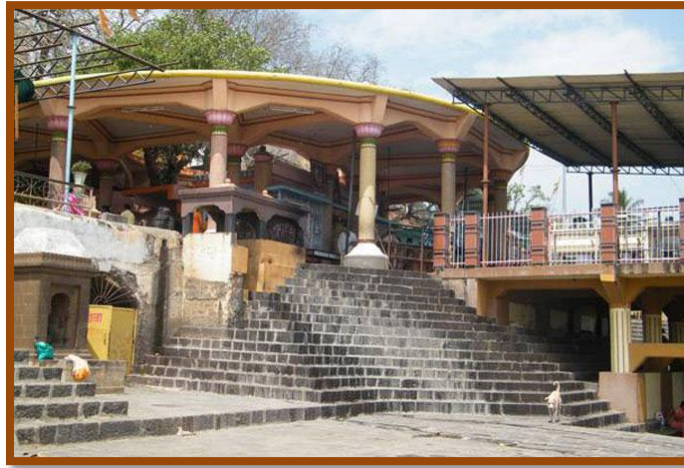


## NRUSINHWADI AS A RELIGIOUS TOURIST CENTER: A GEOGRAPHICAL STUDY



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### Abstract

*Religion is historically associated with tourism. Some of our most popular tourist places are found on ancient places of worship. Religious tourism has a big future in the district. Kolhapur district is richly endowed with ancient temples and religious festivals. The purpose of this study is to examine facilities available for tourist. The study also aims socio-economic status, and economic impact of tourism etc. The satisfaction index is measured with the help of formula.*

### KEYWORDS:

Religious, ancient, socioeconomic, satisfaction.

**Introduction:** Tourism is one of the most important industry; which promote the country's economy. It is considered to be the most powerful tool to promote national integration and unify people from all over the country. The purpose of religious tourism is encouraging incoming tourist for holly places e.g. Kolhapur, Jyotiba, Nrusinhwadi, Khidrapur, etc. religious centers. Religious tourism also called faith tourism. Considering this aspect an attempt has been made to highlighted religious tourist center and their facilities. Here researcher has tried to assess the level of satisfaction of the tourist by taking their views regarding the various facilities. e.g. Darshan, Food, Transportation, Behavior of the local people.

**Study Area:** Nrusinhwadi is a small village located in Shiroltehsil. It is 45 km. away from Kolhapur. This place is situated at the confluence of river Krishna and Panchaganga. It lies

between 16°41' N latitude and 74°34' E longitude. The height of this place is 540 meters from MSL. and occupied about 907.2 Hectors of area.

Nrusinhwadi is popularly known as Narsobachiwadi. This place is famous for its temple of Shri Dattatrya. Nrusinh Saraswati lived here for twelve years. They become incarnate of Dattatrya. There is no idol for ShriDattatrya symbolizing his presence, there is symbolized by his 'Padukas'. Therefore it is well known in Maharashtra.

### LOCATION MAP

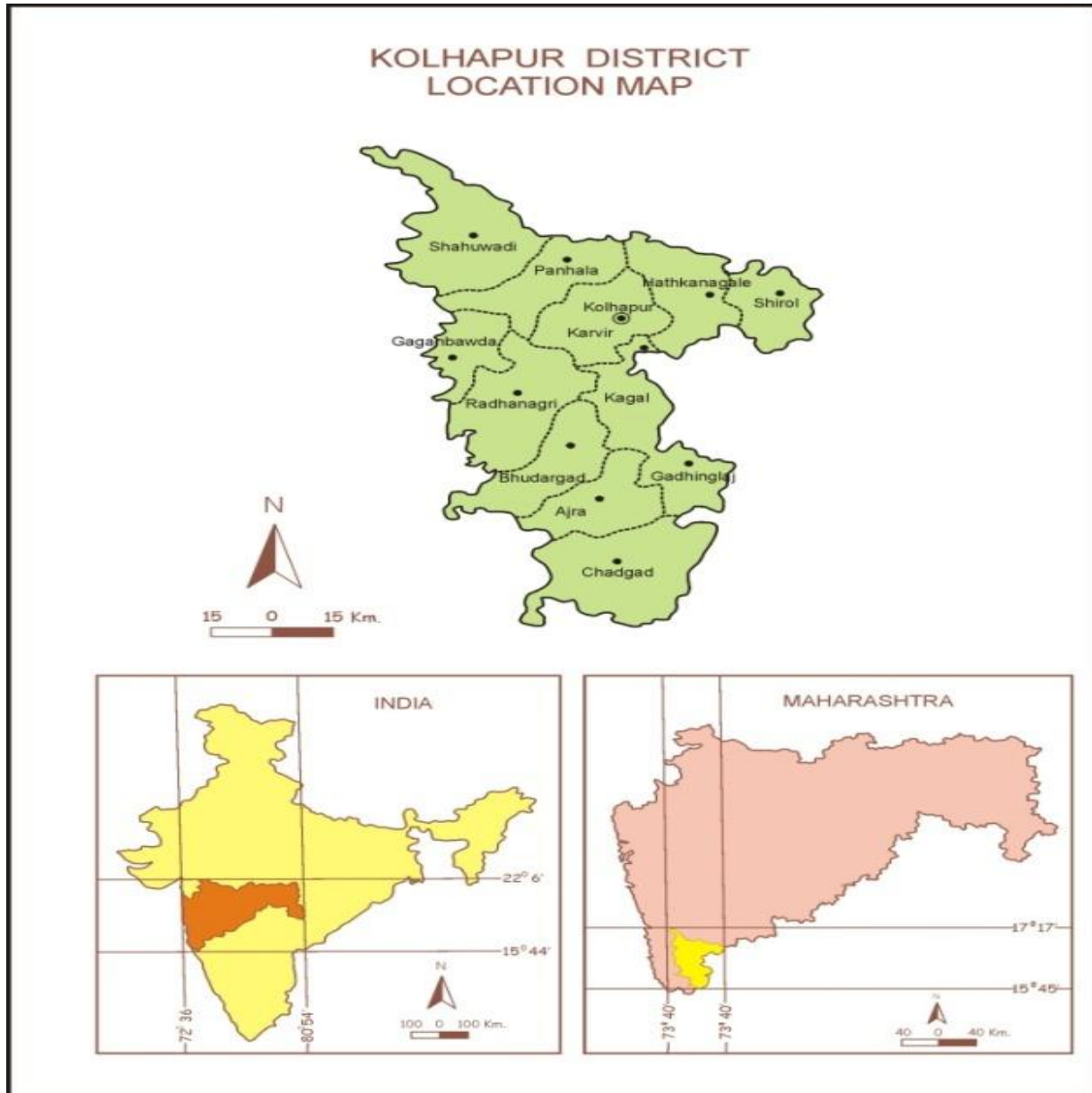


Fig. 1

#### Objectives:

1. Classify the tourists visiting Narsinhwadi

2. Study the facilities available for tourist
3. To study theeconomic impact of tourist
4. Study the satisfaction of tourist visiting Nrusinhwadi
5. To find out potentiality of Nrusinhwadi to develop as National tourist center.

**Methodology:**

Following methodology was used to complete this paper

1. Designed the questionnaire to collect primary data from tourist and visit the place to see Factual situation.
2. The information regarding to the historical and cultural facts has been collected from the Secondary data.
3. Calculate the satisfaction index on the basis of overall view expressed by tourist, about facilities. Following formula is used.

$$Sli = \frac{M_i \times N_i}{N}$$

**Discussion:**

Nrusinhwadi is a place of Pilgrimage. On every fulmoon more than 10,000 & at the time of Dattajayanti more than 4 Lakh people visit.

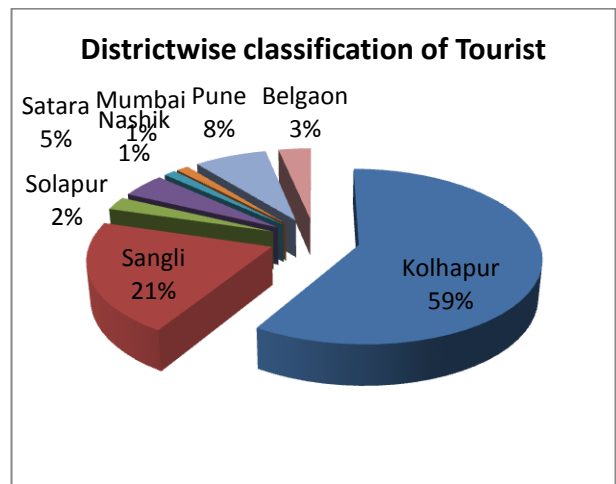
Out of that 270 tourist were contacted for this study but 240 tourists were responded to give back by filling the questionnaire. Here hence the results are based on 240 tourists.

**1.0 Classification of tourist:**

Tourist visiting Nrusinhwadi are classified on the basis of their residential place, age group, religion, occupation, and literacy etc.

**District wise Classification of Tourists-Nrusinhwadi**

Index	District	Numbers	%
1	Kolhapur	141	59
2	Sangli	50	21
4	Solapur	6	2
5	Satara	11	5
6	Nashik	3	1
7	Mumbai	3	1
8	Pune	18	7
9	Belgaon	8	3
	Total	240	100



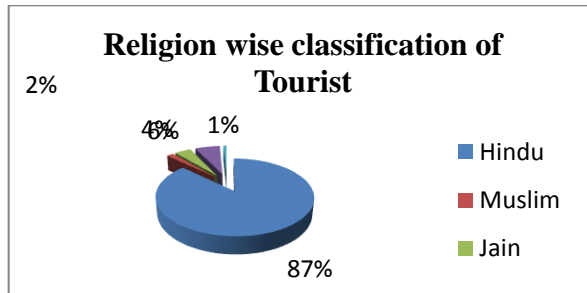
(Source- Data compiled by Researcher)

**Table- 1.1** District wise Classification of Tourists

According to table -1.1, Tourist visiting is from Maharashtra and Karnataka. Maximum tourists are from Kolhapur and Sangli district. Only one percent tourists from Mumbai. These tourists have interviewed at the time of Diwali, New Year and summer season. As per surveying proportionate of the other visitors from Pune, Satara and Solapur. Is less as compared to Kolhapur district.

**Religion-wise classification of Tourists- Nrusinhwadi**

Index	Religion	No. of Tourists	%
1	Hindu	209	87
2	Muslim	4	2
3	Jain	10	4
4	Buddha	15	6
5	Christen	2	1
<b>Total</b>		<b>240</b>	<b>100</b>



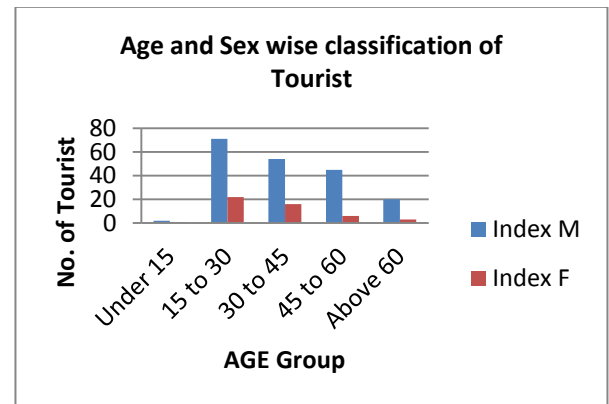
(Source- Data compiled by Researcher)

**Table 1.2** Religion-wise classification of Tourists

Table 1.2, Shows that, Tourists of various religion are visiting this place. But percentage of Hindu people is high i.e. 87% of total tourist. Then Buddha, Jain, Muslim and Christen were, 209, 15, 10, 04, 02 respectively visited at Nrusinhwadi.

**Age and Sex wise classification of Tourists- Narsinhwadi**

Index	Age in Years	No. of Tourists			Total %
		M	F	Total	
1	Under 15	2	1	3	1
2	15 to 30	71	22	93	39
3	30 to 45	54	16	70	29
4	45 to 60	45	6	51	21
5	Above 60	20	3	23	10
<b>Total</b>		<b>192</b>	<b>48</b>	<b>240</b>	<b>100%</b>



(Source- Data compiled by Researcher)

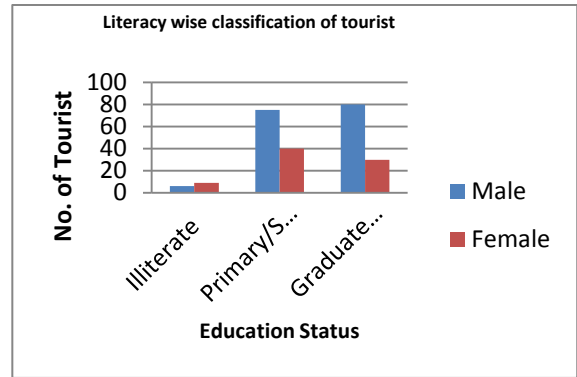
**Table 1.3:** Age and Sex wise classification of Tourists

Age and Sex wise classification is given table No.-(1.3) 39% tourists belong to 15-30 age groups; which is major age group of the visitors at Nrusinhwadi. Second highest visitors are from the age group of 30 to 45 years and their proportion is 29%. More than 65% tourist of 15 to 45 age group. Less than 1 % tourist is below 15 years.

**Literacy wise classification of Tourists- Nrusinhwadi**

Index	Education	Male	Female	Total	%

1	Illiterate	6	9	15	6
2	Primary/Secondary	75	40	115	48
3	Graduate and more	80	30	110	46
<b>Total</b>		<b>161</b>	<b>79</b>	<b>240</b>	<b>100 %</b>



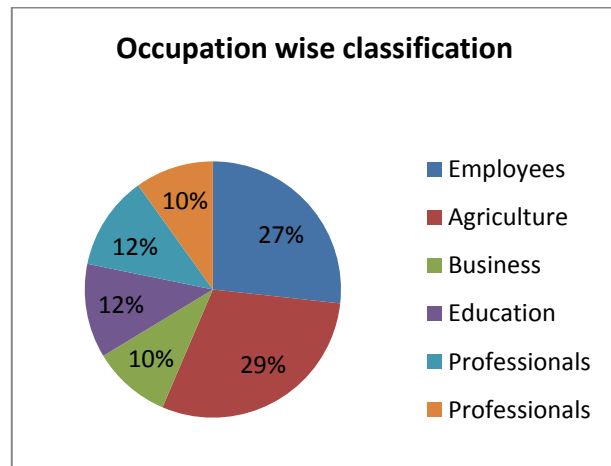
(Source- Data compiled by Researcher)

**Table :-1.4:** Literacy wise classification of Tourists

Most of the tourists visits Nrusinhwadi in religious point of view & out of these more than 90% are literate. This indicates that they have faith on God and cultural factors effect on the human life. There are only 6% tourist are illiterate.

**Occupation-wise Classification of the tourists- Nrusinhwadi**

Index	Occupation	No. of Tourists	%
1	Employees	64	27
2	Agriculture	71	30
3	Business	24	10
4	Education	28	12
5	Professionals	28	12
6	Others	25	10
<b>Total</b>		<b>240</b>	<b>100</b>



(Source- Data compiled by Researcher)

**Table 1.5:** Occupation-wise Classification of the tourists

The occupation wise classification of the tourists above table shows that 30 %, 27 % are from farmers and employees respectively and 24 % tourist from student and professional categories. Businessmen and others are 20 percent.

**Income wise classification of the Tourists (Yearly Income) –Nrusinhwadi**

Index	Class	Income Group (Rs.)	No	%
1	Low income class	0 – 50,000	150	63

No. of Tourist	2	Middle class	50,000-10,0000	60	25
	3	Higher middle class	10,0000-1,50,000	22	9
	4	Higher income class	More than 1,50,000	8	3
	<b>Total</b>			<b>240</b>	<b>100%</b>

(Source- Data compiled by Researcher)

**Table 1.6:** Income wise classification of the Tourists

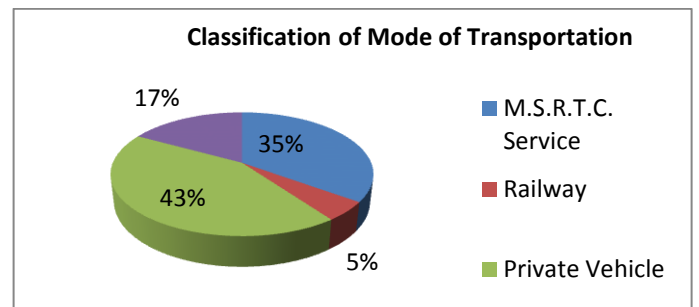
Income wise classification of the tourists is shows that (table 1.6) Maximum tourists are from low income class and their proportion is 63%. Second largest class of the tourists is middle income class group i.e. 25%, where 9% tourists, from higher middle class families and 3% tourists, are from higher income class group.

## 2.0 The facilities available for tourist:

Tourists visiting Nrusinhwadi are studied on the basis of transportation, accommodation, water supply, education and other facilities.

### Mode of Transportation- Nrusinhwadi

Index	Mode of Transport	No.	%
1	M.S.R.T.C. Service	85	35
2	Railway	12	5
2	Private Vehicle	93	43
3	Walking/Cycle	40	17
<b>Total</b>		<b>240</b>	<b>100%</b>



(Source- Data compiled by Researcher)

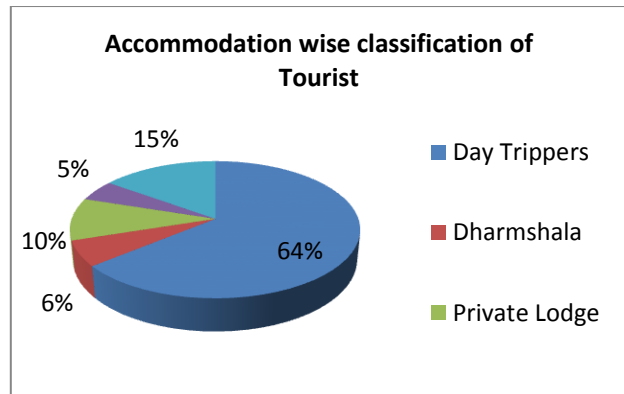
**Table: 2.1** Mode of transportation

The accessibility is good at Nrusinhwadi. MSRTC buses provide daily service to Nrusinhwadi. Private and haired cars, jeeps can also be used to reach that place from any part of Maharashtra and India.

Table 2.1 reveals that there are 43 % tourists have used private vehicles to visit the destination. 35 % tourists have used MSRTC service as mode of transportation to reach the destination. 5 % percent tourists have used railway facilities as mode of transport. And 17 % tourist who were from nearby areas have been preferred their cycles or by walking to visit the place.

**Accommodation facilities –Nrusinhwadi**

Index	Type of Lodging	No.	%
1	Day Trippers	153	64
2	Dharmshala	15	6
3	Private Lodge	24	10
4	Hotel	11	5
5	Friends and Relatives	37	15
<b>Total</b>		<b>240</b>	<b>100</b>



Source- Data compiled by Researcher)

**Table: 2.2** Accommodation facilities -Narsinhwadi

For the accommodation purpose the Hotels, Lodge, Math, Trust, Dharmshala, Bhaktnivas etc. facilities are available in Nrusinhwadi. But at the time of fair and festivals it is difficult to get accommodation. Because more than 3 Lakh of pilgrims visit Nrusinhwadi which create pressure on the accommodation Table 2.2 shows that 64% tourists are day trippers; whereas 15% tourists have preferred to stay with their relatives or friends house. 10% tourist have used private lodge to stay and 6% tourist used Dharmshala facility to halt at Narsinhwadi.

**Water supply- Nrusinhwadi**

Drinking water is supplied to the Nrusinhwadi by Kurundwad Nagarparishad/Nrusinhwadi tap water supply project which is taken from Panchaganga River. But it is not sufficient to increasing people. The Nrusinhwadi Grampanchayat have independently started new water supply project from Krishna River.

**Other facilities:**

There are parks, Garden facilities, and other entertainment facility absent.

**Economic impact:**

Tourism is an economic activity. It has effect on the economy of tourist place. It replace traditional source of earning at destination. Therefore tourism development has often received support from local people and government. The role of tourism should be significant in the development of economy. 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. The income generated at this place is calculated by the following formula.

**Income generated in the Reference year** = per capita Expenditure by the Tourist × No. of Tourist reached the destination

**DI = PCE × 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 × AS**

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

- Average of the per capita tourist expenditure =183.1 Rs

- Average duration of stay of tourist- 2
- Total no. of pilgrims (2011-12) =3, 55,000

**DI =PCE×NT**

Where, PCE =PDE×AS

PDE =183.12 AS = 2

PCE =183.12×2 =366.25

DI =366.25×3, 55,000

=**13, 01, 07,500**∴Rs 13.01 Crore

Therefore 13.01 crore Rupees expenditure in the destination

**3.0 satisfaction index of tourist**

The questionnaire was prepared to assess the level of satisfaction of the tourist by taking their views regarding to the various facilities i.e. traveling, lodging, food and the behavior of local people. The indicator wise level of satisfaction is calculated and tabulated with the help of formula.

**Factor wise Level of Satisfaction (Mi)**

Sr.N o	Management Factors	Excellen		Good		Satisfaction		Unsatisfacto		Total %
		No	%	No	%	No	%	No	%	
1	Hault	36	15	13	5	55	24	10	4	100
2	Travel	38	16	14	1	48	20	14	6	100
3	Food	84	35	13	5	24	10	2	1	100
4	Darshan	86	28	11	4	54	22	4	2	100
5	Local People	40	17	13	5	58	24	4	2	100
6	Security	20	8	12	5	72	30	22	9	100

(Source: Data compiled by researcher)

**Table No. 3.1 Factor wise Level of Satisfaction (Mi)**

As per the opinion of the tourist it is observed that quality and availability of traveling and food is good at Narsinhwadi, but halting facilities must be improved as well as there is scope to improve the approach i.e. behavior of the local people for the promotion of the tourism.

**Factor Wise Average of Satisfaction (Ni)**

Sr. No.	Management Factor	Average Satisfaction %			
		Excellent	Good	Satisfactory	Unsatisfactory
1	Halt	8.88	6.89	4.96	2.6
2	Travel	9.21	7.07	6.20	2.71
3	Food	9.21	7.15	5.25	3.00
4	Darshan	8.88	7.31	5.11	3.00
5	Local People	9.5	7.08	5.03	2.00
6	Security	9.5	7.19	5.25	2.45

(Source: Data compiled by researcher)



**Table 3.2** Factor Wise Average of Satisfaction (Ni)  
**Factor wise Satisfaction Index with Ranks (Sli)**

**A. Satisfaction Index method**

Sr.No.	Management Factor	Satisfaction Index	Rank
1	Halt	5.83	6
2	Travel	6.29	1
3	Food	6.15	2
4	Darshan	6.07	4
5	Local People	5.90	5
6	Security	6.09	3

(Source: Data researcher)

compiled by

**Table: 3.3**Factor wise Satisfaction Index with Ranks (Sli)

Comparing the percentage index method and satisfaction index method seen that most of the tourists are happy about the travel. But tourists are not happy about other management; therefore they ranked it at lowest stage. It reveals that the other management factor should be improved to attract and to satisfy the tourists, as well as extra attention should be given to improve status of the hauling, local people and other management factors.

**Conclusion:**

**Following are the conclusions drawn after study:**

1. tourist visiting Narsinhwadi from Maharashtra and Karnataka also
2. Maximum tourists visiting are from Kolhapur and surrounding area.
3. Tourist visiting Narsinhwadi belong to all type of religion but most of them i.e. 67% belong to Hindu religion
4. The highest number of tourists belong to farmer and employees; their percentage is 57
5. A large number of tourist visiting are literate i.e. 94%
6. Maximum tourists (43%) prefer private vehicles Like jeep, car and tourist buses and 35% tourist prefer public transport facilities like state transport buses
7. The entertainment or recreational facilities are absent.

**Suggestions:**

The tourist visit Narsinhwadi at the time of Datta Jayanti and other festivals, that time some problems were created. The following suggestions should consider for solving problems;

1. Darshan is the main problem at this place and it can be solved by widening the roads & shifting the shops away from the temple.
2. Toilet facilities should be constructed in Narsinhwadi near parking, near bus stand and other important place.
3. Private sector should be inspired to build Hotel, Lodge, and Guesthouse which can accommodate 50-100 tourists.
4. Precautionary measures should be increase to the proportionate of tourist for the safeness of tourist.
5. Park and Gardens should develop near the temple.

6. Cruise tourism can be developed from Nrusinhwadi to Khidrapur.
7. It can be developed River bath spot.

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