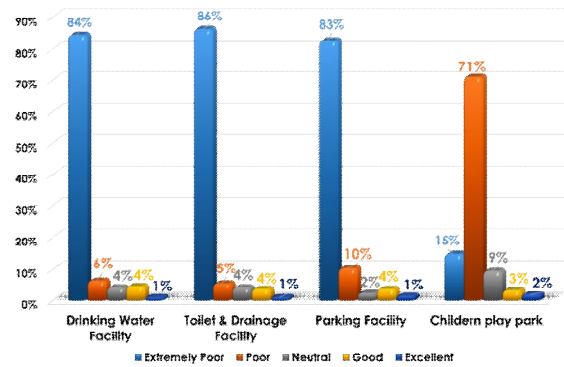
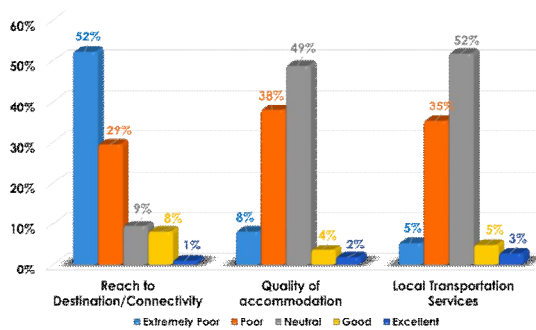


Fig .8: Facilities to be upgraded

5.1.5 SWOT Analysis

Based on the Survey with 224 Stakeholders and Experts SWOT was formulated

Strengths:

- Good Historical and Religious Attraction (Architecture, Tradition)
- Best tourist destinations on the way of Shirdi and Shanishiganapur another religious places.
- One of the best example of complete Hemadpanthi Architecture style temple in India.
- Mix of destinations and attractions of all types- Film Industry, Prewedding Shooting, religious, Heritage with immense natural beauty. The majority of the tourists visit for its breath taking and inspiring natural beauty.
- Learning, Education, Inspiration on this destination.
- Friendliness of local people.

Weaknesses:

- Lack of proper Skill man power in the tourism department.
- Lack of facilities and wayside amenities for tourist in Gondeshwar Temple area.
- Lake of Maintenance.
- Lack of adequately trained guides and information.
- Lack of adequate space for gather people and sitting the people.

Opportunities:

- Government of India has declared Heritage site of Gondeshwar temple.
- Ecotourism sites in and around the Sinnar Town.
- Many Archaeological Buddhists sites around the Sinnar Town.

- Increasing the employment opportunity for local people.
- Thousands of dioties of Saibaba “Padhyatries “from Mumbai to Shirdi.
- The Samrudhi highway passes by Sinnar Town.

Threats

- Sometime the environmental conditions, Nature calamities also giving threat to the tourism actives.
- Lack of proper vision and mission.
- Increasing lack of user friendliness.
- There are no activity programs that support Tourism

VI. PLANNING PROPOSALS

Proposals are made for vision of future development of tourism in Sinnar Gondeshwar Temple. The proposals are given based on the existing situation in the periphery of Gondeshwar Temple. Sinner town is situated on Eastern side of Nasik district in Maharashtra state. The components, which are eligible for financial assistance of either Central government or other financial institutions, have been identified. It is also observed while selecting these components that on other implementation, they will generate business facilities and employment opportunities.

It is also seen that they will improve the social and urban infrastructure. On the execution of all the components, resources will be generated for the Municipal Council for components are so selected, that there will be right mix of remunerative and non-remunerative components. Hence, the municipal council will be in a position to maintain the beautification developed. The land is owned by the government of India. The area of land is about 21 acres.

6.1 Components Identified Under Development

- Development of Main Roads and Sub Roads
- Entrance gate
- Development of Parking Area
- Development of Main Pathways and Sub Pathways
- Paving for Pathways
- Development of Sitting Area or Activity Area
- Development of Garden space outside as well as inside of the Temple
- Principles of landscape design
- Garden styles
- Landscape furniture
- Sculptures
- Development of small amusement Park
- Development of Natural Amphitheatre

- Development of Boating Lake Area
- Fountain and Laser Show
- Development area for public utility including Toilets
- Museum, Library and cafeteria
- Water bodies
- Heritage walk way
- Construction of Compound Wall and Security Cabin
- Solar Street Light and High Mast in Garden Area
- Rainwater Harvesting
- Compost pits

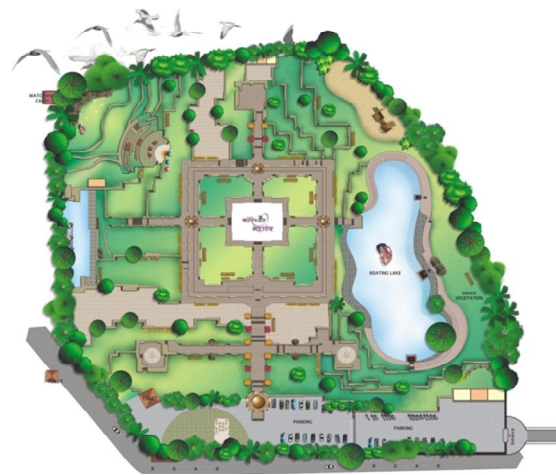


Fig .10: Proposal development plan



Fig. 12: Entrance Gondeshwar Temple



Fig.14: Aerial View of Gondeshwar Temple

VII. CONCLUSION

In this paper, it has been presented the main objective of the study to analyze the strengths, weaknesses, opportunities, and threats of tourism in Gondeshwar Temple, Sinnar. On the basis of analysis. It is concluded that strengths and more opportunities are more comparable to threats and weakness. Which gives a positive approach for encouraging future tourism development and also the proposed study of this paper is included with proposals like Children Play park, development of recreational park Amphitheater and proposal for development of Boating Lake, Laser Show, Jogging Track around the boating lake are given for vision of future which led to the growth of local government economy and also helpful for local employment generation.

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