

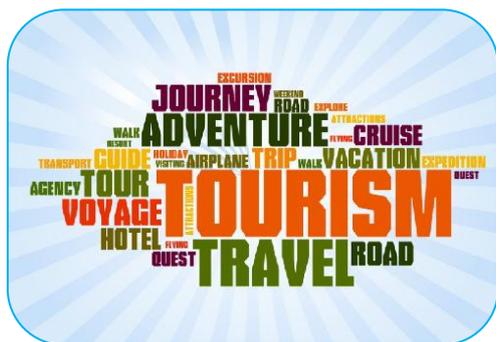


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DIGITAL PROMOTION OF SOLAPUR TOURISM AND ITS IMPACT ON THE DEVELOPMENT OF THE SMART CITY SOLAPUR

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ABSTRACT:

*Active learning strategy has been a preferable The Indian tourism and hospitality industry has emerged as one of the key drivers of growth among the service sectors in India. India has rich cultural and historical heritage so government wants to commercialize these assets and attract national and foreign tourists. Government has allotted Rs 1,250 cores in year 2018 for integrate development of tourist circuits under **Swadesh Darshan** and Pilgrimage Rejuvenation and Spiritual Augmentation. Cultural tourism is concerned with*

various countries. The World Tourism Organization tells us that cultural tourism accounts for 37% for Global tourism, and furthermore affirms that it will continue to increase by 15% annually.

This research deals with historical and cultural tourism along with other tourism possibilities of Solapur region. It is found out the new historical, cultural and other kind of tourism possibilities in Solapur region. To identifies the digital technology role in development of tourism. To establish linkages with employment and other activities. This study will explore the new model for promotion tourism and development for the improving economy of the smart city.

KEYWORDS: *Active learning strategy, development of tourism.*

INTRODUCTION :

Cultural tourism is the subtheme of tourism concerned with a traveler's engagement with a country or region's culture, this cultural tourism term is used for the journey that includes visits to cultural resources, regardless of whether it is tangible or intangible. Cultural resources specifically the historical sites, religious places, art & architecture, religious tradition, fair-festival, rural &

ethnic pockets cultural tradition, urban districts lifestyle, food, values, customs, lifestyle and other elements of the people in those geographical areas that helped and shape their way of life. Maharashtra State having rich cultural heritage different types of religion, tradition, archaeological monuments, fair festival is been centre point of attraction to tourist. Western Maharashtra is one of the important regions of this state Kolhapur, Satara, Sangali and Solapur are districts included in this region these districts are culturally and ecologically very affluent. Solapur is situated in the eastern part of this region and northern part of Karnataka state.

Solapur having the rich cultural heritage this region has social, religious diversity. Solapur is developed as the multilingual, religious and cultural miscellany center. This is a place of Pilgrims Pandharpur, Akkalkot, Tuljapur Magalvedha, Gangapur Barshi, Haidra & Niranarshihpur are the major pilgrimage situated around this region. Other than these pilgrimage Solapur region has many historical and archaeological heritage Sites and it has its own significant. Ancient temples of Solapur region provide the regional religious and cultural history. Solapur regions fair-festival, art-architecture, medieval historical monuments, food,

different cultural activities such as the *Wari, Gondhal, Jogva, Bharud, Kirtan* tradition provide us the multicultural identity of Solapur. Handloom industry product specially Towel, Solapur *Chadar* (Blanket), agro tourism, Eco tourism attract the tourist towards the Solapur.

Solapur is well connected by train and road transport to Karnataka, Telagana states. Solapur has been selected for smart city. The smartness of the city will depend upon various components such as culture of the city, level of income, employment, industrial growth, agriculture & tourism development. Tourism is known for generating ample opportunities for the employment. In this context this research paper will explore various aspects of cultural tourism for the development of smart city.

International Status of Tourism:

Tourism Industry is the important aspect in the growing economy. Many of the countries depend upon the tourism. Country like India has significant potential considering the rich cultural and historical heritage. During the period of April 2000-June 2018, tourism sector attracted around US\$ 11.39 billion of FDI, according to the data released by Department of Industrial Policy and Promotion (DIPP). The Government of India is working to achieve **1%** share in world's international tourist arrivals by 2020 and **2%** share by 2025. Under Budget 2018-19, the government has allotted Rs1, 250Cr. (US\$ 183.89 million) for Integrated development of tourist circuits. In this context regional cultural tourism will play the significant role for development of economy and service sector.

Every year foreign tourists visit India. These tourists are interested in to the cultural tourism. Local and regional tourism will open the new avenue to them. Through the cultural tourism, Indian people enrich our culture towards the international people. This kind of research work attracts national and international people in regional tourism. It will create the local to global linkage. Cultural exchange program between the state as well as other nation. When tourist will come in this region it will lay the great impact on the economy and society.

National status of tourism:

Indias Tourism and development sectors are growing sectors. It is related to our religion culture and society. **Atulya Bharath** is a slogan of Indian Tourism, now a day's Tourism Industry is growing as important service sector in India. Every year International and National and local tourists visit to various places of India. Tourists have keen interest in Historical and cultural tourism related places. If the local tourist places give more emphasize, it will explore the new possibilities in local and regional tourism. Central government announced the smart city scheme. Solapur has been selected for this scheme hence this research is useful for the growth and development of smart city.

Major existing research works reviewed:

1) Cultural Tourism in India: Museums Monuments - S.P Gupta, Lal Krishna - 2003

The book is a detailed exploration of various facts of Indian thoughts and life that make it a popular, cultural tourist site for visitors from all over the world. It presents an account of India's people, history, national flag and national anthem, dance, drama, music, painting, textile, pottery, food and drink, and customs and lifestyle that comprises the multifaceted components of India's culture. It describes all the major places of pilgrimage and festivals and scenic beauty in India, and lists state-wise a number of historical cities and sites that stud the length and breadth of the country, its attractive monuments steeped in history and its museums laden with treasures from the past. It brings out the special attractions in India for the western tourists who are mainly interested in those aspects of Indian culture that gives a deeper meaning to life at physical, spiritual, mental and moral levels. The national and international tourists flow, tourism-related organizations and conventions, eco-tourism, India's natural heritage. It also gives an account of historical evolution of tourism in the world context. For professionals in tourism. There is information on organization of package tours, tour circuits, tour planning, training of guides and marketing of tourism. Appendices discuss institutions where tourism is taught, tourist information centers in India and abroad, and tourism related periodicals.

2) Hindu Places of Pilgrimage in India: Dr.Bhardwaj- 2010:

A Study in Cultural Geography Combining historical analysis with his own fieldwork, Dr. Bhardwaj not only established the importance of the institution of pilgrimage in Indian history and the persistence of similar distribution patterns of sacred places over long periods, but also furnished the normative background for contemporary practices. He examines both the historical and the contemporary patterns of pilgrimage at various levels - pan-Hindu, supra-regional, sub-regional and local.

3) Economic impacts in pilgrimage management: Vijayanand S.(2011):

In this research emphasizes the expanding nexus of holy sites, society, politics, ideology, and culture. This article explains and supports the idea that the economic impacts of religious tourism should not be neglected or underestimated. Additionally, the paper argues that religion and tourism have much in common. In the modern world it is hard to ignore the impression of it. This paper lends theoretical support to religious tourism.

4) Indian perspective on tourism (Interventions and Drivers) Vara Prasad Dr. V B T Sundari 2012:

This paper deals with Tourism in India and its growth, contribute foreign exchanges, enhance employability and result in community development. The cultural exchange among various nationalities. The cross cultural interface and universal peace and harmony. This paper tries to examine various dimensions of tourism sectors regarding the drivers and their implications and recommended road maps that shall propel and sustain the growth.

5) A Geographical analysis of tourist destination in and around Solapur: Advitot S.C. - 2014,ISRJ.

The paper highlighted the existing tourist destinations in and around Solapur. the different tourist destinations in and around Solapur. With the help of buffering a destination. It marked showing 50 and 100 km distance from Solapur city.

6) A Geographical study of fairs and festivals in Solapur district" Unpublished Ph.D. thesis Miss T. J. Maske- 2017:

In this Ph,D research work researcher did the geographical analysis of Solapur tourism she classifies the fairs and festivals according to geographical conditions in Solapur. This research analyzed the facilities available for tourists and studied the satisfaction ratio of tourist. Research examine the impact of fairs and festivals on local environment. Researcher found the potentiality of fairs and festivals to develop as tourist's center& pointed out the religious activity and entertainment is the main purpose to visit the fairs and festival. She discussed the various problem of tourist center and suggested the solution.

7) Union and State Govt. Ministry reports and Policy paper : 2016 to 18 :

Indian Government's Ministry of tourism annual report year 2016 ,17,18, Maharashtra's tourism policy year 2016 is very useful resource to understand the government's policy and vision to develop the tourism in India

All the above literature emphasizes the national and state tourism policy. And some paper deals with Solapur tourism regarding the geographical points. Regional and local cultural tourism has not been given more importance. Regional and local cultural tourism is the one of the most important issue regarding the economy and development

Identification of research gap:

Tourism related research work has been done on national and state level by various government authorities. Regarding to regional and local tourism related research has not been taken place. Research is going on from geographical and historical point, but this research has not established

the linkage with cultural tourism. Previous research elaborated the geographical area fair and festival of region but application of study is missing. If the applied type of research is conducted by researcher it will be helpful for policy makers, this paper is dealing with the problems and suggested the farm solution to policy maker it will be helpful for the local and regional tourism. This is also useful together the culture related information and employment generation.

This Research paper has identified the gap between National, regional, local tourism research. This paper's suggestion will help for urban development and to stop the migration of local people in metro cities. This will focus on Interdisciplinary approach of this study encompassing the issues of Society, economy, geography, culture, history, management rural and urban development, this research papers finding will be use full for policy makers to form the policy, related to tourism and development of Solapur smart city.

Objectives:

- To study the various pilgrims and its cultural tradition in the context of Solapur tourism
- To find out the alternate tourist possibilities in Solapur
- To study the linkages of the tourism with employment and other activities in Solapur region
- To Identify the digital technology role to promote the Solapur tourism

Sources

Regarding to research problem, enough primary and secondary literary data is available, Solapur, Pandharpur Tulajapur, Akkalkot related literary evidences such as the Purans, various saints compositions, religious scripture, *Kannad Vachan Sahitya*, excavation reports, number of Inscription, temple architecture, hero stone, iconographic evidences are important archaeological evidences, oral sources such as the tradition *Godhal(folk art) Abang ,ovi, Bharud proverb* are useful sources to understand the historical and cultural tradition, and Solapur local culture and market of Solapur

The primary data collected from archives and the field work. Structured questionnaire of open and close ended method were used for it. The purposive sampling method was used to select respondent from various pilgrims and cultural centres. Tourists, pilgrim's authority, tourism related People, local shopkeepers, tourist agencies, transport agents, government authorities, 50 person from each segment were taken as a sample for the study. Focused group discussion and interview with members of tourist agencies was conducted to understand the local tourism related problems

Secondary sources were collected from various libraries and online journals, books, news papers and various medias. Collected primary and secondary data was interpreted regarding to the cultural history & tourism point of view.

Methodology:

The exploratory research methodology was used for the research work. The primary data collected from archives and the field work was analysed and interpreted and established the correlation between Pilgrims, tourist needs interlink cultural tourism & employment.

Solapur: and Pilgrims

Solapur is the place of Pilgrims Pandharpur, Akkalkot, Tuljapur Mangalvedha, Gangapur and Barshi which are the places, attract the devotees towards the Solapur. In the period *Bhakti* movement Solapur was the center place of the Shiavism and Vaishnavism. In the 12-14th century A.D. Baswashwar, Revanshideshwar and Shidharameshwar saint spread the Shaiva and Virshaiv philosophy in Solapur region.

Sidheshwar Temple:

Solapur's many people belong to shavism & virshaiv cult. In Solapur city '*Shidheshwar temple*' exists Shideshwar is a main local deity, large number of people from entire India visit Solapur to take darshan. In the month Sravan devoties visit temple. In the January 'Makarsankarati' festival is

celebrated very devotedly, 5 to 6 lakh people from Maharashtra, Karnataka, Telangana, Andhra Pradesh come for Shidheshwar (Yatra) fair. Kannada, Telugu, Marathi hindi language people visit Solapur every year, hence multilingual and different cultural assimilation takes place. These pilgrims and fare attract the tourists towards Solapur. It encourages the tourism and economy of Solapur region.

Pandharpur : Solapur is a central place of Vashnavism. *Pandharpur* taluka is situated western part of Solapur district it is 70 k.m. From Solapur city. This place known as the '*South Kashi*' of India. God Vitthal known as a incarnation of lord Vishnu and Goddess Rukmani & river Chandrabhaga are the main venerable for devotees. Ancient Vitthal temple, Mathas and various saints' tradition is the central attraction for people. Vaishnav saint tradition had given their great contribution to the Bhakti movement. Every year devotees gather in Pandharpur four times for '*Wari*' purpose. Wari means vaishnav devotees visit Pandharpur regularly for annual pilgrimage along with 'Dindi- Palakhij' carrying the paduka of various saints. Ashadhi, Kartiki, Magh, Chaitra these are four main Ekadashi events. Approximately 15-20 lakh devotees visit Pandharpur. Along with this every months ekadashi is also holy period for devotees to visit Pandharpur, Magalveda, Aran and Barshi these places are related to the vaishnav tradition. Those devotees visit Pandharpur they also visit these places. Devotees come from Maharashtra, Karnataka, Madhya Pradesh, Andhra Pradesh, Goa, Gujarat and various parts of India and abroad. It leads the great impact on the tourism and economy. Consequently society, cultural harmony.

Akkalkot is another pilgrim place in Solapur. This place is famous for Shri Swami Samarth a saint of Datta cult. It is 42 K.M. From Solapur city. Large number devotees visit this place every on month's full moon day. Devotees visit Akkalkot Then they move towards Gangapur it is 100 k.m. away from Akkalkot. This is one of the holiest place in Datta Sect. Devotees from Various places visit this pilgrim regularly every months full moon day has its own importance. people visit Akkalkot on full moon day and on Swami Samarth's birth and death anniversary and Datta Jayanti festival. devotees celebrated these days very faithfully. Taking the darshan of swami Samarth people move towards the Gangapur. This pilgrim place is 70 kilometers from Akkalkot it is one of the important centre in Datta Cult people from Karnatka, Telangana, Andrapradesh, Goa, Madhya Pradesh and Gujarat visit the Akkalkot and Gangapur regularly

Tulajapur: is one of the well-known Shakti peetha in India. This Ancient holy place is situated 45 k.m. north side of Solapur. Tuljabhavani Deity is the scared place for People. Every *Nvaratri*, *Vijayadashami* and on Full moon day devotees gather there. In the Dashahara Festival 15-20 lakh devotees visit Tuljapur, small scale industry like 'Kumkum' Manufacture. Bamboo worker and Hotel business depend upon the devotees. This Yatra (fare) provides the employment and economic stability to local people.

Solapur, Pandharpur, Tuljapur & Akkalkot are significant places for cultural history. These places are related to Shaiva, Vaishnav, Shakta & Datta sects these sects come together and develop the syncretic culture in society and improve the communal harmony in society. The different kind of the Cultural tradition has emerged in these pilgrims such as the Wari, Dindi, Shidheshwar Yatra, Navaratra Yatra, Pournima, Bharud, Gondhal, Kirtan, Jogva tradition These tradition attract the tourist from India and abroad.

Cultural places: Its relevance to tourism and development:

These all pilgrims' places are situated surrounding area of the Solapur. Solapur is the center place to reach these places. Solapur has Railway Junction good transport connectivity. National highway has gone via Solapur. Every year significant number of devotees visit this pilgrim. Fare and festival attract the tourists towards Solapur.

Every year devotees visit Solapur region for religious purpose but these people are not much aware about the historical and cultural background of these places. Devotees visit only pilgrim but other than pilgrims so many other places may attract the devotees in Solapur. Ancient temple, wild life sanctuary, Agro tourism centers, Eco tourism places, Handloom & power loom products market plays the significant role in tourism. The proper planning and publicity can create employment opportunities in Solapur region. Regional and local transport, hotel, food handloom market, shopkeeper, common

people will get the customer. Youth of Solapur will provide the smart service for the tourists by using the digital media and technology. If Civilians get the employment in their native places they can offer the good service in cheap price.

Alternate tourist places of Solapur:

Regarding the tourism development I identify the alternative tourist places which are neglected and very much useful to attract the tourist such as Ancient Temple and Inscription gives the important information of the Hinduism. Temple and icon sculpture attract tourist towards the Solapur region. Ancient temple from Hattarsang Kudal, Nagansur, Shejbulgoan, Tarapur, Suste, Kasegoan, Narayan chinchli, Velapur, Mohol give the information of the Hinduism. Herostone and Satistone from Velapur, Malshiras, Sangola, Karmala, Magalveda, also provide us the vast kind of the information about the ancient political and feudal society. Solapur Fort, castle, Islamic architecture of Begampur, Vijapur Hidra also attract the tourists towards Solapur. Solapur region's wild life sanctuaries wild animals, seasonal migrated birds, agro tourism centre, Ujani dam back water, Eco tourist spot, reasonable medical facilities of Solapur, local textile and handloom market (Solapuri Chadar, Towel) Solapur food culture always attract the variety of tourist in Solapur. These Places are more neglected if the proper attention and publicity is given to these places, they will attract the tourist.

If the tourist visits these places then local rural and urban people can get the employment opportunities in their native places. It will stop the youth and labor migration in metro cities. It will also increase tax and revenue of state. It has lay positive economic and society. Tourism can support the hotel, transport, food, agriculture, manufacturing and small scale industries. Creates the coherent market for handloom & power loom product from this rural and urban people, youth, women can get the employment. It will have the positive impact on the Solapur economy. This will develop and establish identity of Solapur as a smart city.

Linkages of the tourism with employment and other activities:

Solapur is multilingual and diversified cultural centre. People from rural and suburban areas come to Solapur for the searching the employment. Agriculture, small scale industry, textile handloom industry are main occupations in Solapur. Cheap labour, Suitable climate, better transport connectivity play the supportive role to provide employment to the people of Solapur. In 20th century this region was known as the cotton mill hub. In the late 20th century gradually these cotton mill closed hence many labours become unemployed. These people engaged in *Bidi* industry but government has banned *Bidi* industry so many people migrated from Solapur to metro cities remaining people depended upon the Small scale and agriculture base industries. If research and policy are taken to promote the tourism of Solapur, it will give the alternate source for employment. Agriculture sector gets the tourists from Agro tourism, spiritual and pilgrims tourists are helpful for cultural tourist consequently these tourist attract towards the eco and rural tourism. This will help for the local people to promote their business. lodging, transport, hotel, handloom, textile, industry and business trader and wander can get the good customer from tourism.

Digital innovative technology to promote the tourism in Solapur:

Promotion For of local and regional tourism will provide the ample opportunities for local people. For this purpose historical and cultural background of the pilgrims and tourist centre is very useful. Through this we can understand various cultural traditions and its role in pilgrim's tourism. Proper marketing and canvassing of this local asset we can attract the tourist. For this purpose modern technology is very useful. With the help of technology and sample survey data will collected from field. From this data we can understand the expectation and problems of tourist and local people. to fulfill their exceptions and solve their problem and to provide the Digital information to tourists and local people, we can develop one independent website such as **Solapur Tourism** this will focus on Solapur tourism. It will provide the detail information of these cultural centers and local tourist places, market and product and services in various languages also in audio visual and text method.

By using the new digital technology and social media, we can give the wide publicity to tourism . Through the field work we can collect the tourists' information and their expectation, problems. To fulfil their expectation and solve their problems, we can develop the '*Solapur Tourism Information app*' through this app we provide the local tourism related information, through this app we can register the service provider, transport ,hotel, local shop ,manufacturer, local artisans, guide and other person and service provider information which will provide the state of service , good quality food and product to tourist.

By using GPS and Remote sensing system we can identify the Solapur's new tourist places and develop the tourist cercal on virtually on this basis, tourists can get the idea of that particular places, this app will also provide the one click information in various languages it will be very useful to attract the Indian and foreign tourists in Solapur

Solapur and its rural areas have the wealth of domestic product creation and selling out the same with huge demand in local market. The small scale retailers of Solapur and its around rural areas are well known for textile ,handloom, food and agriculture products, these things are well known to local people and some of the their relatives, so systematic publicity and product branding schemes can be develop to improve the sell of local product. For this purpose superior supply chain management to merchandise the product in global market on the basis of ICT related technology development can be made for branding /marketing of the art culture and local product over to global market. To avoid the linguistic barrier English/ Marathi/ Hindi /Kannada/ Telgu bilingual android app will be useful for tourists and seller for branding their products.

Expected Outcome:

- 1) People will get the employment from the tourism, this will increase living standard of society .It will explore the other kinds of tourism related possibilities available in the Solapur region.
- 2) These efforts will help to the entrepreneurs to devise accurate policy for tourism sector. It will be helpful for the policy makers to formulate concrete policy for the development of the smart city.
- 3) Solapur city is being the smart city, these kinds of efforts will attract tourist in Solapur this will be helpful to promote Solapur at global level.
- 4) Policy makers can understand the tourist exceptions and local people's need, on the basis of it they will formulate concrete policy for the development of the smart city and tourism.
- 5) Growth of tourism sectors will be helpful to enhance the local employment opportunities and develop the local market.
- 6) Development tourism will be useful for new entrepreneurs to develop their new start-up plans regarding to tourism industry such as cotton, handloom, hotel transport & other sectors. It will open the new kind of tourism opportunities for future Such as Agro, Eco and Medical tourism. This is very useful for rural and urban development.
- 7) Tourism maintains the social and cultural assimilation of the society, it will be helpful for maintaining social harmony

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